# How Redmoor can help with
Population health and public health screening – a pathway approach

Under the current Quality Outcomes Framework (QOF) practices are required to ensure that uptake of Cytology and Immunisation programmes are maximised.

In some Regions, both public health programmes have lower uptake than anticipated or aren't meeting the national targets. We need to understand why and then support patients and practices to increase uptake. Redmoor offer a range of support services that can assist.
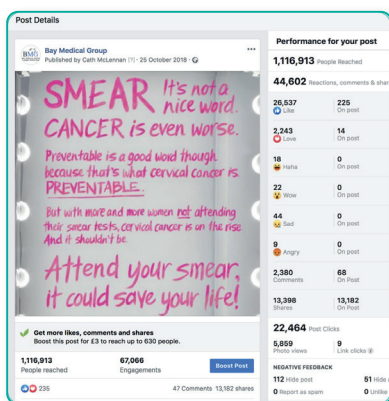
Where we started –
Redmoor was involved in a programme using new social media techniques used to boost cancer screening rates. The result was a 13% increase in attendance and has been cited as a best practice case study by NHS Digital. We also helped Bay Medical Group reach over 1 million people with cervical screening messages resulting in an additional 100 cervical screening. The full case study can be viewed here.

Communications –
Working with Regional, ICB and national screening and immunisation communication teams, and leading influencers (e.g. Jo's Trust Cervical cancer charity) Redmoor can co-create culturally sensitive, age-appropriate social media content and via our Social Media Managed Service, release a variety of posts to raise awareness of the importance of screening and vaccine uptake.

Targeted messages can be sent to patients and parents/guardians of children who are eligible, but making the process of direct booking, or allowing the ability to change/cancel should be easier. Messages can be set up at individual or group level and lends itself to working at scale either in PCN or wider. Redmoor can support Practices and PCNs to optimise their messaging platforms. Message platforms can be configured to send in native language of the recipient, if that information is recorded in the clinical system.

How Redmoor can help with **Population health and public health screening** – a pathway approach (CONT.)

Clinical system searches and configuration -
Population groups are already identified in clinical system searches, these could also be created at scale, administered across a PCN, then batch messaging used to contact groups of patients. A sub-set of reports could help to identify demographic information, including ethnicity so that alternative language content can be created. Digital Champions could support this work.

GP Online services –
Many appointments can be made available for patients to book online - but practices often still haven't switched online appointment booking back on, post covid. Extended access services offer additional capacity and lend themselves to this type of provision.

Linking the targeted messages to specifically named slots will simplify this. Although many children's immunisations are sometimes 'appointed' by child health services in some areas, catch up remains the responsibility of practices.

Delivery at scale -
Practices and PCNs are required to participate in and offer enhanced access, immunisations, and cytology clinics both offer the opportunity for delivery at scale. Federations often offer these services on behalf of practices. Although online booking systems are complicated for PCNs, there are products that help and there are workarounds. This also supports workforce retention as nurses who no longer wish to be fully employed by a single practice, could remain in the workforce and work on a sessional basis for the PCN, for delivery of both services.

Digital Journey Planner
This project would be underpinned by DJP to increase consistency of digital delivery in practice. Relevant modules Patient Communications, GP Online Services, Digital Inclusion. Clinical System optimisation is the first module for 23/24, followed by video consulting, telephony and operational efficiencies.

Digital Managed Service
Our DMS offer supports PCNs to assess and optimise the systems and products you are working with and can assist new Digital and Transformation Lead, whilst they are developing.

YourHub
Our PCN transformation programme supports development of practices and PCNs to harmonise and optimise digital tools and workforce. Offering advice around leadership, governance, workforce, and supporting your PCNs to deliver at scale.

Social Media Managed Service
SMMS along with a Federation or PCNs comms plan would support workload, increase consistency of message and deliver inclusive content to drive behaviour change.