

HEALTH AND WELLBEING BOARD		AGENDA ITEM No. 5 (b)
17 JULY 2014		PUBLIC REPORT
Contact Officer(s):	Katie Norton, Director of Commissioning	Tel.

PRIMARY CARE STRATEGY – UPDATE REPORT

RECOMMENDATIONS	
FROM : NHS England Area Team	Deadline date : N/A
1. This report is intended to provide an update on the work being progressed by NHS England East Anglia Area Team and the Cambridgeshire and Peterborough CCG to establish a strategic framework to support the development of primary care in East Anglia. It is for information.	

1. ORIGIN OF REPORT

- 1.1 This report is submitted to Board following a request from a member – Mr Andrew Reed, Director NHS England East Anglia Area Team.

2. PURPOSE AND REASON FOR REPORT

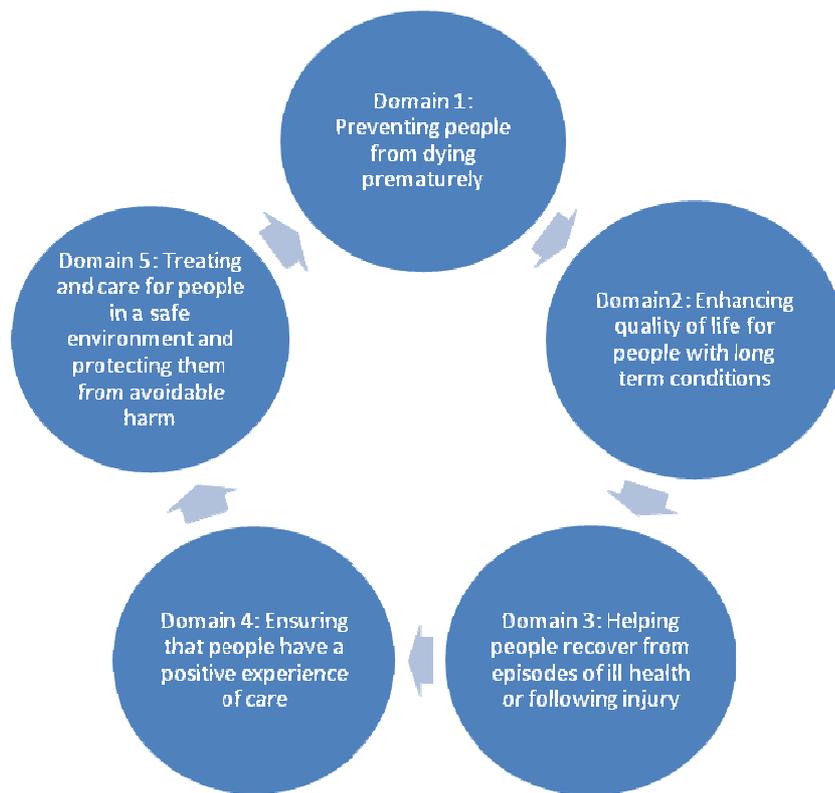
- 2.1 The purpose of this report is to provide an update to the Board on the work being progressed by NHS England to provide a strategic framework for primary care development in East Anglia.

3. BACKGROUND

- 3.1 As part of the national NHS England *Call to Action* the NHS England East Anglia Local Area Team has been working with local Clinical Commissioning Groups and the Local Professional Networks to consider what we need to do, both at a national and local level, to be confident of ensuring our local population has access to high quality, sustainable and thriving primary care services. The final version of the Strategic Framework for East Anglia is attached at Appendix 1.
- 3.3 A key principle of the Area Team approach has been to ensure alignment with our local Clinical Commissioning Group and Local Health and Wellbeing Board strategic planning processes. We are confident that this approach will ensure that the key themes and issues set out within the strategic framework will support the wider health and social care planning work that is being taken forward led by the CCGs and Health and Wellbeing Boards.

4. Strategic Priorities

- 4.1 Our local discussions have confirmed that there is a shared ambition to create thriving, high quality and sustainable primary care that works to improve health outcomes and support a reduction in health inequalities. This is directly linked to the ambition to ensure that primary care is able to maximise its' contribution to improving outcomes against indicators in the five domains of the NHS Outcomes Framework:



4.2 To do this, we recognise that we need to create an environment that enables general practice and primary care more generally, to play a much stronger role, as part of a more integrated system of out-of-hospital care to:

- Provide proactive co-ordination of care (or anticipatory care), particularly for people with long term conditions and more complex health and care problems.
- Offer holistic care: addressing people’s physical health needs, mental health needs and social care needs in the round.
- Ensure fast, responsive access to care, preventing avoidable emergency admissions to hospital and A&E attendances.
- Promote health and wellbeing, reducing inequalities and preventing ill-health and illness progression at individual and community level.
- Personalise care by involving and supporting patients and carers more fully in managing their own health and care.
- Ensure consistently high quality and value of care: effectiveness, safety and patient experience.

4.3 We recognise that there is no single blueprint for how general practice and the wider primary care community can best meet our shared ambition. It is clear that it will not be achieved simply or primarily by adopting new organisational forms. Our focus will therefore be on working collaboratively to understand how best we can work with primary care professionals to enable them to provide services for patients more effectively and productively, and how we can help practices benefit from collective expertise and resources.

- 4.4 Achieving our ambition will depend on harnessing the energy and enthusiasm of all those who work in and with primary care. There is also strong recognition that there are key areas of work that can, and must, be progressed locally.

These fall in to two key areas:

- Progressing work that supports the operational excellence of primary care services.
- Developing, with Clinical Commissioning Groups, a service model that supports the delivery of primary care at scale;

5 CAMBRIDGESHIRE AND PETERBOROUGH

- 5.1 The Strategic Framework includes separate chapters for each of the eight CCGs within East Anglia. Each chapter seeks to provide an overview of primary care services in the CCG area, sets out the opportunities and challenges and describes of the priorities for development.

6. RECOMMENDATIONS

- 6.1 The Health and Wellbeing Board are asked to note the progress made to develop a strategic framework to support the development of primary care services.

7. REASONS FOR RECOMMENDATIONS

- 7.1 To raise awareness of the work being progressed to support the development of primary care services.

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