

Churchmere Medical Group Patient Group

Meeting

Date: 22 November 2023

Venue: Senior Citizens Club, Pearl Yard, Whitchurch

Present:

Practice Representative: Dr Mark Willis (GMW), Senior Partner. Jenny Davies (JD), Managing Partner. Elaine Ashley (EA), Data & Quality Assurance Manager

Whitchurch: Peggy Mullock (PM), David Cooper (DC), Fay Barrow (FB), Bev Duffy (BD), Sarah Smith (SS), Terrie Hewitt (TH), Janet Howarth (JH), Chris Crowther (CC)

Ellesmere: No members attended

Apologies: Dorothy Wright (DW), Carole D'Ammassa (CD), Jemma New (JN), Community & Care Co-ordinator

1 Welcome (meeting opened at 1700 hrs)

Meeting was opened by PM. Round table introductions made and apologies accepted.

2. Minutes of last meeting

Minutes of last meeting agreed and no matters arising.

3. 'Help Yourself to Health Events'

Two events were held to promote services and voluntary organisations in our community. The first event was held on Friday 1 September in the Civic Centre, Whitchurch and the second on 26 September in the Market Hall, Ellesmere.

Approximately a dozen organisations attended which was very encouraging.

JN, from the practice, did a huge amount of work to pull these events together by contacting numerous organisations along with PM.

PM, Chair, attended both events and in Whitchurch received support from patient group members with tea, coffee and a raffle – thank you.

Discussed repeating these events in 2024 with organisation by the group with support from the practice C&CC. The events are run in September to allow promotion of the flu vaccination campaign and encourage patients to book appointments. Unfortunately, the Civic Centre in Whitchurch is closed due to structural issues and PM suggested using the Watergate Centre. Question raised on whether coinciding the Whitchurch event with the Saturday monthly market would attract a wider demographic.

FB suggested using the new space at the health centre and PM commented that this could be considered for future events after it has opened. Also discussed events targeting specific topics.

Actions: PM to contact Watergate Centre re availability
JN, Practice will contact voluntary organisations to check their availability to attend on a Saturday

4. Update on Flu Vaccination Campaign

EA reported that the practice had run two mass vaccination clinics (one in Ellesmere and one in Whitchurch) where over a thousand patients were vaccinated at each clinic. These clinics were supported by patient group members in marshalling and car parking duties. The practice would like to thank all who helped at these clinics as we could not run such mass clinics without volunteer support. Next year, we will try not to order the rain!

Currently, the practice has vaccinated 4471 patients since September and this is a huge achievement. In addition, 1665 vaccines have been given by other providers such as local pharmacies.

Category	Vaccinated	Declined	Remainder
65 years & over	78%	5%	17%
18-64y at risk	48%	6%	46%
2-3 yrs	55%	4%	40%
Under 18y at risk	60%	1%	39%

Each eligible patient has received at least two invitations either by SMS, email, telephone call or letter. In addition, the practice continues to offer vaccinations opportunistically whenever possible.

A question was asked on whether the practice has identified the reasons for those not responding. EA commented that not everyone wants to receive vaccinations and it is patient choice. We do ask patients to let us know if they do not want to receive their vaccine and a percentage do.

TH asked if the practice were made aware of availability of covid vaccinations so that they could advise patients. Many patients travelled out of area to get their booster and they are now doing them at the Fire Station in Whitchurch. EA and JD confirmed that the practice received no information at the start of the programme and EA added that she contacted the vaccination programme leads numerous times asking for information. The practice found information on the Whitchurch Town Council sites and other social media sites which was shared on the Facebook page regularly.

5. Update on new Health Centre in Whitchurch

EA reported that work remains on schedule for completion Summer 2024.

FB asked why there have been no communications on what extra services are going to be available in the new health centre ie. Clinics to avoid people travelling to Shrewsbury. She felt that the town population had an expectation that all issues in accessing healthcare will be resolved when it opens and these need to be managed.

GMW gave a lengthy and detailed explanation on health provision in Whitchurch. This addressed the history over the last ten years or so and how Ellesmere became involved in stabilising healthcare in town.

The practice already offers many additional services such as physio, pharmacists, mental health practitioners, paramedics, dietitian etc. The new build will allow the practice to have all the services currently available under one roof with purpose built space. Hospital clinics are already held at Whitchurch Community Hospital and the practice would not want to destabilise this.

The practice is also looking at ways to provide more services but these are always dependent on bidding for funding and more in the medium and long term plan.

The move from two buildings into one will be challenging and in the short term, the practice will need to stabilise and iron out any teething problems

A question was asked on whether there would be a pharmacy in the new health centre. JD confirmed that unfortunately there is no pharmacy provision.

We do have to remember that the plans altered considerably due to the planning and legal process.

JH commented that the practice is offering services that the public are probably not aware of and communications should 'sell' what is available.

Comms subgroup to look at how we manage expectations, promote services we do offer and what we aspire to provide in the future. FB will dig out the work done so far in the comms subgroup that we can build on. EA will contact ICB comms team to ask if they are able to assist.

PM asked the group for suggestions on how the £620 raised by the patient group could be used for the waiting area. It was suggested that a shortlist of ideas be proposed and sent to PM before going out to the practice population to vote. There are certain items that the Practice cannot have ie. Toys, coffee machines

Actions: Comms group to forward suggestions
EA to contact ICB media team
Suggestions for waiting area to PM

6. Patient Newsletter

EA shared a patient newsletter produced by the practice with the group for feedback. The plan is for a monthly newsletter to be available on the practice website with some paper copies for patients to read in the waiting areas. The practice does have to ensure it complies with GDPR regulations when contacting patients.

FB and DC felt that it was a throwback to the 80's and that we should be looking at other forms of communication ie. Instagram and tiktok as our Facebook group only has 1200 followers. EA explained that the Facebook group is managed by staff outside of their work hours and there is no capacity (or knowledge!) for other social media accounts.

JD added that the practice does not have a PR and media team and there is no budget for such.

SS thought the Newsletter was very good and she would print it off herself to show her parents who do not have the internet.

TH thought that the Newsletter was a good start and asked if the red & green colours on the pie chart could be changed to accommodate those who are colour blind. In relation to the 'day in a life of...', could we start with the least known services ie paramedics.

DC asked if the 'day in a life of a PSA' page could be edited to say there is a team of X number of PSAs.

Agreement that the Newsletter was a good start

Actions: EA will arrange for Newsletter to be edited before release

PM will contact Barry at the Whitchurch Herald before release to notify patients that there is a Newsletter and the link is valid.

7. Review of Aims and Objectives

- *To provide feedback on patient's needs, concerns and challenge the practice constructively on issues specifically affecting patients*
- *To contribute to the continuous improvement of services and quality of care*
- *To provide practical support for the practice and help to implement change*
- *To foster improved communications between the practice and its patients*

FB had raised a concern to the Chair and the Practice by email that the group is not meeting the published Aims & Objectives along with other concerns.

EA suggested that these had been met with the 'helping yourself to health events', supporting at flu vaccination clinics, running a survey on the telephone system as well as presentations by speakers and various discussions held. The lengthy discussions this evening also meet the published aims. No other objections received that the group is not meeting aims and objectives.

Frequency of meetings (FB) – the last meeting was April 2023. At that meeting, it was agreed that patient group members meet outside of the main meetings to arrange and run the two health events. As previously mentioned two events were held in September followed by two mass vaccination clinics. PM mentioned that frequency of meetings will pick up now as the health centre is developing but we have to consider the work pressures the practice is under.

Communications group (FB) – PM and EA confirmed that they had received no information on the communication strategy that was being developed. Long discussion and agreed that we would start afresh. FB will pull out the information developed to date and actions agreed as in item 5.

Key Performance Indicators (KPIs) - FB previously asked for KPIs to be available and reviewed at each meeting and advised that this was not within the remit of the group but information was available via internet searches. This was raised again by FB and DC who suggested knowing the number of missed appointments, number of telephone calls etc. Long discussion in which GMW and JD commented that the practice is continually monitored by regulatory authorities and there is no capacity within the team to regularly produce data for meetings. PM asked what would the group do with this information. BD disagreed with the need for sharing KPIs.

This evening the Friends & Family data has been shared and the plan is to share this regularly with our practice population via our newsletter. In addition, we discussed our seasonal flu programme.

It was agreed that we would periodically share information that would feed into our patient comms (ie. Number of telephone calls in a week).

Group Membership (FB) - commented that the Ellesmere members have left the group. DC added that it was a shame that AW had resigned but PM confirmed that this was due to her duties as Mayor and other commitments.

EA confirmed that the membership of the group is 21 members in total with 14 members Whitchurch and 7 members Ellesmere. We currently have 1 vacancy in Whitchurch and 3 vacancies in Ellesmere. An invitation to attend this evening's meeting was posted on the practice Facebook page as well as invitations to those that have expressed an interest in joining the group. We have not received any resignations from any other Ellesmere members.

8. Any Other Business

- Email received from Jayne Morris, Senior Engagement and Insight Officer ICB asking if she can talk to the group about the Advance Care Planning Project. FB asked how long this would take as does not want to detract from other items, PM said usually a 15-20 minute slot
Discussion introduced by JD on whether this type of project is something the patient group would like to get involved in. JD previously worked with Compassionate Communities in Shrewsbury and it would be fantastic to get something like this set up locally.

Action: EA to contact JM and invite to next meeting.

Date of next meeting

Thursday 25 January 2024 @ 2 pm

Venue: Ellesmere Community Centre (next to surgery)

(Apologies for next meeting: SS)

The meeting closed at 7.20 pm