



Summary Care Record Consolidated Comms Strategy

Task	Messages	Objective	Action	Materials Mechanism	STATUS	Owner
Redbridge Materials						
FAQS					COMPLETED	Comms
SCR Process Guide for GP Practices					COMPLETED	Comms
1 page Checklist for SCR					COMPLETED	Comms
4 Email to Practices					COMPLETED	Comms
Content on Redbridge Website					COMPLETED	Comms
2 Awareness Raising Events					COMPLETED	ICT/Comms
Mail House Preparation						
	<p>As part of the central mail house process, the materials for the PIP pack will automatically be ordered. These will include:</p> <ul style="list-style-type: none">• Patient Letter (approved SHA/PCT version)• SCR patient summary leaflet (standard leaflet)• Order form (standard form)• Business Reply Envelope (standard BRE)• Optional HealthSpace leaflet (standard leaflet)• All of the above collated into an outer NHS branded envelope. <p>Data extraction of patient data by the NHAIS central team on the 24th January 2010.</p> <p>2. Retrieval of the files from the local PCTS NHAIS (Exeter) boxes by the 25th January 2010 (This means that the PCT's NHAIS key users will have 5 days to validate and manipulate data i.e. remove practices that have already been PIP'ed)</p> <p>3. Patient data to the mailing house by the 1st February 2010 (20 working days required prior to mail-out)</p> <p>4. Patient letter to mailing house by the 1st February 2010 (20 working days required prior to mail-out). The London's</p>		<p>1. Health Space leaflet is optional so as per discussions need to decide if we include and check how a patient can access 2 Review SCR patient summary leaflet</p>	RE	COMPLETED	Comms

Book mailing slot	The proposed mailing dates will show a calendar of all available mailing dates available for the quantity provided. If a date is not available then the day will have a cross through it on the calendar. For large volume orders (500,000 packs per day) , the user should select one day i.e. the start day of the mailing and then the Lateral Group Administrators of the production schedule will confirm subsequent days of production directly to the user.			RE	COMPLETED	ICT/Comms
Generate Patient Letter			1. SHA/PCT generates PIP plan 2. Upload Data via secure ftp + approved patient letter and logo dn signature 3. Production of the patient PIP pack commences 4. Graphical representation of final letter available to view online 5. Mailing occurs (with email notification to listed contacts plus NHS Direct)	RE	COMPLETED	ICT/Comms
Notify NHS Direct of your PIP Mailing Dates			Notify NHS Direct of your Mailing Dates	RE	COMPLETED	
Monitor returned mail and complaints by patients	The patient letter of the PIP pack is bar coded according to the associated PCT and the outer envelope will have a return address back to the mail house. Any mailing packs that cannot be delivered by Royal Mail will be returned to the mail house and scanned, which in turn will generate a list of returned mail. These records will be added to the overall list of suppressed records and returned to the PCT. The data will be made available on a separate secure FTP site. Access credentials will be provided on a case by case basis to the PCT.		The PCT will need to ensure there is a local process in place to manage the returned mail list. It is advisable to agree a process in conjunction with the LMC and GP practices. One option could be for this to be managed by the PCT in the normal way. Another option would be to send the information to the practices to individually manage the status of the patients.		Ongoing	ICT/Comms
Plan Local Promotion and advertising Campaign		Regardless of the mail house option chosen by the PCT, PCTs can order additional materials (posters, DVDs, NHS Care Records Guarantee) as detailed above. The PCT will be responsible for ordering and distributing materials to support PIP campaigns and events locally	1. Redbridge Life - Copy deadline for March is 5th 2. Feb & March Press Release 3. Ilford Recorder. Items in Redbridge CVS. Other local publications		COMPLETED	Comms

Ensure that all designated support mechanism for patients (helpdesks) and GPs	If you have any questions or if you wish to discuss your options or concerns, please phone the dedicated NHS Care Records Service information line on 0845 603 8510 or visit the website at www.nhscarerecords.nhs.uk/summary			Patient Channels	COMPLETED	Comms
	Patients are requested to phone the dedicated NHS Care Records Service information line on 0845 603 8510 or visit the Summary Care Records website at www.nhscarerecords.nhs.uk/summary for more information. NHS Redbridge PALS are also prepared to provide support to patients who have any questions. NHS Redbridge PALS – 0800 0926 995			Email to Practices, Via IMT FAC, Website, NHSR Guidance Document		
	The NHS Redbridge communications team plans to distribute leaflets and posters to every practice in Redbridge in the first week of April. (i.e. 2 weeks prior to letters going to patients) During the first PiP phase for general enquires please email xxxxxxxxxxxxx@xxxxxxxxx.xxx.xx . We will update the online FAQs with any questions that will benefit all practices via the Redbridge website http://www.redbridge.nhs.uk/newsandpublications/content.asp?id=268 Please attend one of the awareness sessions and view the content via the NHS Redbridge website. For any other queries please contact either xxxxx.xxxxxxxxxx@xxxxxxxxx.xxx.xx or Donna.Richardson@redbridge.nhs.uk		Email to practices	Email to Practices, Via IMT FAC, Website, NHSR Guidance Document	COMPLETED	
Stakeholder Communications						
CCB/Clinical Directors						
		Raise awareness of summary care record with CBB	Present 'SCR briefing' paper to CCB board	 S:\Strategy and Planning\Communica	COMPLETED	Comms
			Confirm Clinical Directors role in the rollout of the programme	 S:\Strategy and Planning\Communica	COMPLETED	Comms
		Communications will be made easier if you have both a patient and a clinical champion who can explain the benefits of the system to media and stakeholders.	Identify		COMPLETED	Comms

		Keep up-to-date with project's progress	Provide updates to Polysystem Chief Officers to present at Polysystem Development Boards		ONGOING	Comms
GPs						
Ensure GPs know about the summary care record and what is expected from them.		Inform GPs of the programme and their requirements	Send GP packs to practitioners. Include FAQs and supporting materials as per the page on materials for GPs. Signpost GPs to supporting materials	Email to Practices, Via IMT FAC, Website, NHSR Guidance Document, Awareness raising event	COMPLETED	Comms
		Inform GPs of the opt out procedure	Include in GPs Pack	Email to Practices, Via IMT FAC, Website, NHSR Guidance Document, Awareness raising event	COMPLETED	Comms
		Create how to guide for practices on SCRs		Email to Practices, Via IMT FAC, Website, NHSR Guidance Document	COMPLETED	

		Provide feedback mechanism for GPs with any queries re the programme	Provide contact email to support GPs	Email to Practices, Via IMT FAC, Website, NHSR Guidance Document Awareness raising event	COMPLETED	Comms
Practice Managers						
Ensure practice managers know about the summary care record and what is expected from them.	We would like to provide you with as much support as possible during this process. To help all practices understand the implications of the programme we have scheduled 2 awareness and information events for GPs and Practice Managers to attend. We would encourage a representative from each practice to attend one of these sessions as they will give you an opportunity to have any questions answered, following a presentation on the Summary Care Records programme. An online Information pack for GP practices available via the NHS Redbridge website which details the drivers behind the programme, the benefits to patients, and guidelines and processes for GP practices. The information will help with patient queries and help you to understand what implementation activities are required of GP practices.	Run 2 Awareness raising Sessions for GP and Practice Managers		Email to Practices, Via IMT FAC, Website, NHSR Guidance Document Awareness raising event	COMPLETED	
PCT board						
		Raise awareness of summary care record with board.	Present a 'SCR briefing' paper.		COMPLETED	Comms
			Keep up-to-date with project's progress.		Ongoing	Comms
PCT staff						

		Ensure staff are aware of the project.	Send email to all identified staff re the programme	Email to staff. Monday morning briefing	COMPLETED	Comms
			Communicate details of the programme to front line staff	Email to Practices, Via IMT FAC, Website, NHSR Guidance Document ONEL CS. LBR and Social Services Comms Mechanisms	COMPLETED	Comms
		Send regular comms and all information to ONEL CS			COMPLETED	
LMC						
	LMC reported back on FP 69 process so complete	Ensure there is an LMC lead for the summary care record and that they are involved in the project.	TBC post workgroup meeting. LMC representative should update LMC members on project's progress.		COMPLETED	Comms
					COMPLETED	Comms
Practice Managers						
		Ensure practice managers know about the summary care record and what is expected from them.	Circulate 'SCR briefing'.		COMPLETED	Comms
			Include information about summary care record in regular practice manager communications channels.		COMPLETED	Comms
			Invite to SCR training which will take place some weeks before records are created.		COMPLETED	Comms
PALS and Patient Experience Programmes						
		Ensure PPE leads and PALS know about the summary care record. Although efforts will be made to direct patients to the information line, PALS need to be able to respond to patient queries.	Circulate 'SCR briefing' and 'How to deal with patient queries'.	Email, Website, Awareness Raising Event	COMPLETED	Comms
			Invite to SCR workshop (<i>Sector workshops to be set up by LPfIT</i>)	Email, Website, Awareness Raising Event	COMPLETED	Comms

			Invite to training about SCR which will take place some weeks before records are created.	Email, Website, Awareness Raising Event	COMPLETED	Comms
Caldicott Guardians						
		Ensure Caldicott guardians are aware of summary care record and how it affects their work.	Keep up-to-date with project's progress.	Email, CCB	COMPLETED	Comms
			Send letter to Caldicott Guardians Prathiba		COMPLETED	Comms
			Invite to SCR workshop (<i>Sector workshops to be set up by LPfIT</i>)		COMPLETED	Comms
MPs						
		Ensure that they are aware of programme before patient letter is sent. Patients worried about issues such as security may well approach their MP, so it is best to ensure MPs are informed early. (Before patient letter is sent)	Prepare briefing for MPs	Letter, MPs Briefing, to local Councillors	COMPLETED	Comms
Patients						
		Use local channels to reach patients in as many ways as possible with information about the summary care record.	Identify a patient champion who can help you explain the benefits of the record.	Online Case Studies GPs GP Surgeries, Secondary Care Buildings, Media, RPCT Website, Community Panels	COMPLETED	Comms
		Reach those who could benefit the most i.e. those with long-term conditions and those more likely to access unscheduled care e.g. parents of young children and older people.	Be clear that patients need not do anything if they are happy to have a summary care record.	Online Case Studies GPs GP Surgeries, Secondary Care Buildings, Media, RPCT Website, Community Panels	COMPLETED	Comms

	PIP toolkit. Pre-printed materials – leaflets, forms and posters - can be ordered from NHS CFH using the SCR materials ordering process (http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/orderscrcomms.pdf). http://www.london.nhs.uk/webfiles/Secure/Communications/SCR/SCR%20material%20order%20form.pdf http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/order_form.pdf		Order communication materials from CFH website for distribution to local surgeries and other community locations.		COMPLETED	Comms
			Order communication materials from CFH website for distribution to local surgeries and other community locations with multiple languages PIP toolkit. Pre-printed materials – leaflets, forms and posters - can be ordered from NHS CFH using the SCR materials ordering process (http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/orderscrcomms.pdf). http://www.london.nhs.uk/webfiles/Secure/Communications/SCR/SCR%20material%20order%20form.pdf http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/order_form.pdf		COMPLETED	Comms
			Create a summary care record 'page on website directing patients to more information.	Website	COMPLETED	Comms
			Circulate summary care record posters and leaflets obtained from CFH in GP surgeries and in local community e.g. libraries, leisure centres, job centres, pharmacies...	GPs GP Surgeries, Secondary Care Buildings,	COMPLETED	Comms
			Provide information about summary care record at Community Panels	Community Panels	COMPLETED	Comms
			Prepare reactive statements and Q&As		COMPLETED	Comms
			Issue a news release.	Press release	COMPLETED	Comms
			Provide information to hard to reach groups	Regular Comms Channels	COMPLETED	Comms
			Handle local media enquiries.		COMPLETED	Comms
Local voluntary sector and LINKs.						

		Work with local groups to reach those with long-term conditions and expert patients with information about the summary care record.	Circulate 'SCR briefing' and other updates.	Briefing dos and copy for newsletters	COMPLETED	Comms
			Circulate patient materials obtained from CFH		COMPLETED	Comms
LBR						
		Send regular comms and all information to ONEL CS				