

## 1st Friday Focus...

**The way you will access A&E  
has changed.**

To find out how? Join our 1st Friday Focus meeting...

**For urgent** →

**medical help**

**call 111**

**first**



**Guest Speaker Dr J. Teoh.**

Clinical Executive, Integrated Assurance, Walsall Clinical Commissioning Group

**Friday 8th January 2021, 10.00am till 11.00am,**

**By Zoom.**

You can Dial in to the meeting without the internet.

You will need to download the ZOOM app.

We will send you an invite to join the conversation.

Email: [info@healthwatchwalsall.co.uk](mailto:info@healthwatchwalsall.co.uk)

Tel: 0800 470 1660

## 1st Friday Focus

**8th January 2021**

**Changes around accessing  
urgent medical help and the  
expanding role of the 111 service**

**Presentation by**

***Dr Joo Ee Teoh FRCGP***

***Clinical Executive for Integrated Assurance, Walsall  
CCG***

***GP and Macmillan GP Facilitator***

## NHS111 first

Changing the Way Communities in the Black Country & West Birmingham access Urgent Care



# What are the changes to access urgent care?

Since 30 November 2020, instead of attending an Emergency Department unannounced, patients have been encouraged to use NHS 111 online or by phone to book an appointment with a service that best fits their needs

This could be:

- one of a variety of existing out-of-hospital services
- an assessment service at an acute hospital, or
- an appointment with a GP or dentist

In cases where it is appropriate, patients will be given a 'time slot' appointment at the Emergency Department itself.

\*\* As the public takes time to become used to this new way of accessing urgent and emergency care, no-one that attends an Emergency Department WITHOUT having contacted NHS 111 beforehand will be turned away.

# Why the change?

During the first wave of the COVID-19 pandemic the number of people attending Emergency Departments reduced dramatically, particularly those **seeking help for minor illnesses**.

However, after the nationwide lockdown lifted, the number of people visiting Emergency Departments began to rise – in some cases, sharply. At the same time, due to **social distancing and infection prevention measures**, the space in those departments is greatly reduced.

The change will enable us to provide emergency care safely to those who need it – particularly the **vulnerable and shielded** – by ensuring appropriate distancing in ED waiting rooms.



# The patient journey

## Our aim is:

- For more people to phone NHS 111
- For patients to be directed to the right service for their needs
- Reduce unnecessary visits to Emergency Departments (EDs)

If a patient does need to go to an ED or a hospital clinic, they will be given detailed instructions and a timeslot, following clinical assessment.

## How is a timeslot different to an appointment?

A timeslot is not an appointment: patients may still have a smaller wait, as EDs must prioritise critical cases that come in through ambulance or walk-in.

However, we hope timeslots will help patients avoid peak times and where possible avoid longer waits, as can happen at the moment.

# The patient journey – example 1

Since 20 November NHS 111 has had access to book directly into some hospital services. We refer to these as Same Day Emergency Care (SDEC) Here, we see the difference this would make to a patient experiencing Deep Vein Thrombosis (DVT) symptoms:

## Patient experiencing Deep Vein Thrombosis (DVT) symptoms – **before**

- Patient would be signposted to wait in ED
- Triage
- Sent onto the clinic to potentially have a further wait

## Patient experiencing Deep Vein Thrombosis (DVT) symptoms **NOW**

- Patient will be given a timeslot direct into the DVT clinic - reducing waiting times and unnecessary steps in the patient's journey
- Patients might bypass Emergency Departments altogether if they are clinically assessed at NHS 111 as needing a Same Day Emergency Care (SDEC) appointment

# The patient journey – example 2

Since 30 November NHS 111 has had access to book time slots for patients into the Emergency Department. Here, we see the difference this would make to a patient:

## Patient thinks they need to go to ED – **before**

- Patient would turn up at ED
- They wait to be seen (around 4hrs)
- They could often have been seen elsewhere, but receive treatment and advice from Emergency Care or are admitted into the hospital.

## Patient thinks they need to go to ED – **NOW**

- Patient will call NHS111
- They will be assessed by a trained call handler to find appropriate service and directed there, or be booked a time slot to attend ED
- They arrive at ED at the allocated time and get seen within that time slot (subject to other clinical priorities) waiting far less time and sure that they are in the right place
- The waiting rooms are less crowded and people are using the correct service, first time.

**Anyone with a life threatening emergency is encouraged to still dial 999.**



# Workforce

- We have been working closely with West Midlands Ambulance Service, who provide NHS 111 locally, to build in clinical assessment for patients before they are offered a time slot.
- Following additional funding, they have been able to recruit additional call handlers and clinicians to support with the anticipated increase in call volumes.



# Informing the public about the changes

A national, multi-channel campaign was launched on 30 November and will run right through until March.

The campaign creative focuses on the moment before a person needs to contact the NHS, including a woman about to fall from her bike, and a father clutching his sick child.

The campaign included:

- Television ads
- Radio ads
- Billboards and outdoor advertising
- Mainstream media launch
- Social media
- Leaflets for patients and posters for healthcare settings



**JUST THINK  
111 FIRST**

When you think you need A&E,  
contact NHS 111 by phone or online.

111



**JUST THINK  
111 FIRST**

When you think they need A&E,  
contact NHS 111 by phone or online.

111



# Example: the TV advert

[Voiceover]

What's your first thought?

What's the first thing you'd do?

Where's the first place you'd go

When you think you need A&E just think  
111 first

We will help you right away. And if you  
need urgent care, we'll book you in to be  
seen quickly and safely

Just think 111 first



Have you seen or heard  
any advertising or media  
on NHS 111?



# Local materials and approach

In the Black Country & West Birmingham the CCG communications team, working closely with Walsall Healthcare NHS Trust, developed additional local materials.

Having these resources enabled us to:

1. supplement the national materials with a more local feel to our campaign, and
2. begin communicating the enhanced service in our area on day 1 despite a slight delay in the national campaign materials being made available.

We developed:

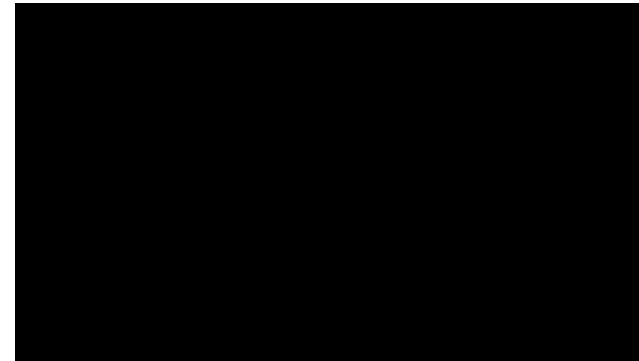
- A **Doodle Ad** explaining the changes, translated into key community languages (Bengali, Polish, Punjabi, Urdu, Somali)
- Key messages and social media resources, cascaded to all our local health and care partners in a **dedicated toolkit** issued in advance of the campaign launch to get us on the front foot
- System-wide BCWB **press release** (issued under embargo to local media on 29 November)
- **Posters and leaflets** for emergency departments

We have also taken the opportunity to **promote NHS 111** in all routine and seasonal communications activity, including our “12 days of Christmas” video advent calendar.

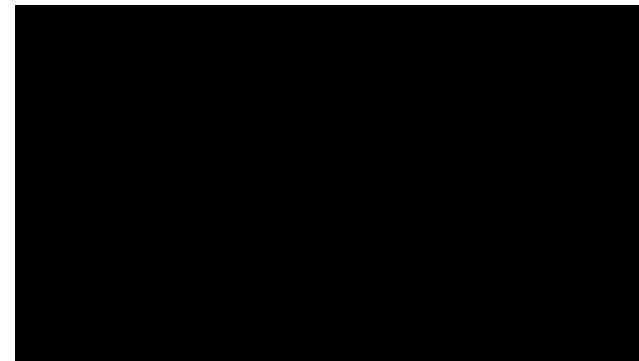
# Examples of locally developed materials

The image shows two pieces of patient communication material from Walsall Healthcare NHS Trust. On the left is a leaflet with a light blue background. It features the NHS 111 logo and the text: 'Thank you for calling 111 first', 'This service ensures you will be seen in the right place, the first time'. Below this is a numbered list of four points explaining the service, and a final note about being seen within one hour. On the right is a poster with a white background. It features the NHS 111 logo and the text: 'Call 111 before visiting A&E', 'We'll book you a time slot if needed'. Below this is a paragraph about social distancing and a final paragraph about booking time slots.

Leaflet (l) and poster (r) developed by WHT



NHS 111 Doodle ad  
(English version)



Advent calendar video  
- "Contact NHS 111  
first this Christmas"

# What we know so far...

We are still monitoring activity in our Emergency Departments, but early indications are that the campaign had some impact over the festive period and the enhanced service is being used in Walsall and BCWB.

Highlights between 30 November 2020 and 5 January 2021, include:

- 196 emergency department timeslots booked for patients by NHS 111 at Walsall Manor
- 176 of those attended their timeslot as instructed
- 51 ED timeslots booked for Walsall Manor by NHS 111 in the week between Christmas and New Year
- 563 ED timeslots booked into hospitals across BCWB overall by NHS 111
- 15 patients were able to bypass ED with an appointment straight into a specialist hospital service at Walsall Manor after calling 111.

Next steps:

- Continue to promote NHS 111 for the full scheduled campaign duration (until end of March) then evaluate figures again to determine success
- After March, build NHS 111 into our ongoing communications strategy to establish it as the go-to resource for anyone needing NHS help and advice.

# Your feedback and support

We will continue to listen to the views of local patient groups to inform our approach to the enhanced service.

So far, feedback has been positive and the ability to receive a booked time slot has been welcomed.

We welcome your support in communicating this change. Please contact [communications.bcwb@nhs.uk](mailto:communications.bcwb@nhs.uk) to access any materials.

If you would like us to attend one of your groups to talk about the change please contact [bcwb.engagement@nhs.uk](mailto:bcwb.engagement@nhs.uk)

**Please remember that for all life threatening emergencies people need to dial 999.**

# Thank you

Any questions?





# Healthwatch Work Programme Priorities 2021 – 2022



**Healthwatch Walsall**  
**Blakenall Village Centre, Thames Road**  
**Walsall, WS3 1LZ**  
**email: [info@healthwatchwalsall.co.uk](mailto:info@healthwatchwalsall.co.uk)**

**[Healthwatch Walsall \(@HWWalsall\) - Twitter](#)**

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