



**Lancashire and
South Cumbria**
Integrated Care Board

Right person, right care

Communications toolkit for GP
practices

Patient education campaign

Purpose

This toolkit contains materials for the primary care patient education campaign regarding the roles of healthcare professionals in general practice.

Background

The healthcare system in Lancashire and South Cumbria is under immense pressure following the COVID-19 pandemic. Patients who were reluctant to come forward during the pandemic, either through fear of getting the virus or not wanting to burden the NHS, are now coming forward with often more complex or multiple issues. GP practices remain operating at levels often exceeding capacity to tackle the backlog of patients.

During the pandemic, many GP practices used telephone triage to direct patients to the right care to minimise virus transmission among staff and patients. This created a perception in some areas of the media and social media that GPs were closed or not seeing patients.

The Lancashire and South Cumbria patient survey through Winter 2021 asked the public about their perceptions of general practice. Some of the key findings showed:

- 71 per cent rated an appointment as good or very good during the pandemic
- 54 per cent have concerns about remote appointments

One of the key findings showed 40 per cent of people don't understand all services GP practices provide, yet 85 per cent would be happy to see another healthcare professional other than their GP if clinically appropriate or advised to do so. This indicates a lack of knowledge about the broad range of services general practice offers.

Campaign objectives

The campaign aims to inform and educate the public across Lancashire and South Cumbria about the broad range of services available to them from general practice. It focuses on some of the main roles including advanced nurse practitioners, social prescribers and practice nurses.

Videos with healthcare professionals across our system are the focal point of the campaign explaining what they can do and what types of conditions they can see patients for. Each is accompanied with an explanation of how making the right choice could save time waiting for an appointment with a GP unnecessarily or reduce the number of appointments to get to the right person, while also encouraging people to use the best service to help the NHS manage ongoing extraordinary demand.

The initial launch will focus on six roles: advanced nurse practitioner; practice nurse; social prescriber; pharmacist; healthcare assistant; and receptionist. These can be added in future to create a comprehensive bank of roles.

Pack contents

Within this pack, you will find:

- Digital assets
- Foldout leaflets
- Posters
- Website promotional text
- Suggested social media posts
 - With accompanying imagery

Links to assets

A comprehensive list of campaign assets [available to download on Google Drive includes:](#)

- Videos with healthcare professionals in Lancashire and South Cumbria
 - Full length videos and shorter versions for social media
- Posters
- Social media & digital screen imagery

Printed versions of posters can be ordered and delivered to display in practice. Details of how to order are in the foldout leaflet section on the next page.



NHS

How can I help?

As a Pharmacist, I'm an expert in medicines. I help patients get the medicine they need, which can save time waiting to see a GP.

Atiyya, Pharmacist

Right person ... right care!

www.healthierlsc.co.uk/primarycare
#rightpersonrightcare

Lancashire and South Cumbria Health and Care Partnership

NHS

How can I help?

As a Advanced Nurse Practitioner, I have done extra training and gained qualifications to be able to examine, diagnose and treat patients, as well as make referrals.

Right person ... right care!

www.healthierlsc.co.uk/primarycare
#rightpersonrightcare

Lancashire and South Cumbria Health and Care Partnership

Foldout leaflet

We have produced a foldout leaflet that you may wish to have to hand in practice. Due to budgetary constraints, these are available via request only.

[The leaflet is available to view via the Google Drive.](#)

If you would like to request physical copies of the foldout leaflet and posters, please e-mail luke.bidwell@nhs.net by the **close of play on Friday 19 August** with your practice name and quantity you require. We will do our best to facilitate each request.

NHS

How can we help?

Right person ... right care!

Find out more:
www.healthierlsc.co.uk/primarycare
#rightpersonrightcare

Lancashire and South Cumbria Health and Care Partnership

Practice Nurse
Practice nurses can assess, screen and treat people of all ages and offer health advice on things such as weight loss and smoking cessation.
Among other things they can also treat wounds, provide vaccinations, undertake cervical smears and hold clinics for patients with long term conditions such as asthma and diabetes.

Pharmacist
Pharmacists are experts in medicine and work closely with other healthcare professionals in general practice to help get patients the medicine they need.
They can carry out structured reviews and answer medication-related queries patients may have, and can offer longer, more in-depth appointments.

Healthcare Assistant
Healthcare assistants can carry out tasks including new patient health checks, BMI checks, vaccinations and carry out readings such as blood pressure, temperature and pulse rate.
They can also give lifestyle advice, help with health promotion programmes and assist practice nurses with the management of chronic disease clinics.

NHS

How can we help?

Right person ... right care!

By doing this, you are getting the most appropriate care for your condition and could reduce the number of appointments you need.
Taking the advice helps your local NHS manage demand for services and will get you the correct care as quickly as possible.

Find out more about some of our health professionals can help you.

Right person ... right care!

GP practices are more than just your family doctor. We have a wide range of professionals who can offer specialist care for lots of health needs and conditions.
Consider using the services of these professionals when offered the chance by a receptionist or other member of practice staff.

Social prescribing link worker
Social prescribers provide non-clinical, emotional support, and can advise and refer patients to groups and services in the community.
They can spend more time getting to know patients and create a personalised plan by responding to individual circumstances and needs.

Advanced nurse practitioner (ANP)
ANPs are senior nurses who have done extra training and qualifications to be able to examine, diagnose and treat patients.
Among other things they can carry out physical assessments, make a diagnosis, prescribe medicines and refer patients for further investigations. ANPs can also plan and provide care to meet a patient's needs.

Receptionist
Receptionists are an important part of the practice team, helping patients get the right care in the right setting.
They are trained to ensure you are signposted to the correct healthcare professional in a timely manner, which could be someone other than your GP. This is why they ask about your condition or symptoms.

Website promotional text

Did you know general practice has a range of healthcare professionals who can help with health issues?

Practices across Lancashire and South Cumbria are supporting the #RightPersonRightCare campaign.

General practice now offers much more than just being able to see your GP. From advanced nurse practitioners to pharmacists and physiotherapists to social prescribers, these specialists can give comprehensive advice on specific health issues

Our trained receptionists may offer you an appointment with a healthcare professional other than your GP. This could mean you get the right, specialist care for your condition, save you time waiting for an appointment with a GP and help your local NHS manage the current extraordinary demand.

If you think another healthcare professional can help, please mention this to our helpful reception team when getting in touch.

Find out more by visiting healthierlsc.co.uk/primarycare.

Social media

Help us amplify the messages by sharing to your patients on social media.

We would recommend using the social media videos or images which are [available to download via Google Drive](#).

Facebook

♥ Did you know general practice has a range of healthcare professionals?
GP practices are more than just your GP. Other clinicians can help a variety of conditions.
Please consider using these where appropriate for specialist care 🧑🏻‍⚕️
Find out more: healthierlsc.co.uk/primarycare.
#RightPersonRightCare

🧑🏻‍⚕️ Depending upon your symptoms, practice staff may advise you see one of the many dedicated healthcare professionals working with us such as a **[physiotherapist/advanced nurse practitioner/pharmacist etc – use the roles most appropriate to your practice]**
Taking this appointment could get you quicker, specialist care 🧑🏻‍⚕️
If you need to see your GP, you will still be offered an appointment ✓
Find out more: healthierlsc.co.uk/primarycare.
#RightPersonRightCare

Twitter

♥ Did you know general practice has a range of healthcare professionals?

GP practices are more than just your GP. Other clinicians can help a variety of conditions



Find out more: healthierlsc.co.uk/primarycare.

#RightPersonRightCare

👉 Need healthcare advice? Sometimes it may be quicker and more appropriate to see a professional other than your GP.

Find out more: healthierlsc.co.uk/primarycare

#RightPersonRightCare