



LEAMINGTON PCN

PERSONALISED CARE TEAM

Blueprint





TABLE OF CONTENTS

1. Executive Summary	3
2. Introduction	4
2. Operating Plan	5
5. Marketing Plan	6
6. Funding Overview	8
7. Partnerships & Collaborations	9
8. Future aims	10

EXECUTIVE SUMMARY

MISSION



To tackle health inequalities in our network population by providing free tailored lifestyle education & physical activity sessions to deliver improved health outcomes.

WHY



Being sedentary is one of the biggest causes of premature death for men and women over 50 and is currently identified as a major issue of concern by the NHS and sports and health charities, who want to promote healthy ageing to increase quality of life and help to reduce the burden on the health and social support services.

HOW



Applying specialist knowledge & skills to create fitness activities designed to suit individuals with specific health issues with a focus on developing a community ethos. Linking in existing groups & activities. Targeting this resource at individuals identified by practices as most in need.

WHO



- Mental health
- Medical comorbidities (Diabetes, Obesity, Dementia, Long-COVID, Arthritis & many more)
- Social isolation
- Over 50 generation

OUTCOMES



Sustainable model providing free fitness activities for the local population & referral avenues for health care professionals wanting to promote lifestyle medicine with their patients.

INTRODUCTION

The Fitness club was set up in direct partnership with NHS and charities to deliver inclusive fitness consultations and classes to those identified as needing it most. Traditional fitness organisations will naturally predominantly focus and attract those with the fewest hurdles in their way. Meanwhile many in our community can feel left out or intimidated to take part in physical activity resulting in **health inequalities**. It has been well established that it is in fact these groups that would benefit most from reducing sedentary behavior and incorporating physical activity. Meaning that targeted funding will provide a far greater public health benefit.

Specific target groups

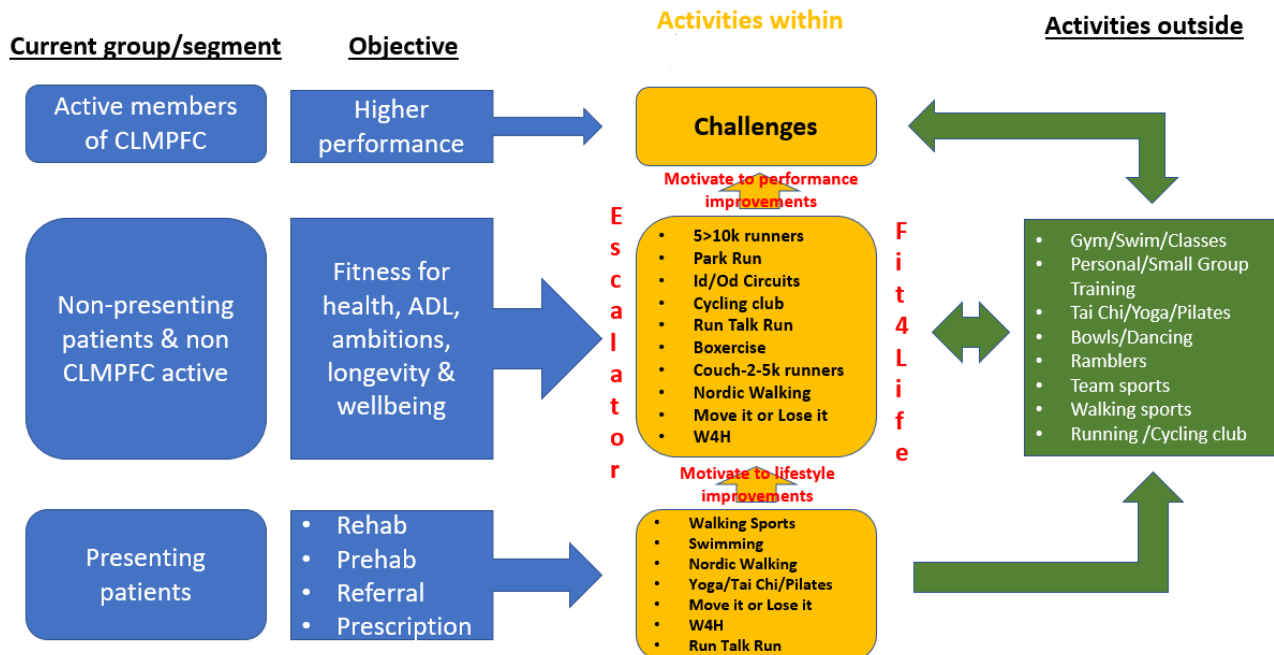
- The over-50 generation.
- Medical comorbidities
- High intensity primary care users
- Mental health
- Social isolation

They may be disadvantaged, deconditioned, or suffering from chronic illnesses or in medical rehabilitation. All will benefit from structured exercise programs to live healthier, better quality lives.

Initially when launched the club functioned as 'Clarendon lodge medical practice fitness club (CLMPFC)' to deliver free weekly fitness activities for a single GP surgery. This has been done purely on a voluntary basis and with no funding or resources. Despite this, it managed to support over 800 patients (based on track & trace & Heylo event sign-ins as of November 2021) since July 2020. This is despite launching during the COVID pandemic and the associated lockdowns. The group is now PCN wide, and our weekly sessions are attended by over 40 people per week. Using the ARRS role in this way to deliver group sessions (facilitated group discussion and physical activity sessions) provides a number of benefits: Job satisfaction, variety, creativity, teamwork and professional development.



1. OPERATING PLAN



- Now the fitness club is managed by a small team of health & wellbeing coaches (HWCs), social prescribers (SPs) and dieticians to deliver our group and individual activities.
- HWCs support people to take pro-active steps to improve the way they manage their physical and mental health conditions, based on what matters to them. They support people to develop their knowledge, skills and confidence – or to build their “patient activation” - in managing their health and care, to improve their health outcomes and quality of life. Health coaches do this by coaching and motivating patients through multiple sessions to identify their needs, set goals, and supporting patients to achieve their personalised health and care plan objectives and providing interventions such as self-management education and peer support.
- HWCs sit under the additional roles reimbursement scheme (ARRS) and therefore PCNs can access this resource with minimal necessary funding. **Using HWC to help run regular fitness activities, focused lifestyle clinics, & support sessions we can help deliver truly personalized centered care at a population level.**
- We have diversified the offering of activities to ensure we can support a wide range of service users (see escalator of activities)
- There is close collaboration between GP practices and the fitness club to help support their patients and aim to protect GP workload by supporting high dependence patients to achieve agreed health outcomes.

2. MARKETING PLAN

We are work closely with the PCN practices to help identify those patients that need our support the most. Working together with practices to market our services and support their workload by helping to improve the health outcomes of these patient groups.

- **Key messages: Individual and group support to help make lifestyle changes that will improve and protect their health. Guided by medical and fitness professionals and in association with the GP practice**
- **Marketing activities:** We feel that the following promotion options provide a PCN the best reach and impact

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Business & Sustainability Plan

Category	Current users	New users
GP and Healthcare references	Build on initial activities and extend to fit identified needs	Signpost to defined activities Refer into the Lifestyle Clinic Accurx batch messages for targeted patient groups in practice EMIS population searches
Word of Mouth	Between users at activities Briefings at activities	Current attenders to 'recruit' new members
Paper Marketing	Surgery posters / cards / signage	Posters at e.g. Libraries, Post Office, Supermarkets – (Passing views) Community centers, Religious centers, Youth clubs etc. - (Any periodic gatherings like Parkrun)
Social media - General	Updates on activities - News	Facebook and Instagram ads
Social Media - Focused	Strava 'club' – Kudos to animate, incentivize and retain the group Updates on activities – News Heylo app groups –Inform this week's programme + added news	Some collateral recruitment of external app users
Special marketing		BBC Radio (2 years ago – repeat/update) Local newspaper articles
Activity organisations		Affinity marketing with local clubs – Focus may be on rehabilitation from sporting injury but also extend activities to start new in a safe planned environment

3. FUNDING OVERVIEW

FINANCE / FUNDING OVERVIEW			
Category	Type	Examples	Notes
Equipment	Marketing and Communications Event equipment	Gazebo Signage Lighting Water Dispenser Uniforms and Hi Viz, Badges (ID) Mobile defibrillator	Ensures a professional 'offer' and effective support for multiple event and activity types. Clear identification of volunteers and professional leaders and support team Prime area for sponsorship
Equipment	Activity Specific	Any equipment specific to an activity – E.g. Stock of Frisbees, cones, boxing equipment	May include occasional rental of equipment for less frequent / one off or trail activities. May negate cost by use of 'friendly club' resources
Premises	Rental / Booking	Practice venues Private clubs & venues for specific activities	Cost of single event or regular recurring bookings of premises for an activity
Resources	Internal (Health care)	Health Care professionals – 'Patient Champions' Specific training costs	Budget allocated to allow staff to participate & lead fitness club activities as part of a wellbeing program to help support morale & employee health Expert resources supporting wellness mission
Resources	Volunteers Leaders	Transportation costs Specific training costs	Training may cover essential compliance / certification (Mental health first aid) Additional qualification / certification by sporting bodies – e.g. Coaching levels

4. PARTNERSHIPS & COLLABORATIONS



5. INSURANCE AND INFORMATION GOVERNANCE

Insurance of our activities is managed and funded by:

Walk and jog group: Run talk run www.runtalkrun.com

Swim together group: Mental health swims <https://www.mentalhealthswims.co.uk/>

Risk assessment is required to be completed by the PCN host site. See our example attached.

Individual information is handled by:

Walk and jog group: Heylo app <https://www.heylo.co/>

Swim together group: Handles on our practice website managed by GP fusion

Waivers are included in these forms. A written waiver is present for those without internet access.

Host arrangements:

Walk and run: Surgery car park is the designated meet up point.

Swim: Entrance to leisure centre

Accessible instructions:

Clear written instructions on practice website, waiting room banners and videos. The clearer the instructions the more likely more will feel able to come!

Monitoring:

Assessment taken pre and post activities in addition to patient testimonials.

General feedback

- EQ5D ([see example form](#))

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Business & Sustainability Plan

- PHQ9
- Wellbeing score

See attached poster presentation specifically looking at run talk run

Current service evaluation underway for lifestyle clinic and swim together group

6. GLOSSARY, DEFINITIONS & LINKS

Health & wellbeing coach (HWC)

Social Prescriber (SP)

Clarendon Lodge Medical Practice Fitness Club (CLMPFC)

Primary care network (PCN)

Heylo & Strava: Mobile apps to track & communicate with users

<https://clmp.org.uk/Patient-Participation/CLMP-Fitness-Club>

<https://app.heylo.co/topics/f11c3681-38e7-4872-825e-7dc1196c7b14>

<https://www.strava.com/clubs/clarendon-lodge-medical-practice-fitness-club-545613>

<https://www.runtalkrun.com/>

<https://www.walkingforhealth.org.uk/content/clarendon-park-walkers>

<https://www.thinkactive.org/clarendon-lodge/>

<https://bjqlife.com/movement-as-medicine-for-mind-and-body-a-project-by-clarendon-lodge-medical-practice/>

<https://www.rcgp.org.uk/about-us/rcgp-blog/active-practice-in-action.asp>

7. APPENDIX

FINANCE / FUNDING OVERVIEW			
Category	Type	Examples	Costing One off Recurrent
Equipment	Marketing and Communications Event equipment	Gazebo Signage Lighting Water Dispenser Uniforms and Hi Viz, Badges (ID) Mobile defibrillator	£210 £250 £200
Equipment	Activity Specific	Any equipment specific to an activity – E.g. Stock of Frisbees, cones, boxing equipment	May include occasional rental of equipment for less frequent / one off or trail activities. May negate cost by use of ‘friendly club’ resources
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