

# Engaging and Involving Primary Health Care Professionals

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# Engaging & Involving Professionals

- Introduction and Background
- Approach
- The Challenges
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## Background and Introduction

- Cancer Information & Support Service (CISS)
- Primary Care Focus
- High levels of social deprivation and associated health inequalities
- Disproportionate local mortality rates for cancer
- Late Presentation Issues

# Approach

- CISS– Supported Information Approach
- Explore the relationship between CISS and Information Prescription
- Targeted geographic areas
- Work to change the attitudes, behaviour and culture of health professionals and clients
- Whole organisation approach

# Model

- Distinct Prescribing and Dispensing Model
- A system which frees up clinical time
- Multiple roots to access dispensing service
- Engagement of volunteers to support dispensing
- Establish an Information Directory Database

# The Challenges

- Cancer care predominantly takes place in the acute sector
  - impact on numbers presenting to primary care
  - impact on the clinicians thinking and culture
  - requires a shift in information giving behaviours
- Significant resource required to engage health professionals
- Some clinicians view information giving – more relevant to other conditions

## The Challenges (2)

- Patients – unused to seeking information in this way.
- Clinicians – unused to providing this level of information
- Changes take time to embed.
- Dispensing – rate and pace of take up is dictated by the end user
- Cancer patients often present when they are in crisis. (Currently 70% of support has been given at a time of crisis)

## Engaging – What Worked?

- Comprehensive local staff consultation
- Hard Sell- Making the links to broader benefits/value
- Pounding the Patch – Raising staff awareness to increase buy-in
- Representation to influential Primary Care Strategic Groups
- Identification of sympathetic staff groups and champions
- Pump Priming – Support and resources to engage health professionals

## What Worked ? (2)

- Regular follow-up visits
- Developing approaches that are expedited quickly
- Developing a model fully integrated with GP and community staff practices, processes and use of clinical systems
- Developing a model that secures timely provision of quality information, continuity of approach and support
- An auditable system between prescribing and dispensing

# Achievements – To Date

- Engaged 2 practices – now prescribing all clinical staff groups
- 21 Healthcare practitioners involved
- Provision of outreach services in both practices
- Volunteer team trained and delivering outreach services
- Improved Integration between CISS and GP Practices
- Operational Information Directory Database
- 60% take up rate of Information Prescriptions

## Achievements (2)

- Active engagement of IP champions sharing good practice with colleagues
- Integrated existing clinical practices and systems
- Clinical representation on Steering Group
- Auditable system to track prescribing and dispensing behaviours
- Increased interest from other practices, plans to rollout approach