

Northumbria PD service and the Parkinson's Disease Society  
INFORMATION PRESCRIPTIONS PILOT PROJECT

PROJECT DELIVERY PLAN (February 2007-JANUARY 2008)

## 1. INTRODUCTION

'Our health, our care, our say' (Department of Health, January 2006) announced an intention to provide everyone with long-term health and social care needs and their carers an 'information prescription'. The idea for these information prescriptions arose from the need for people with Parkinson's disease (PD), a chronic long term condition, to have access to information that is more directly relevant to symptoms and treatment options at all stages throughout the progression of Parkinson's (following the PD four stage paradigm), so that they are better equipped to make decisions about their treatment and care options from diagnosis to advanced stages.

### What are information prescriptions?

Information prescriptions are an evolving concept but in principal are designed, in part, to inform people about their health and to signpost them to further information, services and support, in a highly individualised way. Information prescriptions may be delivered by a health care professional following a discussion with the patient and their carer about diagnosis, treatment options, concerns, appointments, support and other queries.

Information Prescriptions are in their infancy and the Department of Health have launched a one-year pilot project to develop and implement information prescriptions for people with long term conditions.

*The aim of the Information Prescription Pilots is to develop a systematic approach to information prescriptions that ensures that anyone with a long term condition or social care need and/or their carer can access information that is relevant to their well being, health and care.* Building on the results of the pilots, information prescriptions will be rolled out across England.

## 2. Information Prescription Pilots

Following some initial discussions the Parkinson's Disease Society (PDS) and the Northumbria PD Service (NPDS) submitted a bid to the Department of Health to become a pilot site. At the beginning of February 2007 approval was given by the Department of Health and £62,500 was awarded to the Northumbria PD Service and the PDS to undertake a one-year pilot project from February 2007 to January 2008. The bid was agreed by, and signed off by, the Chief Executives of Northumbria Healthcare NHS Foundation Trust and the PDS.

A Project Steering Group met for the first time on 21<sup>st</sup> February to discuss and develop the detailed development plan and look to appointing a project manager to oversee the project for its duration.

### 3. The purpose of Information Prescription Pilots

The purpose of the Information Prescription Pilots is to develop and test information prescriptions for people with long term conditions; we will be looking at people with PD and their carers. We will:

- Develop and test the process for people to receive information prescriptions in health and social care settings;
- Evaluate the impact and benefits of information prescriptions and provide data on their effectiveness;
- Contribute to an independent research oriented evaluation of the pilots.
- Record our approach, learning and results to inform the development of policy and contribute to national roll-out

### 4. Expectations of the Information Prescription Pilots

It is expected by the Department of Health that all the pilots will take the following steps to develop, test and implement information prescriptions:

- **Identify Content** - decide which information content patients, social care users and carers should be given and pointed to;
- **Establish directories** - compilation of the repository of links which point to the content (e.g. telephone numbers, web addresses )
- **Information prescription template generation process** - the process by which a personalised information prescription is created which will contain specific items listed in the directory for a specific point on a care pathway
- **Issuing process** - The process by which the information prescription is issued to the patient or social care user.
- **Information accessing process** - so that the patient or social care user or carer receives the information (e.g. hardcopy printout, healthspace account, NHS Direct delivery service)

### 5. The Process

To do this, we will:

- Work in partnership with patients, carers, service users, local trusts and services, professionals and IT departments to develop information prescriptions
- Work with the evaluation team to ensure that the work of individual pilots contributes to the overall purpose of the pilots to inform national policy and implementation. Rob Coffey (OPM) was able to attend our first meeting on 21<sup>st</sup> February and update the Project Steering Group. Contact details have been exchanged and lines of communication made clear. The project steering group will oversee all key aspects of the delivery plan.
- Work with other pilot sites and the evaluation team to share learning and contribute to problem solving. We will be attending the launch event on the 22<sup>nd</sup> March and will be able to network with other pilot sites and obtain contact names and details at this point.

## Information Prescriptions Pilot Project - Delivery Plan

- Collect and provide data to the evaluation team on an ongoing basis throughout the project
- Provide regular progress reports, produced by the project manager, to the evaluation team;
- Participate in regular meetings convened by the evaluation team;
- Obtain ethical approval for the purposes of evaluation
- Share experiences of developing, and giving people, information prescriptions.

In addition, we will work collaboratively with each other and the Evaluation Organisation to identify activities, which would benefit from developing and agreeing a common approach.

### 6. The NPDS and the PDS Information Prescriptions Pilot Project

From the Strategic Objectives set out by the Department of Health for the Information Prescriptions Pilots the NPDS and PDS proposal focuses on some specific areas and questions:

- Who will deliver them?
- How will they be delivered?
- What will they include?
- What resources are required specifically for delivery?
- How much will these resources cost?
- *Key objectives and desired outcomes by January 2008 - We will have:*
  - Developed underlying principles, a model and process for delivery of information prescriptions to patients with PD and their carers
  - Delivered these information prescriptions
  - Considered the development of 'patient information formularies'
  - Evaluated the delivery and provided answers to some of the key questions
- *Project management arrangements/stakeholder engagement*
  - The project will be managed by an appointed project manager who will report to the Project Steering Group. The Project Steering Group has core members who are from the NPDS and the PDS. Additional members will be from local PCT, social care, therapists, patients and carers. A variety of stakeholders have been chosen to ensure the continuation of the project if anyone does decide to withdraw.
  - The project worker will work to an agreed project plan, based on this delivery plan, and will report to the steering group on achievement of key milestones, any likely variance, anticipated risks and proposed mitigation.
  - The project will be marketed and publicised via the local press, through newsletters, journal articles, via the local Long Term conditions Groups, at the stakeholder event and via the PDS branch/support group structure and national members' magazine.
  - A stakeholder event will be held on April 13th bringing all key stakeholders together to discuss various aspects of the project. Key
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- individuals within this wider stakeholder group may be involved as an ongoing network to support implementation of the IP pilot.
- Support and training will be offered on an ongoing basis via the project manager.
- **Coverage:**
  - The Information Prescriptions Project (IPP) would cover the whole of the NPDS with a geographical area of North Tyneside (an urban area) and Northumberland (a very rural area), and will also cover primary and secondary care and the voluntary sector.
  - Using the PD four stage paradigm (from diagnosis to palliative stages) we will identify key areas within each to produce a number of information prescriptions. We envisage that the number of information prescriptions produced will increase over time and beyond the extent of this pilot project.
  - We will help identify how information prescriptions can be adapted for people with widely differing symptom severity, communication needs and levels of comprehension.
  - Locations for prescribing and dispensing, and health and social care professionals to be involved, will be decided at the stakeholder event.
  - Based on the assumption that the information prescriptions will be dispensed to patients within the NPDS we would anticipate dispensing approximately 50 - 150 information prescriptions per month.
- **Baseline of current position:**
  - Baseline data will be collect via questionnaires that will be sent out to health/social care professionals and patients and carers. Between the local PDS network and Northumbria Trust's service user data base, it is estimated that there is the potential to contact up to 80% of people with Pd within the catchment area. This will further be supported by workshops/focus groups during the stakeholder event.
  - The currently available information (established in the base line) will be assessed for it accuracy, accessibility and suitability, and any information gaps will be evaluated.
  - Measurable criteria (e.g. timeliness, relevance, coverage etc) will be established from the baseline, which will become the basis for measuring improvement over the period of the pilot.
- **Content:**
  - The Project would seek to identify and assure the content of information prescriptions (For example, what do patients need, what they want, and what is possible for professionals to deliver).
  - The Project will examine these issues with a range of stakeholders (patients, carers and professionals), develop a range of prototypes and test them in the field to find out what works for patients.
  - The information prescription will include signposting to existing sources of information (e.g. web sites, literature) which will be assessed against agreed quality standards

- ***Agreeing design, prescribing and dispensing process:***
  - These issues will be discussed and decided at the stakeholder event
- ***Introduction of Information Prescriptions:***
  - Following the stakeholder event we will have details on the format and content required and the range of Information Prescriptions we are able to cover within this pilot. Education and Training of all involved will follow. To ensure we get format and content right we plan to pilot the information prescriptions with a few patients and carers in May 07. Following initial evaluation and formal printing we envisage issuing Information Prescriptions from June 07.
- ***Monitoring and assessing progress:***
  - Systems will be put in place to identify who receives what, when and by whom. This will have resource implications. The project manager will have access to this information so that individuals can be followed up throughout the pilot phase and data collected to monitor and assess progress. This information will be fed back to stakeholders so the process can be refined and changes made quickly if necessary.
- ***Evaluation - we will work with OPM to:***
  - Develop and test the process for people to receive information prescriptions;
  - Evaluate patients, carers and professional's satisfaction with information prescriptions;
  - Evaluate the outcome of people receiving information prescriptions;
  - Provide an analysis of the costs of implementing information prescriptions to services, including the voluntary sector
  - Identify further action needed at a local and national level to make information prescriptions a success from a patient, carer and professional perspective.
- ***Delivery:***
  - We will evaluate the economic implications of implementation and delivery of information prescriptions for people with PD and their carers in order to determine whether this will have lasting benefits for our local health and social care community.
  - We hope to put systems into place to ensure these benefits are sustainable.
  - The PDS aim to evaluate the implication for a national rollout of similar projects throughout England.

## 6. The Project Delivery Plan

An outline project plan, highlighting the overall direction of travel was approved by the Project Steering Group, at its inaugural meeting in February 2007. Subsequently, the outline project plan has been built upon to provide this more detailed delivery plan. It is anticipated that this will be further fleshed out following the stakeholder Event in April.

The Project Steering Group envisage that this delivery plan will be a dynamic plan, one which is constantly evolving and developing, and that each stage of the project will inform the detailed planning and development of the next, in an action learning approach.

### Information Prescriptions Pilot Project - Delivery Plan

The Information Prescriptions Steering Group has identified a number of **core principles** which support the evolution and development of this delivery plan:

1. **Patient Involvement** - will be at the very heart of what we do - developing a tool and processes which work for patients and carers
2. **Flexibility** - The plan needs to be flexible and responsive to learning along the way
3. **Innovation and Creativity** - this project provides the opportunity for us to work in different ways and develop something which is different and complements our existing patient information pathways
4. **Partnership working** - with key stakeholders across the three health and social care communities, including health care, social care, voluntary sector

Benefits to these approaches mean that we can design and develop information prescriptions at a strategic level, utilising the wealth of expertise and experience, and then ensure that these are delivered appropriately at a local level.

Key to our approach will be engagement. We firmly believe that the development and embedding of information prescriptions in practice cannot be achieved without genuine and meaningful engagement with both patients and carers and all health and social care providers who they come into contact with.

The delivery plan is divided into five different stages and monitoring and evaluation will occur within each of these different stages:

1. **Project Establishment Stage**
2. **Baseline Stage**
3. **Design Stage**
4. **Implementation Stage**
5. **Sustainability Stage**

The detailed delivery plan is presented in Table 1. Table 2 includes a Gantt chart with project timescales

### Variation to the DH timescale on the delivery of the Information Prescriptions

To ensure we are able to engage with all the necessary key stakeholders for the success of this project, and to allow the appropriate time to plan such an event, we are unable to hold our stakeholder event until mid April 2007. Following the event we will be able to determine many of the practicalities of the Information Prescriptions such as the format, content, dispensing and prescribing processes. The date of 1<sup>st</sup> May is only two weeks after our event and we do not feel we are able to produce in that time the high quality format, content or training that would be required for their successful start. We propose that from May 1<sup>st</sup> we will 'pilot' the first drafts of our IP's on a selected number of patients and carers. This allows us the opportunity to:

- Ensure we have the format and level of content right
- Make any adjustments required before rolling them out across our whole service
- Ensure all staff are trained adequately
- Allow time for producing and printing of all the Information Prescriptions

Following this process we feel we are able to then introduce the Information Prescriptions to our whole service by June 2007.

Table 1: Detailed Delivery Plan (February 2007 to January 2008)  
Key Milestones

Actions	Lead Person (s)	Date	Outcomes	Progress/Comments
<b>1. Project Establishment Stage</b>				
<ul style="list-style-type: none"> <li>Establishment of a Project Steering Group</li> </ul>	Richard Walker/ Helen Kirrane	Feb 07	Project Steering Group established with appropriate membership	<i>Core Project Steering Group established - 21.2.07</i>
<ul style="list-style-type: none"> <li>Appointment of a Project Manager/Consultant</li> </ul>	Annette Hand/Sally Corbett	End April 2007	Project manager appointed	
<ul style="list-style-type: none"> <li>Development and agreement of a detailed delivery plan</li> </ul>	Annette Hand & PDS	Feb 07	Outline Project Plan agreed by the Steering Group	
<ul style="list-style-type: none"> <li>Establish formal links with the Department of Health and the evaluation organisation as well as the other Pilot Sites</li> </ul>	Richard Walker	09.02.07 ongoing	Names and contact details. Face to face meetings	<i>Links established with OPM, first 21.2.07</i>
<ul style="list-style-type: none"> <li>Secure funding into dedicated account and agree budget breakdown</li> </ul>	Annette Hand	Feb 07	Funding secured and accounting arrangements established	<i>In progress</i>
<ul style="list-style-type: none"> <li>Communication and engagement with key stakeholders (ongoing)</li> </ul>	Richard Walker	Ongoing	Full engagement in the project from all the key stakeholders	
<ul style="list-style-type: none"> <li>Communication and engagement with local people with Parkinson's and service users and carers</li> </ul>	Annette Hand and PDS	Ongoing	Full engagement in the project from people with Parkinson's and their carers	
<b>2. Baseline Stage</b>				
<ul style="list-style-type: none"> <li>Delivery Plan to be submitted to the Department of Health</li> </ul>	Annette Hand	01.03.07	Delivery Plan submitted to the DH by 01.03.07	
<ul style="list-style-type: none"> <li>Develop detailed plans on what is to be done, how it will be achieved and who the key participants are. Plans to be approved by the project steering group</li> </ul>	Annette Hand/project manager	April 07	Detailed plan agreed after stakeholder event and signed off by steering group	
<ul style="list-style-type: none"> <li>Establish work streams to develop information prescriptions and address the key issues of content and delivery</li> </ul>	Sally Corbett/project manager		Effective management of the work programme and engagement of key stakeholders	

Information Prescriptions Pilot Project - Delivery Plan

Actions	Lead Person (s)	Timescales	Outcomes	Progress/Comments
<b>2. Baseline Stage continued</b>				
<ul style="list-style-type: none"> <li>Hold a stakeholder scoping event</li> </ul>	Annette Hand/ Project manager/Sally Corbett/PDS rep.	April 07	Engagement of Stakeholders, intelligence gathering and base lining	<i>Event planned for either the 13<sup>th</sup> of April</i>
<ul style="list-style-type: none"> <li>Scope existing work on Information Prescriptions, locally, regionally and nationally</li> </ul>	Annette Hand/ Project manager/Sally Corbett	April 07	Engagement of Stakeholders, intelligence gathering and base lining	
<ul style="list-style-type: none"> <li>Undertake a baseline assessment of resources and services relating to information prescriptions and report to the DH and the steering group</li> </ul>	Project manager	End April 07	Baseline completed and written report agreed by steering group and sent to the Department of Health	
<ul style="list-style-type: none"> <li>Develop principles and processes for the development and delivery of information prescriptions</li> </ul>	Project manager/Sally Corbett	End April 07	Outline principles developed and agreed by which the design and implementation phases will be guided and agreed by the steering group	
<ul style="list-style-type: none"> <li>Identify which parts of the patient information pathways require further development and provision of information resources</li> </ul>	Project manager/Sally Corbett/ Annette Hand	End April 07	Existing information pathways reviewed and gaps for further development identified	
<b>3. Design Stage (Development of tools and processes)</b>				
<ul style="list-style-type: none"> <li>Within the NPDS and PDS design the tools and processes by which the information prescriptions will be delivered</li> </ul>	Project manager/Sally Corbett/Annette Hand / PDS rep	May 07	Information Prescription Tools, pathway and operational policies developed and agreed	
<ul style="list-style-type: none"> <li>Publication/printing of the tools and processes by which the information prescriptions are to be delivered</li> </ul>	Project manager	End May 07	Printed/Published tools (in a variety of formats - paper, IT-based)	

Information Prescriptions Pilot Project - Delivery Plan

Actions	Lead Person (s)	Time scales	Outcomes	Progress/Comments
<b>3. Design Stage continued</b>				
<ul style="list-style-type: none"> <li>Briefing/Education and Training of the key clinical staff and teams who will be involved in the implementation phase of the project</li> </ul>	Project manager	May 07	Staff have the necessary knowledge, support and expertise to deliver information prescriptions	
<ul style="list-style-type: none"> <li>Utilise appropriate knowledge and expertise to design the information prescriptions and supporting resources</li> </ul>	Project manager/Sally Corbett/ Annette Hand / PDS	May 07		
<ul style="list-style-type: none"> <li>Ongoing record keeping/data collection with the national evaluation organisation</li> </ul>	Project manager	Ongoing		
<b>4. Implementation Stage</b>				
<ul style="list-style-type: none"> <li>Working with the key groups of staff and patients to deliver the designed tool</li> </ul>	Project manager	May 07	Implementation of the Information Prescriptions for patients and carers	
<ul style="list-style-type: none"> <li>Ongoing record keeping/data collection with the national evaluation organisation</li> </ul>	Project manager	Ongoing		
<b>5. Exit Strategy/Sustainability Plans</b>				
<ul style="list-style-type: none"> <li>Development and implementation of a project exit strategy and a longer-term sustainability plan for future development and roll-out of information prescriptions</li> </ul>	Project manager/Sally Corbett/Richard Walker / PDS	September 07		
<ul style="list-style-type: none"> <li>Consider inclusion of information prescriptions into the Local Delivery Plans</li> </ul>	Richard Walker	Dec 07		
<ul style="list-style-type: none"> <li>Project end report</li> </ul>	Project manager/RW	Jan 08	Report approved by steering group and disseminated appropriately	

Information Prescriptions Pilot Project - Delivery Plan

NPDS and PDS  
 INFORMATION PRESCRIPTIONS PILOT - OUTLINE PROJECT PLAN (2007-2008)

	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN 2008
Establishment of a Project Steering Group												
Monthly meetings of Project Steering Group												
Reports to the Network Information and Communication Group												
Secure funding												
Appointment of a Project Manager												
Establish formal links with the DH, pilot sites and evaluation team												
Engagement												
Communication and engagement with key stakeholders												
Development and agreement of a detailed action plan												
Briefing paper to Project Steering Group												
Stakeholder Event - to launch and brainstorm												
Attend national launch event for information gathering and sharing												
Development of specific plans and identification of key participants												
Delivery Plan to be presented to the DH												

Information Prescriptions Pilot Project - Delivery Plan

	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN 2008
Undertake a baseline assessment of services and resources relating to information prescriptions												
Establish work streams to develop information prescriptions and address issues of content and delivery												
Development and publication of tools and processes by which the information prescriptions will be delivered												
Briefing/Education and Training of staff in the use of information prescriptions												
Implementation of the information prescriptions												
Record keeping and evaluation												
Development of Exit Strategy and sustainability plans												
Project End Report												