

Clinical Engagement

Following user and professional consultation and the mapping of local pathways the initial primary base of the information prescription pilot in Leeds is within the eye clinic of St James Hospital. We have also introduced the pilot to both the cities community eye centres and uptake within these centres has commenced. The initial prescribers and dispensers during the pilot period are therefore the nurses, consultants, their teams and support/ administration teams. The timescales of the project have made this engagement a considerable challenge for all concerned.

There have been a few key factors that have made this possible:

- 1 Ensuring the pilot engaged with a range of clinicians from the initial stages of the pilot.
- 2 The pilot steering group included Andrew Cassels Brown, Consultant, Kirsten Sinclair, Nursing Sister for outpatients, Sarah Slade, Optometric Advisor to Bradford and Leeds PCT, Mick Ward Head of Strategic Partnerships and Development, (Older People and Disabled People) Leeds City Council and Leeds PCT, Margaret Forth Senior Rehabilitation Worker and representatives from user groups.
- 3 From the beginning we were able to get investment from key people in the eye care pathway.
- 4 The investment from the Consultant; Andrew Cassels Brown and Sister Kirsten Sinclair has been essential in being able to pilot this within the eye clinic.
- 5 Their positions and status gave the pilot credibility which helped enable the engagement of the other health professionals within the eye clinic. Through Andrew Cassels Brown the project manager was able to communicate with the Consultants through the senior management of the Department and help to secure their engagement.
- 6 Their involvement also ensured that the product was relevant to the environment of St James's Eye Clinic.
- 7 Improving the information resources within the Eye Clinic also helped identify the service as something that could be sustained after the pilot.
- 8 The Project was also able to attract other funding from Leeds City Council, Leeds PCT and the NHS Eye Care Services to appoint an Eye Care Liaison and Information Officer to also gave the pilot increased credibility within the health and social care professional network and further enabled clinical engagement.
- 9 The key message of the pilot is one that staff from health and social care sectors can see positive and clear benefits for the service user. Partnership working therefore between busy frontline clinicians, staff from other statutory and voluntary organisations has been harnessed for the benefit of the service user.
- 10 Engagement with the NHS Eyecare Services Programme has enabled

outcomes and learning from the project to be shared with other clinicians and professionals working within eye care across the wider NHS.

Continued Challenges

- 1 It has been a challenge to find a clear time to explain the pilot to the consultants, their teams and the nurses to ensure that the pilot and its processes are properly explained and carried *out within the time frame of the pilot*.
- 2 The consultants and nursing staff championing the pilot are extremely busy with the day-to-day running of their services.
- 3 The consultants and nursing staff that the pilot wished to engage with are extremely busy and there is not always, understandably, additional resources in terms of people to spend on the pilot.
- 4 There is a risk that the additional procedure that this involves is resented due to time pressures and other paper work that needs to be completed.
- 5 Logistical issues such as access to photocopiers and PCs led to debate and restricted certain flexibility in the pilot.
- 6 There are also time pressures on administrative staff and their involvement in the pilot has been really important and has required them undertaking tasks such as dispensing packs or photocopying forms, which they have taken on addition to work they already do.

These challenges are to be expected with any new system introduced into a large busy workplace as it takes time for staff to invest in the project and for it become part of the operation of the clinic.