East of England EoE - Digital Champions Primary Care Awards 2021

Information pack for Nomination.



**NHS England and NHS Improvement – Working together for the NHS**

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# Introduction and Award Overview

The [NHS Long Term Plan](https://www.longtermplan.nhs.uk/) commits that every patient will have the right to be offered digital-first primary care by 2023/24. At the heart of this is digital technology, which is transforming the way patients communicate, plan and deliver care. NHS England is supporting primary care to offer another access approach to primary care services, where patients can easily access the advice, support and treatment that they need using digital and online tools in addition to the traditional routes. These tools are being integrated to provide a streamlined experience for patients, and quickly and easily direct them to the right digital or in-person service.

To achieve this commitment, the GP Contract has set out a number of digital primary care requirements included in a ‘core digital offer’ – [see annex C of the GP Contract letter published on 21 January 2021](https://www.england.nhs.uk/publication/supporting-general-practice-in-2021-22/).

The EoE Digital Champions Primary Care Awards has been created to celebrate success, offer recognition, compliment and showcase all those health and social care individuals, teams and organisations who have gone above and beyond the call of duty in providing the best experience to patients using digital and online tools. So, we are delighted to announce the launch of the Digital Champions Primary Care Awards 2021.

This pack is intended to support any individual, team or organisation who wishes to submit a nomination for the EoE Digital Champions Primary Care Awards. This includes communication leads/teams in NHS provider organisations and clinical commissioning groups, who provide or support the delivery of health and social care in England.

Please read the eligibility and judging criteria before submitting your entry.

Nominations open **Monday 4th Oct 2021** and close **Sunday 31st Oct 2021**.

# Categories and Criteria

The EoE Digital Champions Primary Care Awards is designed to celebrate outstanding nominees who have developed and implemented an innovative digital solution which has made a real difference to how the health and social care system provides care for service users. Nominees could be an individual, a team, or an entire organisation.

Nominees who have made impactful contributions in any of the following areas can be considered for nomination.

1. **Engaging with patients to redesign services.**

This category is to award excellence in engaging with patients in redesigning primary care services to take advantage of digital tools. This can involve anything from communicating with patients about how to best use digital tools, to co-designing solutions with the public, to working with patient engagement groups is shaping your service. As long as it involves the people we serve, as partners and the main beneficiaries, we want to hear about it!

1. **Using digital technology to understand demand / resourcing and improve primary care staff's lives.**

This category is to award excellence in using (or adapting to) digital enablers in ways that bring benefits to practice staff. Have you used digital tools to better understand demand? To redesign the processes in your practice? Or, best of all, make your practice staff's working lives easier? In that case, this is the category for you…

1. **Redesigning GP practice processes to improve patient access and experience, using digital tools.**

This category awards excellence in using digital tools to make access to general practice easier and quicker. We know that most practices are now blending online, video, face to face and telephone consultations. Have you tried something bold and different to improve access, with measurable results? Has your working process changed radically to get the greatest benefit? Are you getting great feedback from patients and staff? What have you done to increase patient’s understanding on how to use digital access routes?

1. **Integrating with the wider system - Trust, PCN or ICS**

This category seeks to reward excellent integration within the wider health and social care system, using digital enablers. We know that digital tools can link together various venues of care: between practices, with wider primary care, across urgent care providers, and between primary and secondary care. Do you know of someone who has been innovative in this space, and so helped bring the system or locality closer together? The benefits can be to communication, relationships, knowledge, and patient experience.

# Key Dates and Delivery Timeline

The delivery timeline below is a guide to the major milestones in the EoE Digital Champions Primary Care AwardScheme process and what to expect in terms of publicity.

**Monday 4th October 2021: Public launch and Nomination Open**

The Digital Champions Primary Care Award Scheme will be launched and open for nomination for a period of 4 weeks. Regional media releases will be issued by NHS England and NHS Improvement.

**Sunday 31st October 2021: Nominations close**

The competition closes to nominations at midnight on Sunday 31st October 2021. The sifting process begins at local level with regional teams who then decides a regional champion in each category – more information on the process is set out below.

**Monday 15th November 2021: Shortlist and Regional Champions announced**

The panellists will review all the nomination forms and any supporting documentation. The review process begins simultaneously as nominations are open and the panellists will select a regional champion from each category. Further information on the process is set out below.

All ‘shortlisted nominees’ will be contacted in advance and regional and local media releases will be issued. Shortlisted nominees will also receive their invitations to the awards ceremony.

**Thursday 09th December 2021: EoE Digital Champions Primary Care Award Ceremony**

The competition culminates in an awards ceremony on the 09th of December 2021. The award ceremony will be held either virtually / or in person at a designated location where all regionally shortlisted nominees will be invited.

Attendance to the in-person awards is by invitation only. All shortlisted nominees will be invited to the Ceremony.

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| **Date** | **Activities** |
| Monday 4th October 2021 | Public launch and Nomination Open |
| Sunday 31st October 2021 | Nominations close |
| Monday 15th November 2021 | Shortlist and Regional Champions announced |
| Thursday 09th December 2021 | EoE Digital Champions Primary Care Award Ceremony |

# How to nominate

The nomination process has been designed to make it as easy as possible for individuals and organisations to complete. Individuals are encouraged to reach out to their local health and care organisations to identify nominations. However, we strongly recommend that you also take a proactive approach and think about appropriate individuals or teams to put forward and to ensure a co-ordinated approach where appropriate.

You may, for suitable categories, like to think about whether it would be a good idea to put forward winners from your own staff awards or other awards you may have entered.

There are 4 categories in which you can put forward nominations.

1. Engaging with patient to redesign services
2. Using digital technology to understand demand / resourcing and improve primary care staff's lives
3. Redesigning GP practice processes to improve patient access and experience, using digital tools
4. Integrating with the wider system - Trust, PCN or ICS.

**Nominator’s Recommendation**.

The nominator needs to -

1. Write short sentences that are concise and give specific detail on the reason for nominating the individual or team. Each category provides instructions as a guide for the nominator and there is a 300-word limit for each category. This is a limit only; answers may be shorter
2. Support nomination with any relevant documentation, your own observations, as well as any qualitative and quantitative facts, statistics, metrics, etc.
3. Have a direct knowledge of the nominee’s work
4. Inform the nominee that they have been nominated for the award
5. Read all supporting materials
6. Submit your entry online before the deadline – midnight Sunday 31st October 2021.

It is important to understand that the intentions for this award scheme is to celebrate, share and publicly recognise the inspiring work within primary care. Therefore, if you can start with a clear, direct, and specific statement of why the nominee or project deserves recognition.

Include enough information for the judging panel to become familiar with the challenges that the nominee faced, actions taken, and results or objectives achieved.

List the most important information in the first few paragraphs and then elaborate as necessary in the supporting statements section. Even though an opening statement is intended to be concise, it should not be vague. Avoid making sweeping generalities and make every sentence count.

Nomination forms can be accessed here [Click here](https://forms.office.com/Pages/ResponsePage.aspx?id=kp4VA8ZyI0umSq9Q55Ctv395SSe4UVVMjA8Wb8KhMMdURVJIRDU5TzI2VDBKMFZIUkRLNENWVlROTy4u&wdLOR=c40E129C8-4953-4FE2-8650-8A93D773A658)

ADDITIONAL RECOMMENDATIONS

* Wherever possible, project images and photos should be incorporated into the submission. Images can be powerful in illustrating the merits of the project. As the old adage states “A picture is worth a thousand words”.

When submitting a nomination application, please ensure you are highlighting how the nominee is meeting the criteria and not comparing them to another individual/ team or organisation

* Identify at least one award criteria that the nominee has excelled at, whether as an individual or as a team and provide an explanation on how this has been demonstrated
* When providing evidence of the outcomes, is this activity or project still underway? If the project is still being developed or not yet produced results, consider identifying major milestones completed and the impact to the overall outcome. If the progress made has not made any substantial impact, if possible, consider delaying the submission of the nomination until the results/impact can be documented/ supported. This also maximises your projects chance of receiving an award
* Be sure to include unusual challenges the nominee or project team had to overcome
* Solicit information from others to strengthen the nomination. e.g. submit letters of endorsement from internal as well as external parties
* Nominations should be checked carefully to verify that all information submitted is accurate. For more information, contact **england.pmo-eoe@nhs.net**

# The Judging Processes

After the nomination window closes on Sunday the 31st October 2021**,** nominations will be sent to the relevant panellists for review by the regional NHS England and NHS Improvement representatives.

These teams will then send one nomination in each category to the relevant NHS regional lead, where they will be reviewed again by the regional NHS England and NHS Improvement representatives.

The panellists will, in turn, each choose one nomination in each category to go forward to the national judging panel. These regional champions will be announced as per [the timeline](#_Key_dates) above.

The national judging panel currently comprises:

* Ann Radmore, Regional Director NHSE/I East of England
* Catherine Morgan, Chief Nurse for East of England Regional Team
* DR Sean O’Kelly, Medical Director and Chief Clinical Information Officer NHSE/I EOE

Each judge will score each application out of five for each of the 4 categories, giving a total score out of 20. They will then discuss and agree on a winner based on aggregate scores.

The decision of the panellist is final.

Due to the expected volume of entries, we will not be able to provide feedback to nominees who have not been successful, or information on the progress or scores of any entry.

For further information please contact **england.pmo-eoe@nhs.net**