

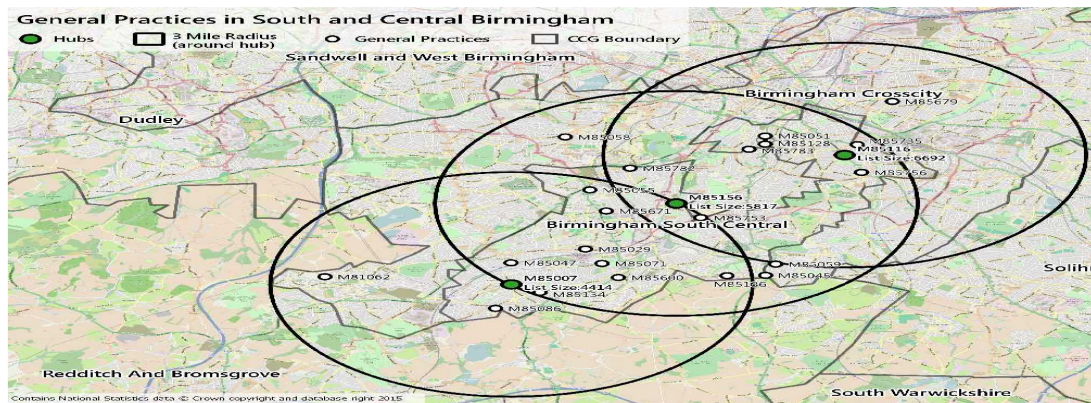
My Healthcare

South & Central Birmingham

Number of patients covered: 123,287

Number of practices participating: 23

Name of CCG: Birmingham South Central



Our top three planned service improvements/innovations are:

Improved Access

Patients registered with the 23 participating practices will have access to general practice services between the hours of 8:00am-8:00pm, 7 days a week using a single point of contact.

Service provision will be enhanced so that patients have access to a full range of clinical services which will be complemented by pharmacy and nursing support, health, wellbeing and lifestyle services.

Services will be delivered using both physical and virtual platforms via a 'Hub and Spoke model'. Patients will access services using both traditional methods and digital technologies.

Harnessing new Technologies

Empowering patients to better manage their own health and healthcare through the adoption of digital tools and applications, and enabling healthcare professionals and care coordinators to drive efficiency in healthcare delivery through the adoption of digitally-enabled process change.

Patients will benefit from a multi-channel access model across phone, web and mobile offering telephone, video and face-to-face consultations across a full range of healthcare services.

Service Integration

Outside normal surgery hours care will be coordinated by a virtual centre based at the main Hub. It will be staffed by GPs, Pharmacists, nurses and paraprofessionals who have access to the patient's medical records and be able to liaise with the most appropriate member of the wider healthcare team (NHS 111, Ambulance Services, community nursing, care homes and secondary care) so that the patient pathway is managed effectively and unnecessary delays and hand-offs eliminated.