**Job Title:** High Intensity Use Lead

**Opportunity:**  Permanent post / secondment / 18 month – 2 year contract

**Band: 6/7** *(this is flexible but go for quality/experience to get the best person for the job)*

**Responsible to:**

**Accountable to:**

**Responsible for:** Leading the transformation of culture, behaviours and attitudes of high intensity use of health care and changing the behaviour and wellbeing of the HIU client group

**Location:**

**Qualifications/Experience**: No formal qualifications required but must have high emotional intelligence and resilience, be win-win negotiators and be brave enough to change the culture around high intensity use of services.

**Job Purpose**

The post holder will act as high intensity use lead working with high intensity use (HIUs). Through direct contact with the client group, seek to appropriately reduce the number of A&E attendances, non- elective admissions and potentially 999 calls. This will deliver measurable improved outcomes for the benefit of clients, staff and the public.

The main focus includes unmet social needs that present as medical or mental health episodes to A&E. Other reasons why HIU individuals attend healthcare more than expected include, homelessness, individuals who self-harm, and medical, social presentations. They may not be accessing scheduled services and therefore rely heavily on unscheduled services. Personalisation is pivotal to this role, actively listening and working together to underpin changes in client behaviour rather than resorting to punitive measures.

Our key expectations of the HIU lead role are:

* Self-awareness
* Adaptability
* Openness
* Positivity with a real sense of being able to strive for the impossible
* Generosity of spirit
* Ability to negotiate with stakeholders as well as the client themselves.

**1. Job Summary**

A highly motivated, emotionally intelligent and resilient leader who’s drive is quality client care and who thrives off innovation. Lateral thinking which is ‘out of the box’ is encouraged to support his vulnerable clients group.

The objectives of the service are to:-

**Measurable:**

* Identify those at greatest risk of A&E attendance and non-elective admissions.
* Proactively manage a rolling cohort of HIU using a truly personalised approach.
* To coordinate, sign post and oversee other identified high intensity use
* Reducing 999 calls as a natural by-product.
* Reducing A&E attendances and avoidable NEL admissions

**More difficult to measure but essential:**

* Forming robust network of community health, social care, mental health and police to manage clients, creating true integrated working.
* Providing a service driven by quality with positive human outcomes observed.
* Act as a conduit to negotiate and de-escalate issues before a crisis occurs; a situation which has historically led to a destabilisation of their condition and resulting in a 999 call / A&E attendance.
* Improving communication and partnership working between those involved in client care 24/7.
* Assist other providers to identify patterns and ‘causal factors’ which trigger relapse behaviours in order to shape future commissioning of service and/or demand/capacity planning.
* Empower clients to self-manage to enable discharge and to switch them from negative to positive contributors of society.
* Drive equality and client voice.

**Expected Outcomes**:

The key outcomes that the proposed service will deliver are:

* Impact positively on reducing the amount of high intensity use emerging to replace those already managed.
* To support clients to flourish through sustaining job opportunities, reconnecting with families, improving well-being etc.
* A new culture of health coaching as a medium to deliver sustainable change.

It is recognised that the latter two points of expected outcomes are more difficult to measure but they are essential outcomes if a culture change is to occur to lower the stigma associated with this cohort.

The post holder is responsible for creating an innovative way of supporting high intensity use of A&E. They will facilitate discussions and advise colleagues as to how best practice might be adopted for future development of the service and oversee their delivery.

Lead in removing potential barriers and stigma associated with HIU to promote equality, diversity and safeguarding service-wide.

The clinical lead will act as an advocate for the client, guiding them through the complex journey and multi-faceted approach to encourage appropriate use of scheduled and unscheduled care services.

A further element of the role would be coordination, sharing and learning of the work with community based staff to promote safe practice and sustainability.

The post holder must be proficient in creating and maintaining Community Care Plans in conjunction with the client to provide bespoke care in a preferred setting.

The post is responsible for providing professional expertise to the outcome of the business processes for Clinical Commissioning Group’s including report writing, presenting to the governing bodies.

**2. Key Working Relationships**

The post holder will be required to communicate and provide highly complex information to a wide range of internal and external stakeholders.

The post holder should have robust and active links with the A&E and unscheduled care teams with whom they will be working in partnership or be competent in connecting well with other partners.

Commit to working and engaging constructively with internal and external stakeholders on a range of highly sensitive issues.

Nurture key relationships and maintain networks internally and externally, including national networks. This includes building relationships with wide range of supporting organisations, 3rd sector groups that may provide services of benefit to the HIU cohort.

**3.1 Operational**

To undertake a review of high Intensity use demand in the local A&E within the CCG footprint to identify a more robust way of delivering high quality care and safely reduce the number of unscheduled care contacts from HIU.

To work closely with Social Care, GP’s and other key health professionals to facilitate optimal joint working on safe and effective care for HIU individuals with complex needs.

To operate as sole lead working internally and externally to deliver the project aims, initiatives and services to time and in a cost-effective way.

To operate in a highly political and sensitive environment.

**3.2 Financial and Physical Resources**

Responsible for advising on the commissioning and streamlining of services to support project delivery as well as highlighting gaps in service provision for high intensity use of health.

Interpret and produce complex quarterly quality and financial reports to Chief Officers and governing bodies.

Provide advice and prepare strategic reports and briefings for directors and stakeholders.

Constantly strive for providing quality care for HIU by addressing any underlying issues that contribute to the number of calls they make.

Constantly strive to provide value for money and greater efficiency in the use of unscheduled care services and to contribute to how they operate in recurrent financial balance for future years.

**3.3 Staff Management**

The post holder will be responsible for colleague development and knowledge in this area of expertise.

Work to manage confidential information about an individual’s wellbeing and capability development.

**3.4 Information Management**.

Create and develop the acquisition, organisation, provision and use of knowledge and information to ensure data analysis of HIU is meaningful and efficient.

Present highly complex information about the project, initiatives and service providers to a wide range of stakeholders in a formal setting.

Highlight exceptions and risks ensuring mitigating action can be taken to keep the programme on track.

Draft reports summarising status on issues, client outcomes, and providing progress reports for the Clinical Commissioning Group.

Collate as required, qualitative and quantitative information and lead appropriate analysis to develop robust business cases.

Analyse, interpret and present data to highlight issues, risks and support decision making within the niche of HIU.

**3.5 Research and Development**

Plan, develop and evaluate methods and processes for gathering, analysing, interpreting and presenting data and information.

Deliver the service to comply with key performance indicators.

**4. Operational Responsibilities**

**4.1 Planning and Organisation**:

Adhere to a service specification and engage with commissioners as required.

Lead on the project to ensure that the outcomes agreed are delivered on time, to quality standards and in a cost effective manner, adjusting plans as required.

Determine links to existing projects, identifying interdependencies across projects/functions, potential impacts on wider organisation, resource requirements and building in contingency as necessary.

Determine short, medium and long term business plans, achieving quality outcomes.

**4.2 Policy and Service Development**:

To share information on the outcomes of the service to support the development of policies and procedures for high intensity use of NHS services, including briefings, commissioning, business and resources.

Responsible for proposing and drafting changes, implementation and interpretation to policies, guidelines and service level agreements (SLA’s) associated with the service.