What is personalised care?

Personalised care will benefit up to 2.5 million people by 2023/24, giving them the same choice and control over their mental and physical health that they have come to expect in every aspect of their life. A one-size-fits-all health and care system simply cannot meet the increasing complexity of people’s needs and expectations. Supported self-management is a key programme within personalised care.

Personalised care is based on ‘what matters’ to people and their individual strengths and needs, working alongside clinicians and other health and care professionals. The NHS Long Term Plan says personalised care will become business as usual across the health and care system and Universal Personalised Care confirms how we will do it.

What is supported self-management?

Supported self-management is about supporting people to have choice and control over the way their care is planned and delivered. It means:

- Proactively identifying people’s knowledge, skills and confidence in managing their own health and care (known as ‘patient activation’).
- Health and care professionals tailor their approaches to working with people, based on their individual strengths, needs and preferences, as well as taking account of any inequalities and accessibility barriers, working in a personalised way based on what matters to the individual.
- Ensuring approaches are systematically put in place to help build their knowledge, skills and confidence.

Model of supported self-management
Approaches include:

- **Health coaching** - helping people to become active participants in their care so that they can reach their self-identified health and wellbeing goals.
- **Self-management education** – any form of formal education or training for people with long-term conditions focused on helping them to develop the knowledge, skills and confidence they need to manage their own health care effectively.
- **Peer support** – a range of approaches through which people with similar long-term conditions or health experiences support each other to better understand their conditions and aid recovery or self-management. Peer support may be formal or informal: it can be delivered by trained peer support staff and volunteers, or through more informal, ad hoc support among peers with lived experience.

**What difference does it make?**

This way of working significantly increases the likelihood that people will adopt behaviours and approaches that contribute to their health and wellbeing. For example, a literature review of over 1,000 research studies found that peer support can help people feel more knowledgeable, confident and happy, and less isolated and alone.

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**Practical support and more information**

**NHS England website** includes a summary guide to good self-supported management. It also covers research evidence to support the implementation of personalised care and personal stories to illustrate its benefits to individuals.

**Personalised Care Collaborative Network** links partners across the health and care system to share learning, templates and experiences, hosting discussion boards. It also contains reference materials and guidance to help implement personalised care locally.

Contact england.patientactivation@nhs.net and england.personalisedcaredemonstrator@nhs.net for access to these networks.

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**Joan’s story**

Joan has Chronic Obstructive Pulmonary Disease (COPD). Feeling overwhelmed, she struggled to follow the advice she was given and had a number of emergency admissions to hospital.

To discover how best to help Joan, her therapist asked her to complete a Patient Activation Measurement (PAM) survey. It showed that she had a very low ‘activation’ level, ie a lack of confidence, limited knowledge regarding her care, found it difficult to follow suggested treatment options and struggled to achieve goals.

In weekly meetings with therapy team members, Joan was able to talk about the things that affect her. Together they identified what stopped her from looking after herself, and drew up an action plan.

After seven months, Joan’s PAM score had improved by over 40%. In the year previously, Joan missed a third of her outpatient appointments and had two emergency admissions. Subsequently, Joan attended nine out of ten outpatient appointments and had only one emergency admission. These small steps are making a big difference to Joan’s confidence and wellbeing.

*The use of PAM is licensed to NHS England from Insignia Health LLC.*

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