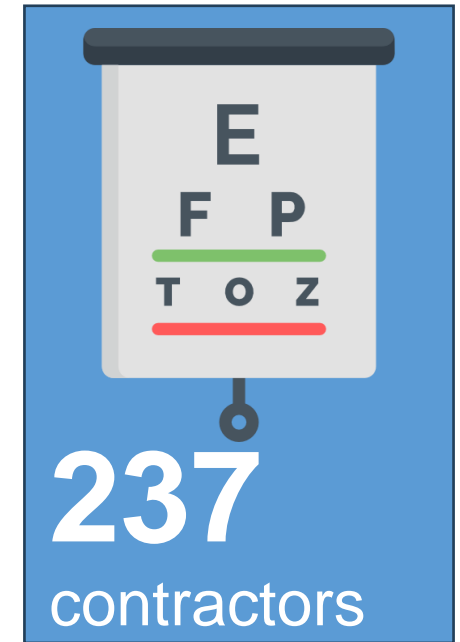
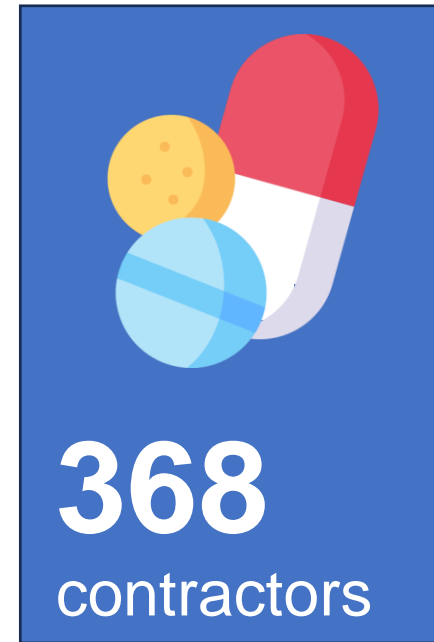
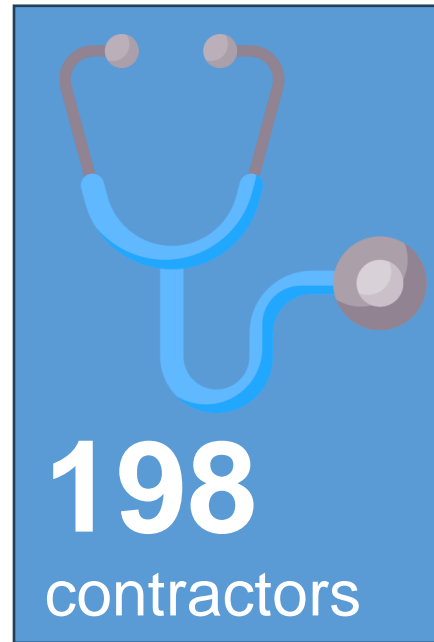


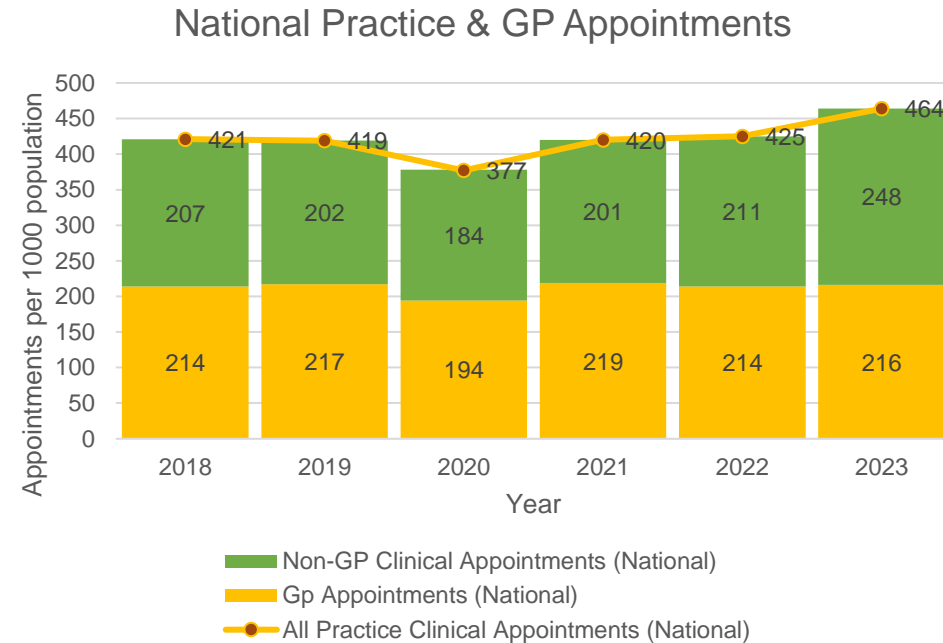
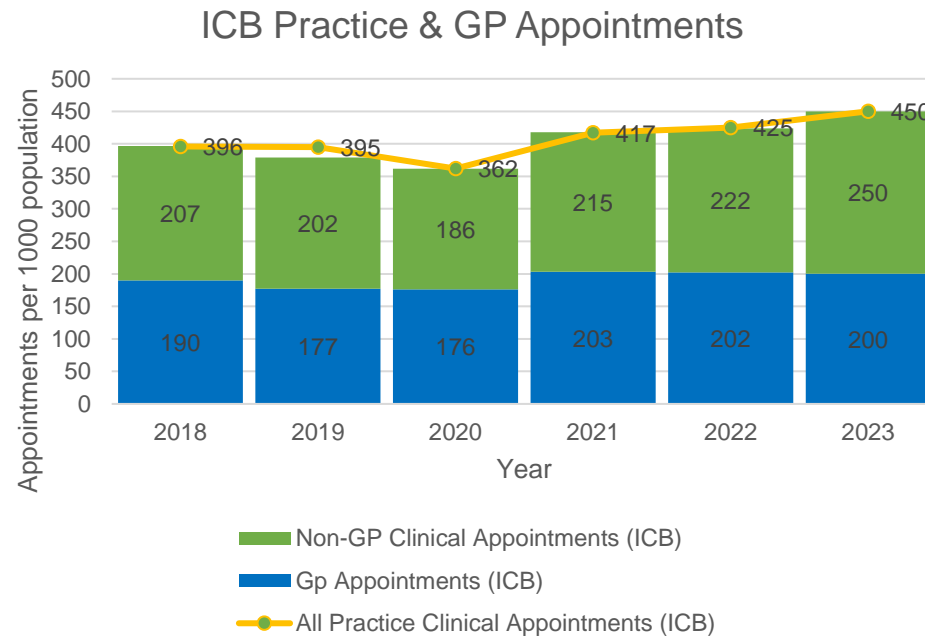
Primary care update

Primary care in the ICB



From 1 April 2023, primary care took on a whole new meaning for the ICB communications and engagement team. Following the delegation of commissioning responsibilities from NHS England to ICBs, the team is now responsible for communications and engagement with general practice, dentistry, pharmacy and optometry.

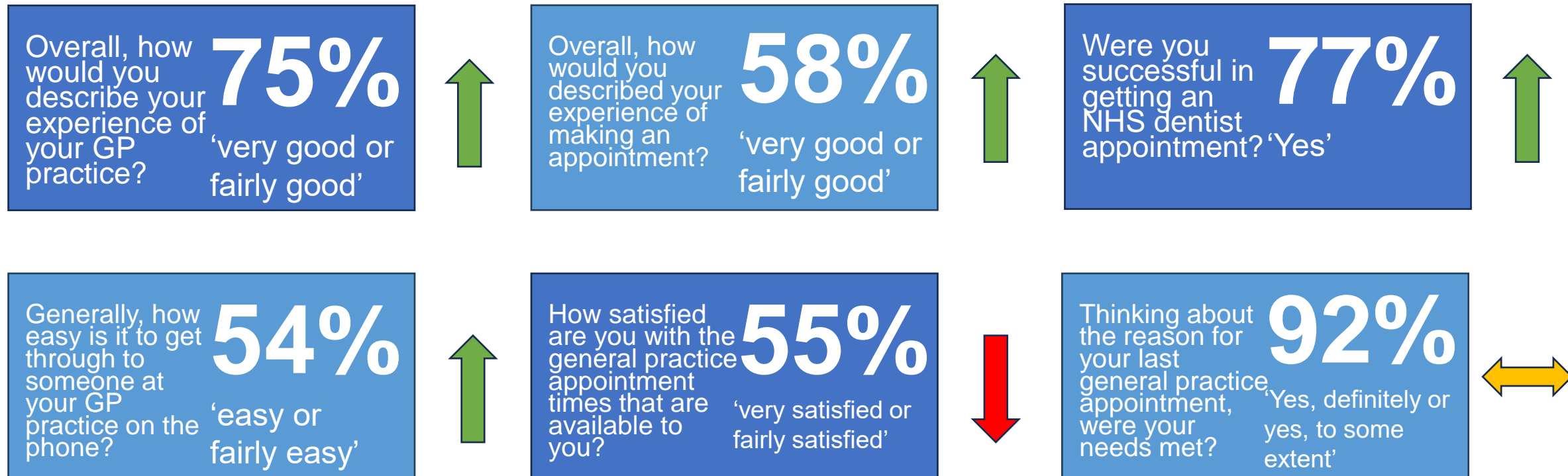
GP access



There continues to be an increase in general practice appointments, in line with the national trend. While this demonstrates the service is there for patients across Lancashire and South Cumbria, it also demonstrates the pressure practices are currently facing to meet demand.

GPPS findings 2023

- Results of this year's GP Patient Survey were generally favourable in comparison to the previous year, but still show significant room for improvement:



Our work

- Engaging with GP patients:
 - Withnell Health Centre procurement
 - Special allocations scheme procurement
 - Haverthwaite Surgery relocation
 - Liverpool House Surgery closure
 - Slaidburn Surgery procurement
 - Old Links Surgery closure
 - And we're constantly horizon scanning – Relocations in Kirkham and Wesham, Adelaide Street in Blackpool, Pendle View in Brierfield, Great Ecclestone Health Centre new-build ... and more!
- Findings from each of these pieces of work are presented in an engagement report which provides an analysis of the rich insights we are getting.
- By analysing the feedback we are able to summarise what patients are telling us really matters to them:
 - Ease of contacting their surgery
 - Ease of access to appointments
 - Convenience
 - Consistency of care and treatment

Our work



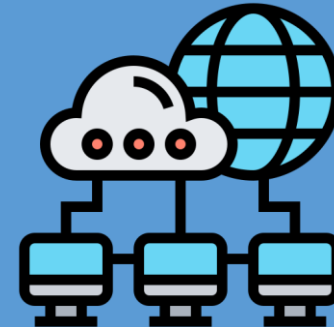
Developing a narrative for dentistry and oral health messaging



Establishing Citizens Health Reference Group



Working with pharmacists and GP practices around Pharmacy First scheme



Developing primary care intranet



Working with patients as part of the Procurement evaluation strategy

Integrated Neighbourhood Teams – engagement and communication

- We have developed a communication and engagement plan for the ICB system and place based work around integrated neighbourhood teams (INTs).
- This plan sets out how we can effectively engage with health, social care and VCFSE sector staff and partners working within communities and organisations across Lancashire and South Cumbria.
- The purpose of this engagement is to:
 - Understand the views and experiences of people and communities
 - Raise awareness of integrated neighbourhood teams
 - build support for the INT approach
 - Support the development of neighbourhood leadership and MDT ‘team of teams’ as part of the recommendations set out in the Fuller Stocktake Report.
 - This plan will support the system-level communication and engagement with key audiences across Lancashire and South Cumbria and will be the foundation for local plans within INTs and at Place.



**Lancashire and
South Cumbria**
Integrated Care Board

Web lancashireandsouthcumbria.icb.nhs.uk | **Facebook** [@LSCICB](https://www.facebook.com/LSCICB) | **Twitter** [@LSCICB](https://twitter.com/LSCICB)