



# NHS 111

## Stakeholder Briefing

September 2015

Welcome to the NHS111 September Stakeholder Briefing. In this edition you will find an update on the transition of services to West Midlands Doctors Urgent Care (WDUC)\* together with news on the planned winter communications and the re-procurement which starts in earnest this October.

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### Operational News

The Transition of 111 services from WMAS to WDUC took place as planned on Tuesday 8 September at 10.00 am. Assurance testing of the telephony systems has taken place with members of our Virtual Patient Network and CCG and CSU colleagues who have also assisted with the testing. We have planned contingency arrangements in place should we need it, working closely with our neighbouring 111 providers to ensure we have a robust system to support the step-in arrangement.

We have been planning for this transition for many weeks now and we are confident, as Commissioners, that the 111 service is in a good place to switch over to the new provider. The Project Team has been working with WDUC to oversee all aspects of the transition including the telephony systems, HR process, Clinical Governance and Operational Delivery.

As the call handling staff are being TUPEd\*\* over, calls will be handled in the same way as at present, and patients will not notice any change to the service.

We will be monitoring the service on a daily basis for the first few weeks and are working closely with the provider to prepare for the busy winter season.

**\*About West Midlands Doctors Urgent Care (WDUC)** West Midlands Doctors Urgent Care is part of the Vocare group and provides urgent care services to more than 4.5 million patients across the UK through urgent care centres, GP out-of-hours services, integrated urgent care centres and the NHS 111 service.

**\*\*TUPE** is an acronym for the Transfer of Undertakings (Protection of Employment) Regulations 2006.

If TUPE applies, its effect is to move employees and any liabilities associated with them from the old employer to the new employer by operation of law.

## Winter Marketing

### Local Marketing Activity

We are working closely with local Communications colleagues to support all areas with local marketing activity. New printed materials (leaflets, business cards and card holders) have been ordered and will start to filter through to GP surgeries, Pharmacies, UCC's, MIU's and Acute Hospitals during September in preparation for the increased winter activity.

### Nationally Funded Advertising Campaign

This winter we are one of only two pilot areas funded by NHS England to 'test' the impact of advertising on the call volumes in October. The results of this pilot will form the basis of planning for a larger national advertising campaign in February / March 2016. Look out for the 'out of home' billboards across the region and listen out for the radio adverts on local radio stations. We would be interested to have your feedback on the advertising: e: [anna.donaldson@nhs.net](mailto:anna.donaldson@nhs.net)

### Social Media

We will be increasing our use of social media, by developing a 111 corporate Facebook page which will be interactive and engaging for our patients and public. We are also looking to increase our twitter following. More on this to follow in the next edition.



## Digital Media

The digital 'banner' below has been developed and can be uploaded onto GP and CCG websites. Please contact [Jessica.perkins@nhs.net](mailto:Jessica.perkins@nhs.net) to get a banner for your website (you will need to supply banner size).



Refreshed messaging will also be available for upload to the GP TV screens – these will be emailed separately.

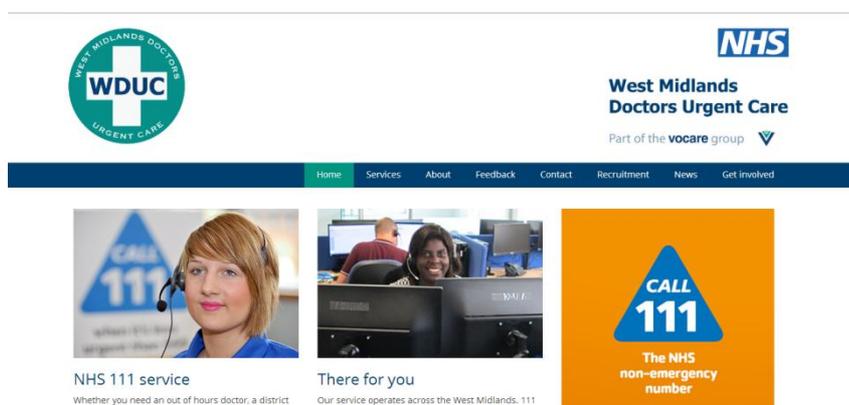
## Press / PR

NHS111 is an integral part of the winter marketing plans with signposting messages included in all press / PR this winter.

## 111 Website

We have a new 111 website which is hosted by WDUC and continue to be refreshed over the coming months, with new information, pictures, videos added.

<http://www.westmidlands111.nhs.uk/index.php>



## Patient Engagement – 111 Virtual Patient Network

Our 'Virtual Patient Network' is actively involved in a number of new initiatives including testing the 111 website to ensure it meets suitable functionality and accessibility criteria.

## Re-Procurement of NHS111 Services for the West Midlands

The re-procurement of the 111 service will commence this October. We are working with all the Clinical Commissioning Groups to define how the model will look and will continue to refine this alongside the guidelines from NHSE which include much greater integration with our Out of Hours providers. More to follow in the next edition.

### NHS 111 Virtual Network

NHS 111 West Midlands are recruiting patients to test a variety of new initiatives and get involved in the future of the service. We are continually striving to develop a service that meets the needs of our diverse population, and we can only do this by involving patients. If you have any patients who may be interested in joining the virtual network please email contact details to [engagement.westmidlands111@nhs.net](mailto:engagement.westmidlands111@nhs.net) or ask them to complete this online registration form: [www.westmidlands111.nhs.uk/engagement-registration.php](http://www.westmidlands111.nhs.uk/engagement-registration.php)

### Your feedback

We would very much like to hear from you, both positive and negative. The best way of raising issues or feedback about the 111 service is by completing *an NHS 111 Health and Social Care Professional Feedback Form* which is attached or can be requested by emailing [wm.governance@nhs.net](mailto:wm.governance@nhs.net) / calling 01384 473601.

Please do send your comments in so we can make improves that will support you at a practice level. Your feedback really does make a difference and there are some changes to NHS111 already as a result of the concerns and issues you raised.

## Future Developments

NHS111 continues to develop. NHS England has paused the NHS111 and OOH procurements across the country while it consults with CCGs and providers about an integrated NHS111 and OOH service. This will be a real benefit to patients and shows a recognition of the way these two services work closely with each other. It will further strengthen the clinical involvement within NHS111. As this work progresses, there will be further updates.

## Contacts

The 111 team is keen to work with local health economies to improve the level of service we provide. If you have a query about NHS 111, please contact:

[anna.donaldson@nhs.net](mailto:anna.donaldson@nhs.net) or [Jessica.perkins@nhs.net](mailto:Jessica.perkins@nhs.net)

