

# Communications and Engagement Plan

## MSK Procurement – October 2018

### Purpose of plan

To set out a communications and engagement plan to seek views and opinions on the design and function of a new musculoskeletal and pain service in Northumberland. Feedback will be used to inform the final service specification ahead of going out tender.

### Background

The provision of Intermediate Musculoskeletal Assessment and Treatment Services (IMATS) and physiotherapy services in Northumberland dates back to Practice Based Commissioning (PBC) days which have resulted in the current inequity of access and duplication of community MSK services. Presently there are three IMAT providers covering 57% of the population all offering different delivery models, contracts and payment mechanisms. The remaining population has direct access to physiotherapy and orthopaedic outpatient appointments.

It has long been recognised the current community MSK services are not available to all Northumberland patients and some lack consistency between providers. The CCG's Governing Body has authorised a procurement of the single MSK community service across Northumberland. The new service will improve access to all patients and provide an opportunity to reduce costs in the system by removing duplication.

### National Context

The Department of Health (DH) MSK Services Framework (2006) estimated that nearly one quarter of adults and around 12,000 children are affected by long-standing MSK problems. MSK problems are the most common reason for repeat consultations with a GP, comprising up to 30% of primary care consultations. In recent years, as the number of elderly people in the community has increased, the number of people with MSK conditions has also risen. With the UK population aged over 50 projected to rise by 32% between 2008 and 2030, this trend is expected to continue.<sup>1</sup> The term *musculoskeletal condition (MSK)* encompasses well over 200 disorders affecting joints, bones, muscles and soft tissues.

Back pain is a major cause of disability in the UK. It is estimated that 50% of all pain clinic attendances are for patients with back pain. The 2010 Global Burden of Disease results for the UK estimates that musculoskeletal (MSK) diseases cause the third greatest loss of disability-adjusted life years (DALYs) after cardiovascular diseases and cancers, and that 71% of these lost DALYs result from back and neck

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<sup>1</sup> Office for National Statistics, 2008-based National Population Projections

pain. One of the most common reasons for seeing a doctor is spinal problems, and it is a frequent reason for lost working days and low worker productivity. Most people who have acute lower back pain recover within three months, while others do not and progress to chronic (lasting longer than 3 months) back pain.

The key conditions included in MSK and pain services are:

- Osteoarthritis
- Rheumatoid arthritis
- Osteoporosis
- Fibromyalgia
- Neck pain
- Ligament injuries
- Sprains and strains and
- Over-use injuries
- Chronic pain management
- Back pain

### **About the Northumberland Integrated Musculoskeletal and Pain Service (IMAPS) Service**

The Integrated Musculoskeletal and Pain Service (IMAPS) is for patients aged 16 and over with musculoskeletal or pain issues where all alternative conservative treatments have been considered as first line management. This service will focus on patients making informed decisions about their care. In particular, Shared Decision Making (SDM) for all patients and a specific independent process for patients who are being considered for hip and knee replacement surgery. Patients must be registered with a GP in NCCG.

Northumberland IMAPS will be a single point of access for MSK related conditions and pain issues. This will serve as an alternative to hospital based treatment for the majority of patients referred for a MSK conditions and pain. Patients will be referred to secondary care only when there is a need for hospital based specialist consultant led service.

### **Objectives**

To support the procurement of a new MSK service in Northumberland, the overall communications objectives include:

- To provide clear information about the procurement and specification of a new MSK service in Northumberland to CCG stakeholders, patients and public
- To provide CCG stakeholders, patients and public with an opportunity to share the views on the specification of the new MSK service
- To gather stakeholder experience, suggestions, questions and concerns and ensure that these are fed into the procurement process
- To meet NHS legal duties for engagement, equality duties and best practice engagement and communications

## **Equality and diversity**

Consideration will be given to equality and diversity throughout the engagement process. This will include consideration of the diversity of local communities and of people accessing MSK and back pain services.

Statutory obligations in relation to equality and diversity will be met, including targeted engagement, as appropriate, of people from groups with protected characteristics.

These groups are defined by the Equality Act 2010 as:

- Age
- Gender reassignment
- Marriage or civil partnership
- Pregnancy or maternity
- Disability
- Race
- Religion
- Sex
- Sexual orientation

## **Stakeholders and audiences**

Key stakeholders include:

- Patients and members of the public
- Patient Participation Groups
- MY NHS members
- GPs and practice staff
- CCG staff and governors
- Healthwatch Northumberland
- Patients currently using MSK / back pain services
- Patients who have previously used MSK / back pain services
- Carers of patients currently using / who have previously used MSK / back pain services
- GP practices
- Health and Wellbeing Board
- Local community and voluntary sector groups and organisations
- Carers Northumberland
- Age UK Northumberland
- Charities supporting MSK, Arthritis and other related conditions
  - ARMA – Arthritis MSK Alliance
  - Pain UK
  - Arthritis Research
  - Versus Arthritis
  - National Osteoporosis Society

- Fibromyalgia Action UK
- NHS England

## **Key messages**

- The new service will provide an overall improvement across Northumberland with more equitable services
- There will be a single access point and a consistency of service provision
- There will be no material change to those who do currently have access
- Patients will be encouraged to choose care based on their desired outcomes and personal preferences
- The patient pathway and experience is expected to improve
- Patient choice will be maintained if not improved

## **Recommendations for patient engagement**

- Patient Survey
- GP questionnaire
- Focus group
- Community and voluntary sector via Healthwatch
- Charities – general feedback

## **Communications activities**

This is to raise the awareness of the work that is being undertaken

- Social media (Twitter)
- Information on CCG website
- Briefings sent to Northumberland County Council, Health and Wellbeing Board
- Content for newsletters e.g. CVS bulletin
- Use of MY NHS

Please note that NHS Northumberland CCG is carrying out GP engagement as follows:

- Discussion at Locality meetings
- Attendance at Ashington practice with an MSK walking group
- GP Bulletin – October editions

**ENDS**