

Changing culture within services

Why?

People are living longer with an increasing complexity of conditions. There is an increasing demand on services and more pressure on budgets. Often our focus is on one end of the spectrum (care in hospitals) rather than what might be done to stop people being admitted into hospital in the first place.

How to

Move from a culture where you 'do to' people, to one where you are 'doing with' people. Understand that the individual is the expert in their own life, the healthcare professional is the expert in their field, and that these experts can come together to look at the individual's health. Strive to empower joint working and collaborations. Work with openness and transparency.

View from 'those in the know'

"I've been very keen to work with teams rather than individuals because if you work with lots of individuals from different teams they may really enjoy the training but then they go back to a working environment where people might not be particularly interested. If you work with a team of people who work together every day, then that enthusiasm gets taken back into the workplace and becomes self-generating."

Stephen Reid, Wellbeing Erewash project manager for person-centred approaches

Top tips

- ☆ Find the energy
- ☆ Find champions
- ☆ Find influencers
- ☆ Work with teams and pathways
- ☆ Collaborate with different sectors
- ☆ Ensure buy-in from senior leaders



Wellbeing Erewash
Your Life Your Way



The Erewash experience

'Patient activation'

describes the knowledge, skills and confidence a person has in managing their own health and care. Evidence shows that when people are supported to become more activated, they benefit from better health outcomes, improved experiences of care and fewer unplanned care admissions.

Patient activation is of particular importance to people living with long-term conditions who rely, more than most, on NHS services. By understanding people's activation levels, the NHS can support people in ways appropriate to their individual needs.

A **personal health budget** is an amount of money to support the identified healthcare and wellbeing needs of an individual, which is planned and agreed between the individual, or their representative, and the local NHS. At the centre of a personal health budget is the care and support plan. This plan helps people to identify their health and wellbeing goals, together with their local NHS team, and set out how the budget will be spent to enable them to reach their goals and keep healthy and safe.

Health coaching aims to help people to set goals and take actions to improve their health or lifestyle. Health coaching is a niche of the coaching profession and can unlock a person's potential to maximise their own health and wellbeing.



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'Person-centred approaches' is an umbrella term for many things. In Erewash, using these approaches we have developed initiatives on health coaching, personal health budgets and patient activation measures.