Health Checks in Bracknell Forest

Performance Recovery Programme 2013 to 2015

Bracknell Forest Public Health Team
Introduction

The Bracknell Forest Council Public Health team was newly formed in April 2013.

The team inherited a very poor rate of health check delivery.

A recovery plan was put in place, beginning in Primary Care and then extending to other settings.
In 2012/13 only 365 people received a check.

This represented 1.1% of eligible population.
Primary Care

The team began intensive work aimed at ‘selling’ health check delivery to general practice teams.

Individual practice visits were used to co-design Health Check programmes with practice staff.

Practices could add their own variations to delivery (eg: appointed HC clinics, POCT, etc).
Primary Care

A ‘Best Performer’ award was introduced:
- Encouraged competitiveness
- Influenced perceived norms & values

This was over-shadowed a few GPs who were very anti health checks!

We put out a press release of the first winner, along with a testimonial from a patient...
The Delivery of NHS Health Checks in a local General Practice is winning awards. In some cases - it's also changing people's lives!

Public Health at Bracknell Forest Council are pleased to announce the latest winner of the "Best Performer" award for NHS Health Checks. The award has gone to Crown Wood Medical Centre in Bracknell. The practice had a busy summer, carrying out 353 health checks between July and September this year.

The NHS Health Check is for adults in England between the ages of 40 and 74. Those having a check are given a range of simple medical tests, which in turn tell them their own risk of developing serious illness such as heart disease or stroke. This is followed up with advice on how this risk can be reduced and referral to healthy lifestyle initiatives to help make lifestyle changes.

Dr Rao, at Crown Wood Medical Centre told us:

*Crown Wood Medical Centre has been a part of the NHS Health Checks programme since May this year. Through the programme we have made a number of new diagnoses of hypertension and identified some patients with diabetes. These cases would not have been picked up routinely as the*
Primary Care

No change in the fee was ever made. This stayed at £20 per check as it has been in 2012/13.

Performance in primary care continued to rise throughout 2013/14.

By the end of the year we had moved from the poorest performer in Berkshire to the best...
Performance – 2013/ 2014

A total of 3423 health checks were delivered.

This represented 10.5% of the eligible population.
Beyond Primary Care

To further improve performance we needed to go beyond traditional healthcare settings.

The aim was to reach those likely to access services through their GP.

We started by developing a new workplace Health Checks service – starting with the council...
Health Checks were delivered via Occupational Health.

Case studies from the first wave encouraged greater uptake.
Community Settings

The final piece in the puzzle was to offer health checks in community settings.

We commissioned S4H to deliver checks as part of our self care week (November)

They used a mobile clinic and also picked up referrals from other services (eg: smoking)
Performance – 2014/ 2015

A total of 4101 health checks were delivered.

This represented 12.3% of the eligible population.
Summary

The performance improvement resulted in a national award as well as qualified Bracknell Forest for a Health Premium payment.