

Derbyshire Community Health Services
<http://www.yoursexualhealthmatters.org.uk/>

HEALTH IMPROVEMENT AND SCRUTINY COMMITTEE

18 May 2015

DERBYSHIRE INTEGRATED SEXUAL HEALTH SERVICE Item for Information

1. Purpose of the Report

To provide the Health Improvement and Scrutiny Committee with information about the newly awarded Derbyshire Integrated Sexual Health Service provided by DCHSFT

2 Information and Background

The contract for the delivery of the Derbyshire Integrated Sexual Health Service was awarded to Derbyshire Community Health Services Foundation Trust (DCHSFT) and following robust project management throughout the service mobilisation phase the service commenced on 01/04/2015. All partners worked collaboratively to ensure a secure, effective and efficient transition and minimised disruption to service users.

The service aims to reduce sexual health inequalities by providing an equitable service across the County to all Derbyshire residents, facilitating prompt access in line with need.

2.1 What the ISHS offers

The service model is based on a County-wide delivery of level 1 and 2 (universal and enhanced) Contraception and STI Testing and Treatment (including Chlamydia screening), Sexual Health Promotion and Condom Distribution (including C-Card). Level 3 (Specialist) Contraception and STI Testing and Treatment services are now more targeted in accordance with need. Services are provided through a Hub and Spoke model, with one hub located at Wheatbridge in Chesterfield, and several

super spokes and spokes located across the County. The clinic sites are listed in the appendix.

Benefits of the Integrated Service include:

- Confidential service at Wheatbridge, available 6 days a week operating from 8:00am to 8:00pm during the week and 1:30pm to 3:30pm on a Saturday, providing a combination of bookable and drop in appointments.
- Revised online presence via a re-designed website with improved functionality, including a clinic locator function. In time, following appropriate IMT governance processes and protocols, we intend to launch an online booking facility, similar to that seen at some GP practices at present.
- Extended opening hours
- Level 3 STI testing and treatment services located on public transport routes
- Increased accessibility to young people at a convenient, central location
- Free parking with reserved car parking spaces for the disabled
- Wheelchair access to the building and all areas of the building accessible by lifts
- Increased anonymity as the Hub will provide a range of sexual health services
- Continuity of care and staff.

Care has been taken to ensure pathways support HIV treatment and care service provision at Wheatbridge, with a rapid access pathway being established for service users with a positive HIV diagnosis.

3. Launch and Promotion

In the run up to the 01/04/15 service start date, the service has been promoted via various media, including:

- Posters in GP practices
- Local radio interviews
- Press releases in local print media
- Links on DCHS website and internal communication to staff

In addition we have undertaken a number of promotional activities throughout the mitigation which will continue to be undertaken. This has included:

- Twitter feed updates and rebranded letter heads
- Appointment cards
- Rebranded chlamydia postal kit bins
- Communicated with voluntary sector organisations to promote the new service

In addition, posters are being printed to promote specific services (Chlamydia and C-Card) and we have agreed an Emergency Contraception poster which is currently being printed. We are also printing vinyl stickers for Accredited Providers to be placed so as to be visible to people passing the front of the practice/pharmacy, to indicate that that practice provides Long Acting Reversible Contraception (LARC) and the pharmacy provides Oral Emergency Contraception /OEC at that site.

The promotion to date has proven to be effective, with the new service seeing very high levels of demand during the first month of operation. We anticipate that these demand levels may level out to a steady state but fluctuate on an ongoing basis, as is often the case with subgroups of the population accessing specific health services.

4. Development and Evaluation

DCHSFT have worked with the website developer and commissioning leads to develop a website that is fit for purpose, includes a clinic locator, and contains the revised branding in accordance with agreed brand guidelines. The service has now established web analytics and will be able to evaluate “traffic” on the website on a monthly basis.

DCHSFT are currently working with their software supplier to implement an online booking functionality to the patient information system. In practice, this will be a “link” on the website to a consistently branded separate webpage that will allow the client to self-triage and based on logic programmed into the system, be booked into a clinic slot to be seen by a clinician with the appropriate skill set. DCHSFT are following IMT governance processes and protocols throughout this development as we

will need to be assured of network security when online booking is available. Once online booking is in place, we will evaluate this using a combination of patient reported measures (e.g. friends and family scores, patient satisfaction surveys) along with audits of the system, i.e. to assure ourselves that patients are seen by the clinician with the most appropriate skill set.

From an estates perspective we have established mixed waiting areas at each of our clinics and will be evaluating the acceptability of this to the client group through patient reported measures and audit.

Finally, throughout the implementation period we have developed an overarching communications and marketing plan, and will be continuing to carry this out on an ongoing basis. We will be evaluating the effectiveness of this communications/marketing activity using proxy measures, e.g. referrals coming from each stakeholder group.

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Appendix: List of clinic locations

Cavendish Hospital, Buxton, Derbyshire (super spoke)
Long Eaton Health Centre, Derbyshire (super spoke)
Alfreton Primary Care Centre Derbyshire
Swadlincote Connexions, Derbyshire
Bayheath House, Chesterfield, Derbyshire
Heanor Clinic, Derbyshire
Ilkeston Community Hospital, Derbyshire
Ilkeston Cantelupe Centre, Derbyshire
New Mills Health Clinic, High Peak, Derbyshire
Whitworth Hospital, Matlock, Derbyshire
Shirebrook Health Centre, Shirebrook, Derbyshire
Stubley Medical Centre, Dronfield, Derbyshire
Welbeck Road Health Centre, Bolsover, Derbyshire
Clay Cross Hospital, Clay Cross, Derbyshire

Young People Chesterfield College, Chesterfield
Wheatbridge, Chesterfield (Hub)
Swadlincote Health Centre, Swadlincote, Derbyshire (Super spoke)
Fairfield Sure Start Centre, Buxton
Hilton Village Hall, Hilton (wef 3 June 2015)