The Morecambe Bay Solution

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A bespoke, locally-developed, secure, easy to use, web-based messaging system which allows GPs to have timely dialogue with local specialists about specific patients and their conditions.
What did we do and why?

- Unsuccessful pilot using existing national functionality
- Lessons learnt
- Small team, collaborative, low budget approach
- Bespoke local solution created
- New pilot
- Pilot evaluation – formalised to full service
It’s about........

- Providing a really easy to use electronic system connecting GPs with local specialist colleagues to discuss our patients specific cases
- GPs learn from the dialogue and patients benefit from timely specialist advice
- We use the system for elective care (ie non urgent care)
- If a system is easy to use and is well liked by its users it will be used
- Communication in real time terms between GP and specialist improves patient care in a variety of ways
- The system is also secure and collects data allowing monitoring of impact on patient care
Key objective – to improve integrated working and communication between primary and secondary care.

But other benefits include reduction in need for outpatient appointments, promotes team-working, empowers GP’s and is a powerful educational tool.
A quick walk-through of the IT system............
Easy access from EMIS consultation screen......
The new conversation page.....key patient details automatically pulled across from EMIS GP system
Select a speciality from list......

1. Patient Details
   - Patient Name: xxxxxxxx
   - Date of Birth: 1/1/12
   - Gender: Transgender
   - NHS Number: 123456789

2. Message Details
   - Treatment Function: GASTROENTEROLOGY

3. Message Content
   - Cardiology
   - Clinical Haematology
   - Diabetic Medicine
   - Endocrinology
   - Gastroenterology
   - Medical Oncology
   - Respiratory Medicine
   - Rheumatology
Type message and send......
Add attachment functionality if you wish (ECG’s, photos of rashes)......
Instant notification to your local consultant’s email to inform them there is an advice request and also similar notification to GP of message reply

Quick link within email directing user straight to relevant advice conversation
The conversation page......easy to follow graphics with colour coding for contributors to the conversation
Closing the conversation, record drops into EMIS EPR
Automatic feedback pro-forma activates on closing conversation to allow monitoring / audit of the impact and user experience of service (quick and snappy, GP’s don’t mind doing this)
Change to initial treatment following use of Advice & Guidance

<table>
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<tr>
<th>Before A&amp;G</th>
<th>After A&amp;G</th>
<th>Total</th>
<th>Admit</th>
<th>Carry out further investigation</th>
<th>Manage patient's care myself</th>
<th>Other</th>
<th>Radiology test sanctioned</th>
<th>Refer to outpatients</th>
<th>Seek advice from another</th>
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<tr>
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<tr>
<td>Manage patient's care myself</td>
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<tr>
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<tr>
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</table>

Resulting treatment changed

- 71.9%
- 50.0%
- 6.0% same specialty

42 patients would have been admitted and after Advice & Guidance, 10 patients were still admitted. A further 11 had further investigation but were subsequently admitted within 5 months (0 of the further patients were referred to IP under the same specialty.)
Current Coverage
How straightforward did you find the service?

- **Average**
- **Easy**
- **Complicated**

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Average</th>
<th>Easy</th>
<th>Complicated</th>
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<tbody>
<tr>
<td>Palliative Care</td>
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<td>Medical Oncology</td>
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<td>Respiratory Medicine</td>
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</tr>
<tr>
<td>Cardiology</td>
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<tr>
<td>Gastroenterology</td>
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<td>2</td>
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<tr>
<td>Diabetic Medicine &amp; Endocrinology</td>
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<td>1</td>
</tr>
<tr>
<td>Rheumatology</td>
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</tr>
<tr>
<td>Clinical Haematology</td>
<td>4</td>
<td>74</td>
<td></td>
</tr>
</tbody>
</table>

- **91% of GP’s reported the system as ‘easy’ to use**
How useful did you find the advice you received?

- 96% of GP’s reported advice received as ‘really useful’ or ‘useful’
Consultant feedback..........

Ease of use

- very easy
- easy
- difficult
- very difficult

Appropriateness of request

- always appropriate
- mostly appropriate
- often inappropriate

“Prevents people from coming into hospital”

“Best invention in this area in a very long time”

‘Works exceptionally well’
Requests

8013 Conversations
Up from 5332 in 2016/17
Performance

Average of 1.81 days for conversation response
Key Outcomes

- 71.2% of Conversations changed the patients Pathway
- 2408 Outpatient Referrals avoided
- 4391 → 1442
- 64 GP Admissions Avoided
94.8% of users say A&G is easy to use
92% of Advice given rated as Useful or Really Useful
What has happened since the original pilot?

- 23 specialties
- Automated breech / reminder alerts
- Expansion across nurses
- Proposed expansion across STP footprint
- Admin tool
What were the key elements towards success?

- Strong clinical leadership from the frontline, selling the vision
- Realistic, manageable cost
- Simplicity / Ease of use – connectivity with host EPR’s, notifications
- Data Capture
- An eye on scalability / spread
- No mandate for use
What next?......