

**Buckinghamshire, Oxfordshire & Berkshire West Integrated Care System Primary Care Development - Toolkit**

1. **Ema****il inviting people to participate**

**Join the ‘Primary Care Conversation’ to transform services**

The Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) is working with health and care partners to develop a strategy and implementation plan for the future of primary care: general practice, community pharmacy, optometry (eye care) and dentistry across BOB.

The ICB will also involve local people and patients to transform the way primary care is delivered in their communities and neighbourhoods, enabling integrated primary care provision which improves access, people’s experiences and patient outcomes.

As part of our programme of work we have launched the **‘Primary Care Conversation’** and want you to share your views about these services in an online survey at: <https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care> . This will help inform and shape the ICB primary care strategy to deliver better care for you.

1. **Short a****rticle for stakeholder briefings, newsletters or web content**

**Join the ‘Primary Care Conversation’ to transform services**

The Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) is working with health and care partners to develop a strategy and implementation plan for the future of primary care. This includes general practice, community pharmacy, optometry (eye care) and dentistry across BOB.

The ICB will also involve local people and patients to transform the way these services are delivered in their communities and neighbourhoods, enabling the integration of primary care and community services with the aim of improving access to services, people’s experiences of using them and better outcomes for patients.

The work aims to:

* build a shared understanding of the current state of primary and community services and present a case for change
* build a consensus on the future vision for primary care and its integration with community services
* design the way we deliver this care (operating model) and other tools such as digital healthcare support
* test the practical application of the new model through projects
* capture learning and build capability for phased roll-out of the final strategy.

As part of our programme of work to transform primary care, we have launched the ‘**Primary Care Conversation’** to let you share your experiences about these services in an online survey at: <https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care> Your views will help to inform and shape an ICB primary care strategy to deliver better care for you.

A printed copy of the survey is available by post or by telephone for people without online access. To request one please contact 0300 123 4465 or email engagement.BOBICS@nhs.net

1. **Long****er article for stakeholder briefings or newsletter**

**Join the ‘Primary Care Conversation’ to transform services**

The Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) is working with system partners to develop a strategy and implementation plan for the future of primary care: general practice, community pharmacy, optometry (eye care) and dentistry across BOB.

The ICB will also involve local people and patients to transform the way these services are delivered in their communities and neighbourhoods, enabling the integration of primary care and community services with the aim of improving access to services, people’s experiences of using them and better outcomes for patients.

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**What have patients and the public told us?**

Work has already started on analysing the current state of primary care across the area. We have been reviewing feedback from the engagement around the BOB Integrated Care Strategy and BOB NHS Joint Forward Plan and looking at recent results from GP surveys, and from our local and national Healthwatch reports on primary care, which includes community pharmacy, dentistry and eye care services.

We are also working with primary care colleagues and clinicians to review the variation in access to primary care services across the area, as well as the current state of the workforce and other areas such as use of digital tools to support patient care and premises where services are located.

**What’s next?**

Moving forward, we have launched the **‘Primary Care Conversation’** as we want to hear from people who use our services, to help inform this programme of work. To achieve this, local people can have a say about their experiences of using local primary care services via an online survey at: <https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care>

A printed copy of the survey is available by post or by telephone for people without online access. To request a copy please contact 0300 123 4465 or email engagement.BOBICS@nhs.net

1. **Pres****s release**

**20 November 2023**

**Join the ‘Primary Care Conversation’ to help transform services**

The Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) is working with health and care partners and local people to transform primary care services across BOB. These services include general practice, community pharmacy, optometry (eye care) and dentistry.

We are now seeing increasing demand on all health and care services. Primary Care will need to change to ensure that responsive and personalised care can continue to be provided as required.

This work is underpinned by the ICB’s [Integrated Care Strategy](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.bucksoxonberksw.icb.nhs.uk%2Fintegrated-care-strategy-joint-forward-plan%2Fintegrated-care-strategy%2F&data=05%7C01%7Crichard.mccrann%40nhs.net%7Cd6e0e9c6a07746c357fa08dbe5ca3a19%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638356428947746819%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7Ksh1YXBu5MD9Pd9wN%2FXX3iEw779cci67qMoBEOnayg%3D&reserved=0) and [Five-Year Joint Forward Plan](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.bucksoxonberksw.icb.nhs.uk%2Fintegrated-care-strategy-joint-forward-plan%2Fjoint-forward-plan%2F&data=05%7C01%7Crichard.mccrann%40nhs.net%7Cd6e0e9c6a07746c357fa08dbe5ca3a19%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638356428947746819%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=UDjsjjleZ%2B46sJ4fErF50oAGVZsiwbaCppgO4lkN5mQ%3D&reserved=0) published earlier this year. These set out an ambition to further develop neighbourhood teams by integrating the work of primary care and community services to improve access and people’s experience of using services to provide better patient care.

The ICB has already started to review the current state of primary services with health and care partners. It is now working with them to develop a primary care strategy and implementation plan for a phased roll out later in 2024.

**As part of this programme of work we have launched the ‘Primary Care Conversation’ asking the public to share their views on primary care services via an online survey which can be found here** [**https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care**](https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care) **and is open until 31 January 2024. Your views will inform the strategy we are developing.**

The work aims to:

* build a shared understanding of the current state of primary and community services and present a case for change
* build a consensus on the future vision for primary care and its integration with community services
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**Dr Abid Irfan, Director of Primary Care at Buckinghamshire, Oxfordshire, Berkshire West ICB** said: “Our vision is to transform primary care across Buckinghamshire, Oxfordshire and Berkshire West by integrating primary and community teams. This will allow our patients to receive a wider range of care to meet their needs and to deliver better outcomes.

“This would include developing multi-disciplinary neighbourhood teams with GPs working closely with district and community nurses supported by care navigators, physiotherapists and other health and care professionals and the voluntary sector to provide high quality care.

“Primary care services across the country and in particular general practice have faced challenges in recent years with difficulty in recruiting staff to meet increasing demand from patients. It is important that general practice can build capacity by working with other health and care professionals more closely to manage this demand so their skills are focussed on where best they can support patients.”

“We are also looking very closely at pharmacy, optometry and dentistry provision and understand the challenges these services face locally. We are working hard to develop ways to support these services and the role they will play in a more integrated approach.”

Dr Irfan said: “We are still developing our strategy to achieve these ambitions but there is now a great opportunity for local people to tell us about their experiences of using primary care which will feed into our plans for the future of these services – so I urge the public to take the time to respond and share their views with us.”

The survey is open until 31 January 2024. You can find it online at <https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care> or you can request a printed copy from 0300 123 4465 or by email bobics.engagement@nhs.net

The feedback will inform a primary care strategy which will be published next year. However, BOB ICB will continue to engage with stakeholders and the public over the coming months.

**Notes for editors**

**Please contact** **bobicb.media-team@nhs.net** **for enquiries.**

1. **Socia****l media**

**X (formerlyTwitter)**

* Tell us your experiences about primary care services which are general practice, pharmacy, optometry (eye care) and dentistry across BOB ICB to help deliver better patient care. Share your views here <https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care> [#yourvoice](https://www.bucksoxonberksw.icb.nhs.uk/news/posts/bob-icb-news/november-2023/join-the-primary-care-conversation-to-help-transform-services/)

**Facebook**

* Tell us your experiences about primary care services which include general practice, pharmacy, optometry (eye care) and dentistry across Buckinghamshire, Oxfordshire and Berkshire West to help deliver better care. We are creating a primary care strategy for the area and need your support and views to help inform this important work. You can share your views here <https://yourvoicebob-icb.uk.engagementhq.com/hub-page/primary-care> [#yourvoice](https://www.bucksoxonberksw.icb.nhs.uk/news/posts/bob-icb-news/november-2023/join-the-primary-care-conversation-to-help-transform-services/)