

WORKING WITH YOU TO DELIVER MEANINGFUL ENGAGEMENT IN CHALLENGING TIMES

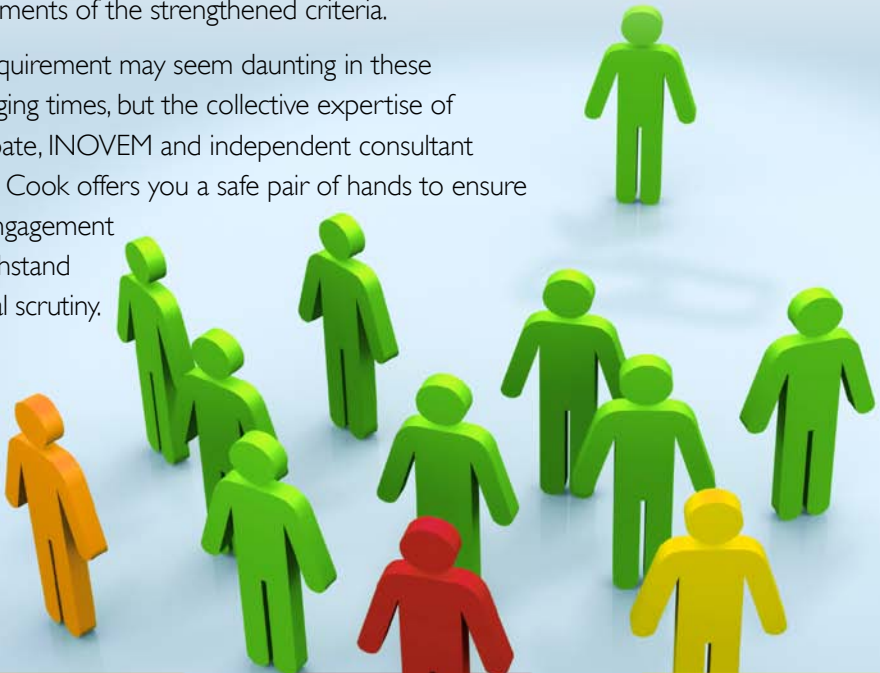
Health Secretary Andrew Lansley has announced that planned **service reconfigurations** must now be reconsidered in light of strengthened criteria in the four key areas shown opposite.

This means PCTs and other NHS organisations now need to ensure that the engagement they have undertaken to date is robust, meaningful and meets the requirements of the strengthened criteria.

This requirement may seem daunting in these challenging times, but the collective expertise of Participate, INOVEM and independent consultant Brenda Cook offers you a safe pair of hands to ensure your engagement will withstand external scrutiny.

4 CRITERIA

1. Improved Patient Outcomes
2. Patient Choice
3. Support from GP Commissioners
4. Sound Clinical Evidence.



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INOVEM
INCLUSIONWARE

Brenda Cook
INDEPENDANT CONSULTANT

PUBLIC AND PATIENT ENGAGEMENT

If you are involved in or managing a project in regard to service reconfiguration, undoubtedly, you will have already engaged the public and patients about your proposals for change. However, as there are now clear guidelines it is vital to ensure that if your engagement were to be externally scrutinised it would be deemed to be proportionate, robust and meaningful. In other words, have you engaged with the **right people**, using the **most appropriate methods** and have you **gathered insight that will make a difference**?

We have been working with PCTs and other NHS organisations across the UK to advise upon and deliver meaningful engagement in regard to service reconfiguration. Our methods are tailored to ensure they are appropriate for the target group/s in order to ensure that we gather insight that will feed into your project and help you develop robust proposals.

In addition, as **Approved Partners of the Consultation Institute** you can be assured that we will guide you through the principles of meaningful engagement and consultation.



GP SUPPORT AND OTHER STAKEHOLDERS



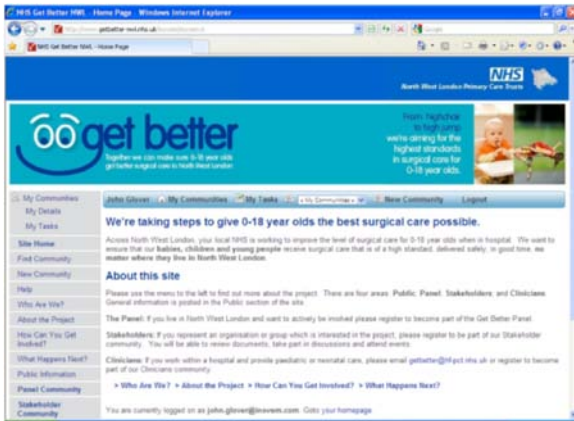
GPs and stakeholder groups may be focused upon improved patient outcomes, however, they are also generally time poor which can cause barriers in terms of engagement. We have specific experience in engaging with GPs and other stakeholders by creating solutions that deliver meaningful engagement, whilst giving the flexibility they need to become actively involved.



Methods include telephone depth interviews, deliberative workshops and online stakeholder communications. Our interactive web-based consultation system offers you a site which is securely hosted, where you can engage with GPs and other stakeholders using password protected areas in which you can post documents for comment, promote events/workshops, start discussion threads or conduct surveys. As part of the service, we populate the site and manage your e-communities to ensure they are engaged. In addition, we gather and analyse their insight through the system as part of a formal engagement report.

FOR MORE INFORMATION:

Mark Palin, Associate Director - Communications and Engagement at North West London PCTs, said:



"Participate has allowed North West London and the "Get Better" campaign to embrace web 2.0 technology and give something back to its community members by using the complete management information system. Enabling parents of patients to consult with different hospital trusts and members of staff has been a real operational challenge, but now, with the use of INOVEM's Inclusionware, parents are fully involved in every step of their child's treatment. Information is often sensitive and INOVEM allowed North West London to handle it efficiently and with care."



www.participate.uk.com
0845 094 8191



www.inovem.com
01488 648 468



01487 840539
or 07906 520860