

## Supporting Population Health Improvement in our Vulnerable Respiratory Patients. Collaborative working with Pfizer Ltd.

### Executive Summary

Lancashire & South Cumbria ICS has made respiratory disease a priority for all its PCNs with the "Respiratory Wellness over Winter" intervention being a key deliverable. Leyland PCN widened the criteria for this project in winter 2023 to include those patients eligible for Covid therapeutics as part of a collaborative working project with Pfizer Ltd.

Until 27 June 2023, the process to identify Covid therapeutic eligible patients was managed by NHSE and, at best, only involved letters or texts to inform eligible patients of what to do in the event of catching Covid. Since then, there has been no national process to identify and contact eligible patients. A PCN taking ownership of this process and engaging with patients aimed to demonstrate a significant improvement to the patient pathway by providing the opportunity for trained staff to proactively reach out to patients (on the telephone) from our most deprived populations.

Leland PCN developed a process to engage their most deprived patients eligible for covid therapeutics, working with the MLCSU data quality team to develop a fit for purpose search. Although this step was resource heavy and time consuming, it was a vital step to build confidence in the search. The searches identified a total of 308 patients in the most deprived cohorts to be contacted.

The contacts included other interventions and, following the ethos of "Make Every Contact Count" (MECC), all 201 patients successfully contacted were given information and advice about:

- Accessing Covid therapeutics when appropriate
- Contacting their practice for attendance at annual reviews
- Brief interventions about appropriate long-term conditions (bespoke conversations based on a review of patients notes)
- How to access flu jabs within the local community
- How to access Social Prescribing Link Worker and Health & Wellbeing Coaches

The PCN team made contact with 201 patients, collecting the following data:

- 5% of patients contacted were aware of pathway, had LFTs, know how to report positive result.
- 17% of patients contacted were partially aware of pathway and agreed to follow the advice given.
- 0% of patients were partially aware of pathway but were not interested in the advice given.
- 74% of the patients were unaware of the pathway and agreed to follow the advice given.
- 4% pf patients were unaware of the pathway and uninterested in the advice.

Overall, the project can be considered a major success with 183 patients out of a total of 201 contacted (= 91%) either unaware or partially aware of the pathway for Covid therapeutics who agreed to follow the advice provided by the PCN Lifestyle Improvement team.

Next steps include:

- Endeavouring to contact the remaining 107 patients who have yet to be reached
- Re-contact patients in Spring '24 to see if they were able to access covid therapeutics when they became ill, and how they managed their illness through that period.
- Running a search to identify **all** patients eligible for a covid therapeutic with the PCN suggest that practices "push" a message regarding eligibility out to this cohort via Accurx.
- Spreading best practice across NHS organisations and will seek to support the roll out of this project through LSC population health teams.