

HowbeckHealthcare

Primary Care Innovation



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HOWBECK HEALTHCARE

Firstly, welcome to our second edition of the Howbeck Healthcare newsletter and the first for 2024!

A new year is a good time to look forward and set new goals as well as review progress.

In this edition of the newsletter we will be looking back at some of the successful initiatives we have undertaken and the learning and best practice we can share with you, whilst looking forward to how we can expand on these in 2024!

Here are a few things that we have been involved in recently that we will continue in 2024:

- Developing PCN bids for local authority funding.
- Hosting online lunchtime training sessions for Practices on a range of subjects relating to the day to day work in Primary Care.
- Providing GP Practices and Federations with a Freedom to Speak Up Guardian (FTSU) service.
- Acting as Data Protection Officer for Practices.
- Hosting more national conferences.
- Supporting local ICBs with digital upskilling of the Primary Care workforce.
- Supporting GP Practices in undertaking a 'data cleanse' on EMIS.
- Managing Enhanced Access on behalf of PCNs.

Our founders and our team are committed to the NHS and have extensive NHS and Primary Care experience – we have a track record of delivery and we are proud of the support we continue to provide.

Please read on to find out more about our services and developments for this quarter and more, and get in touch if we can support you with any of these areas!

*Dr Neil Paul and
Mike Pyrah*

Co-Founders Howbeck Healthcare



Visit Dr Neil Paul's Promoting Innovation in Primary Care IT Blog: www.drneilpaul.blog

DIGITAL TRANSFORMATION LEADS SHOWCASE CONFERENCE

RACHEL HATFIELD, DIGITAL PROGRAMME MANAGER

- We held our inaugural Digital Transformation Leads Showcase Conference on the 28th November 2023, at the Bet365 Stadium in Staffordshire.
- Over 200 Digital Transformation Leads, PCN Managers, Clinical Directors, GPs, ICB Commissioners and Primary Care Managers attended the inaugural event.
- Supported by a wide variety of sponsors offering innovative solutions to the current issues being faced in Primary Care.



Dr Neil Paul hosted and introduced the inaugural Showcase Conference and was joined by the key-note speaker John Llewellyn, Chief Digital and Information Officer from NHS Cheshire and Merseyside who presented *'The Vision of Digital Transformation in Primary Care'*.

Main stage speakers also included Mike Pyrah, Howbeck Co-Founder, who presented *'Leadership, Personal Resilience and Change Management'* and Mike Giffin, Director of Impact Consulting Psychologists Ltd who presented *'How Using Evidence Based Positive Psychology Can Be A Key Enabler Of Transformational Change'*.

The main room also hosted a Q&A session with Dr Neil Paul, John Llewellyn, Mike Pyrah, and Dr Amar Ahmed (GP Partner, Wilmslow Health Centre), which was facilitated by Steve Roest, Director and Founder of PocDoc.

In addition to the main room speakers, we hosted 16 sold-out break-out room sessions (8 hosts x 2 sessions) throughout the day!

We chose this format to ensure that everyone could visit the suppliers and hear about their innovative solutions, whilst still being able to participate in the programme of events in the main room/market hall throughout the day.

We are really pleased to have received overwhelmingly positive feedback from both attendees and sponsors, which means we are now planning our 2024 conferences!

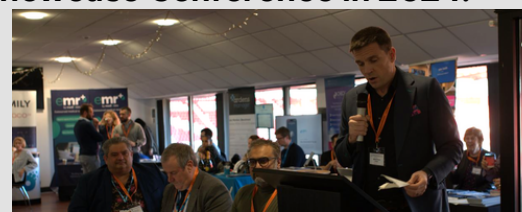
Delegate Feedback:

- 100% of the delegates rated the conference as good/excellent.
- 100% would be interested in attending future Howbeck Healthcare conferences.
- 100% would recommend future Howbeck Healthcare conferences to colleagues.

Sponsor Feedback:

'It was a really brilliant event, congratulations and thank you to you for organising it so well.'
'It was a joy to support the event'

We would like to take this opportunity to thank everyone that supported this event and we are really pleased to confirm that we will be hosting another DTL Showcase Conference in 2024!



DIGITAL TRANSFORMATION LEADS SHOWCASE CONFERENCE 2023



DR NEIL PAUL, CLINICAL DIRECTOR AND CO-FOUNDER HOWBECK HEALTHCARE

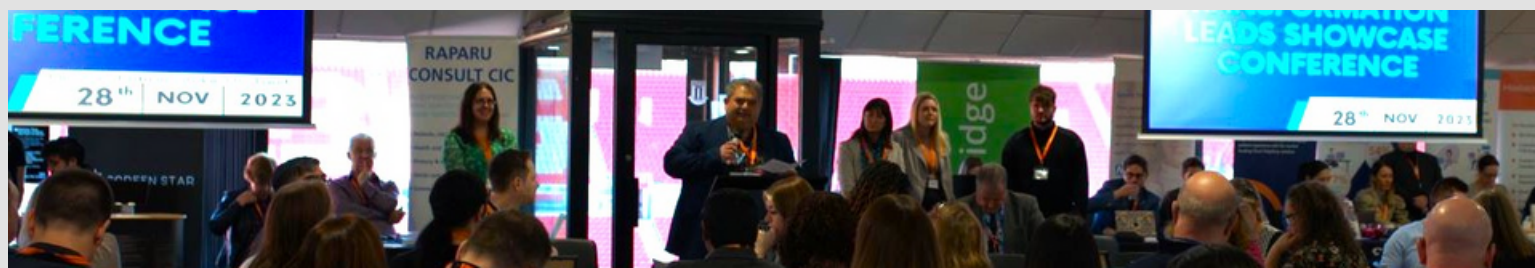
We did it! Our first Digital Transformation Leads Showcase Conference was a resounding success! It's hard to believe that this all started when NHS England announced the Digital Transformation Lead (DTL) role funded from Additional Roles Reimbursement Scheme (ARRS) monies. I've long been a fan of IT in General Practice, not just because I'm a geek at heart, but because I genuinely believe it has the ability to support better patient care.

Information Technology can improve productivity, efficiency, safety, profitability and even satisfaction of a job well done. The downside of IT, and perhaps why not everyone shares my enthusiasm, is often it's poorly thought out, imposed rather than introduced and has dreadful user interface and user experience. There are often solutions to problems out there but knowing about them, commissioning them, and implementing them can be hard. To have a group of people with the skills and expertise, working on behalf of practices and fully funded, is a dream come true!

Through my social media connections, I met a lot of DTLs new in role and decided to create a forum led by DTLs for DTLs. We now have over 180 members with a range of backgrounds and development needs, supported by an advisory panel of DTLs and collectively we identified 8 priorities:

1. Help practices implement Cloud Telephony.
2. Help improve access to General Practice – inc OC VC triage etc.
3. Help with GPAD reporting and Data Quality in general.
4. Help with population health initiatives and understanding PCN data.
5. Help implement the new NHS website guidance and work with practices on social media.
6. Help improve the training and up-skilling of staff to make the most of 'digital'.
7. Help find and implement digital solutions to improve back-office efficiency, effectiveness and profitability.
8. Help deliver hub (cross practice) working for Enhanced Access and other services.

Our virtual events have so far taken on some of these big topics – introducing potential solutions from early adopters and sharing lessons learnt and will continue to focus on these areas through 2024.



DIGITAL TRANSFORMATION LEADS SHOWCASE CONFERENCE 2023



DR NEIL PAUL, CLINICAL DIRECTOR AND CO-FOUNDER HOWBECK HEALTHCARE

Early on I was keen to meet face-to-face; mainly as I like meeting people but also because having a whole day allows many more learning opportunities to an on-line meeting! So, in November 2023 we launched the first face-to-face showcase conference with exhibitors/sponsors and numerous key speakers!

Although the Showcase Conference was aimed at DTLs, everyone agreed GPs / Practice Managers / Clinical Directors and other PCN staff who were interested could attend.

The day encouraged delegates to network with colleagues and exhibitors from up and down the country in the Main Room / Sponsor Market Hall and learn about providers that are out there to support digital innovation in PCNs.

The sessions in the break-out rooms showcased innovative projects of interest that had been implemented in PCNs around England.

We aimed to deliver:

1. Interesting workshops based on lived experience of actually using products/services in the real world;
2. A showcase of a range of products/services that people may not have had chance to see;
3. Networking opportunities between both peers and providers; and
4. Personal development for DTLs and others.

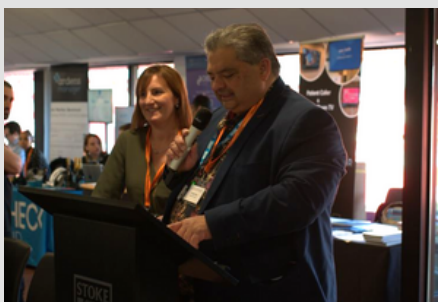
I am really pleased to say that I think we achieved all four objectives and more!

For me, the 'Use of positive psychology to help in delivering transformational change' talk was fascinating - who knew I would turn out to be a praise seeking creative persuader!

On a serious note, it was amazing to see so many companies striving to deliver solutions for primary care. Although events like this can help, it's clear that some practices/GPs/PCNs didn't know about some of the potential solutions and I think we need to think about how we all help share knowledge of such products/services as many could benefit from them.

I am already looking forward to the next DTL Showcase Conference in 2024 which will be followed by a PA Conference the following day!

Dr Neil Paul



LEADERSHIP AND MANAGEMENT SKILLS

MIKE PYRAH, CO-FOUNDER HOWBECK HEALTHCARE



At the recent PCN DTL showcase event in Stoke-on-Trent, I led a session looking at the leadership and management skills and attributes needed for our new PCN Digital Transformation Leads to be successful.

My talk was based on my experience as a leader in the NHS (17 years as a NHS Chief Executive) and as a Director / Owner of a company supporting Practices, PCNs and GP Federations. I have a relatively simplistic approach to leadership as shown below:



The debate we had at our conference highlighted the importance of the first of these key areas – ‘Ensure clear common goals’ – for our new DTL leads.

This is a key challenge for any new role, but this is made even more difficult for the DTL role as PCNs are complex organisations. As we know PCNs are not actually organisations (unless the practices have decided to create a company structure), they are technically ‘Unauthorised Associations’ – i.e. an agreement for practices to work together to deliver a common aim (the PCN DES).

The task for the DTL is to clearly set out their role and then to relate this to the goals of the PCN, i.e. to ensure practices understand what they are there to do, and how what they are there to do will help the practices meet their objectives (working as a PCN).



LEADERSHIP AND MANAGEMENT SKILLS

MIKE PYRAH, CO-FOUNDER HOWBECK HEALTHCARE



The trick is to make the role objectives (the goals) compelling – it would be great if the practices were enthused about the role objectives – and if the goals could be seen as part of the bigger picture of what the practices working together as a PCN are seeking to achieve. It may therefore be worth posing the following questions:

- How will my role help practices deliver on their PCN objectives, i.e. deliver the IIF, deliver the DES specification, Enhanced Access etc?
- How will my role help practices to deliver on their GMS requirements i.e. meet the new Access requirements, meet the new telephony requirements etc?
- How will the role help practices to maximise efficiency and effectiveness through the use of digital solutions i.e. introduction of new software etc?
- How will the role help practices improve outcomes for their patients, i.e. through Population Health Management etc?

It goes without saying that if the PCN DTL can't answer these questions then it will be impossible for the practices to embrace the role, particularly if the funding of the post has been arranged through ARRS.

Finally, it is worth reflecting on the bigger picture – how compelling are the goals of the PCN to practices?

We work with a lot of PCNs (over 100 at the last count) and some of these are beginning to develop ambitious goals for the practices working together. Whilst I was reflecting on these more ambitious goals, I remembered some work I undertook with Healthcare Providers in the US. US organisations regularly talk about the importance of their BHAG – in management speak jargon:

"A BHAG is a long-term goal that everyone in a company can understand and rally behind. Pronounced bee hag, it is meant to excite and energize management and employees in a way that quarterly targets and lengthy mission statements often fail to do".

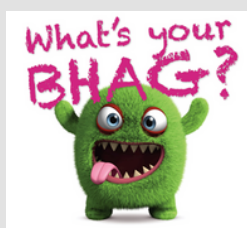
Google BHAG and you will see how important this is perceived to be for US companies (and around the world).

So, in summary, I wonder if the key challenges for our PCN DTLs are:

- To be able to define their role and how this will help deliver the objectives of the practices,
- To make goals compelling, to create ownership of the objectives,
- To ensure that the DTL work is part of the wider PCN objectives – it may be that in the transformation part of the role you are shaping the overall PCN objectives? Is this your BHAG?

Mike Pyrah

Co-Founder Howbeck Healthcare





PCN DIGITAL TRANSFORMATION LEADS SHOWCASE CONFERENCE 4TH JUNE 2024

Join us for our second Digital Transformation Leads Showcase Conference at the Bet 365 Stadium, Staffordshire!

- Hear from expert speakers on priority areas of focus
- Meet suppliers providing innovative solutions
- See a showcase of successful initiatives that have been implemented in PCNs
- Network with peers

FREE to all Primary Care Staff-use code **NHS** if you register with an NHS email address! Limited tickets available.

LIMITED TICKETS AVAILABLE SO BOOK YOUR PLACE ASAP!



www.howbeckhealthcare.co.uk





PRIMARY CARE PHYSICIAN ASSOCIATES ANNUAL CONFERENCE 2024

Join us for our second Primary Care Physician Associate Annual Conference 2024 focussing on expert clinical updates for PAs by PAs; an update from the GMC on regulations and an opportunity to network with your peers from across the country.

5th | JUNE | 2024

**Bet365 Stadium,
Stoke-On-Trent**

HowbeckHealthcare
Primary Care Innovation

**Physician Associate
Training Schemes**

Primary Care Internships

FOR MORE INFORMATION PLEASE CONTACT:
LUCY@HOWBECKHEALTHCARE.CO.UK

TELEPHONY TOP TIPS

ALISON YATES, SENIOR PROGRAMME MANAGER

With the need for all practices to move to Cloud-Based Telephony (CBT) before Analogue telephony is switched off nationally in 2025, there are ways to optimise the process by working on behalf of multiple practices together.

Every practice will need to go on a learning journey to discover what 'CBT' is and why it's better than what they've got already; what suppliers are out there and how they differ; what help is there at a national level (for example the 'Framework') etc.



HOW DID WE DO THIS IN CHESHIRE?

- We tasked a project lead to pull this together on behalf of all practices who wanted the support, and ended up delivering for all practices across 8 PCNs.
- In short (max 60 mins), lunchtime Teams meetings we got representatives from every participating practice together to explain what CBT is and how we planned to help them through the process.
- After doing initial research into the National Framework, the NHSE Procurement Hub, and what it offers, and speaking to a range of CBT suppliers, we organised hour-long demonstrations of 7 different CBT systems, spread out over a few weeks, so the practices got to see what the systems look/feel like and find out how the different suppliers felt their systems benefit General Practice and its very specific requirements.
- Meetings were recorded and made available to practices afterwards, and notes were circulated about each supplier as an aide memoire – important when you're looking at so many different systems.
- Acting as the liaison between the practices and the suppliers and managing the process on their behalf saved a huge amount of practice-time.
- Our promise to our practices was that after all the demonstrations and discussions, we would perform an options appraisal and provide our practices with a recommendation of 2 or 3 systems that we felt offered the best all-round solution according to the requirements and preferences of our practices. They were under no obligation to order the systems that we recommended, but their wish, at the beginning of the process, was to have some practical guidance.
- In general, each PCN agreed on a single supplier for all their practices which could bring benefits in the future for sharing services, covering calls and resilience/Business Continuity.
- We 'handed over' to the NHSE Procurement Hub once we got to the stage of practices requiring quotations for their chosen CBT systems.

“THIS APPROACH REALLY WORKED FOR OUR PRACTICES, BUT DON'T UNDERESTIMATE HOW LONG THIS TAKES FOR AN INDIVIDUAL PULLING IT ALL TOGETHER!”



New Year IG resolutions!

With the magic of a new year comes resolutions, promises to ourselves to, be better, fitter, faster, etc. yet every year people make promises to themselves that are unobtainable.

Well, here are some New Year IG resolutions you can achieve easily:

- Improve staff training.
- Create/complete your data mapping document (Record of Processing Activities (ROPA) and Information Asset Register (IAR)). Keeping this document up to date is not only a GDPR requirement under Article 30 but will also eliminate that feeling of panic when it comes to completing your self-assessment for DSP Toolkit.
- We all worry about how compliant our staff and policies are, but did you know you can check to see how compliant your organisation is? The accountability framework looks at eight different accountability areas of your practice.

Contact the Howbeck DPO Team (dpo.healthcare@nhs.net) if you would like more information about our GDPR and DPO service.

Our team is headed up by Sharon Forrester-Wild, our Named Data Protection Officer, along with Edy Hicklin, our Data Protection Support Officer.



IMPROVE OR REFRESH YOUR IT SKILLS FOR THE NEW YEAR



<https://www.how2.training>



ALISON YATES, SENIOR PROGRAMME MANAGER

In a world constantly driven by change, innovation and new technology, it can be difficult to keep your team's skills up to date in a fast paced world.

HOW2 online training resources can help you to refresh your knowledge of primary care digital systems !



WHAT IS HOW2?

How2 is an online training resource which provides bitesize training videos covering a range of clinical and support systems in primary care. EMIS, Docman, webpost, Lexacom, GPAD are just a few of the systems covered in the training.

HOW DO I ACCESS IT?

Simply go online and register using your NHS email address and you are 'good to go'. It takes just a few seconds to register and then you have instant access to over 1000 minutes worth of training.

HOW MUCH DOES IT COST?

Nothing. It's completely free of charge for you and your teams to access.

EASY TO USE

Sessions are easy to find and can be navigated using topic timestamps. If you are partway through a video, HOW2 will save your progress so you can pick up where you left off. When you have finished you can download a certificate to keep in your CPD file.

NEW CONTENT IN DEVELOPMENT

We are currently developing more in-depth sessions on GDPR and will soon be introducing new 'practice-based functionality'. This new function will enable Practice Managers to set up their own 'bundles of training for staff to complete at induction or as part of their appraisal.

New content can be developed to meet your local needs. Please contact us for a quote.

“ Absolutely brilliant resource that you can go back to again and again.

(Voluntary Sector CIC)

“ We use this now as the core EMIS training for all our new staff in the practice and PCN.

(PCN Manager)

“ Highly recommend, very easy to follow training in bite sized chunks.

(Practice Manager)



HowbeckHealthcare

Primary Care Innovation

Howbeck Healthcare was established in 2014 to support General Practices to work at scale in order to improve services and efficiency.

Our founders and our team are committed to the NHS and have extensive NHS Primary Care experience - we have a track record of delivery and we are proud of the support we continue to deliver across our service lines.

Our Services



Bid Writing



**IT Support & Strategic
IT Leadership**



**Federation & PCN
Support**



**Organisational
Development**



**Freedom to Speak Up
Guardian (FTSU)**



**Research &
Innovation**



**General Data Protection
Regulation (GDPR)
& DPO**



Syndicated Websites



How2 Training



Training & Development

We Provide Services To

- ✓ GP Practices
- ✓ GP Federations
- ✓ Primary Care Networks (PCNS)

