

# Intelligent Health Challenge 7: Implementing a digital front door in healthcare

25th May (14.50-15:50)

Sura Al-Qassab & Joanna Fox - NAPC Faculty



# Meet the Facilitators



**Sura Al-Qassab** Faculty Member, NAPC

- Clinical healthcare leader with 20 years in health consulting, policy and delivery experience.
- A registered pharmacist by background, most recently she was the Deputy Director at NHS England delivering a range of complex, national medicines policy priorities.
- 10 years within the NHS working in two large London teaching hospitals and as a Prescribing Advisor for a central London CCG working with GPs, nurses and other prescribers to advise on all aspects of medicines optimisation.
- Led strategic and operational workstreams and projects during her 7 years working in EY's Healthcare Advisory team, where her clients included national bodies, NHS providers, commissioning organisations and private healthcare and life sciences companies.
- Combines hands-on experiences in healthcare systems and consulting, working with a range of stakeholders to design and deliver complex strategy for healthcare needs



**Joanna Fox**, Faculty Member, NAPC

- Chartered fellow in Business and Healthcare, Human Resources and Human Factors and a wealth of project management expertise.
- An educator with more than a decade of insight into healthcare, working within, alongside, and training many healthcare stakeholders from primary care through to ICBs.
- Led transformation and service re-design in primary care such as: GP practice mergers, bid writing for acquisition, premises rebuilds. As well as forming, developing and incorporating PCNs.
- Understands the intricacies of clinical systems, EHR, EPS, from back-office functions for workflow, through to data security, and design thinking.
- Vast knowledge of technologies being utilised in the healthcare system, as well as many years project managing the implementation of such technologies into primary care, such as multiple clinical system, multiple communication tools and patient facing resources.
- Has been instrumental NAPC's work to support the development and implementation of long-term condition management tools supporting primary care to achieve digitally enabled care models through a holistically agnostic approach to transformation



# Who are NAPC?

**(NAPC) has led the development of neighbourhood care, population health improvement and integrated working for over two decades.**

Part of this evolution was the creation of the primary care home (PCH), which informed national policy and led the transformation of integrated primary care across England.

We established the framework for more personalised pro-active care and support to be provided locally that is tailored towards people's needs.




The collage features several NAPC publications:

- Primary care home: community pharmacy integration and innovation** (top right)
- Understanding and tackling workforce recruitment and retention issues in health & social care** (middle left, dark blue background)
- Primary care home and social care: working together** (middle right, white background with adass logo)
- BUILDING FRONTIERS** (bottom center, colorful grid graphic)

## Leading neighbourhood care development

Through our work over 20 years across health and care we describe neighbourhood as:

- Shaped and defined by the community
- Comprehensive and personalised, to meet the identified health and wellbeing needs of the population
- Provided by an efficient and effective team, drawn from a range of local organisations in the neighbourhood
- Creative and innovative, empowering those living and working in the community to flourish.



# Why is a digital front door important?

## National Digital Channels - Platform and Integration Strategy

The National Digital Channels Platform and Integration Strategy supports the delivery of the Department of Health and Social Care's vision for how health and social care will be delivered.

Date Published: 20 September 2022



## The Hewitt Review

An independent review of integrated care systems

Rt Hon Patricia Hewitt


Published 4 April 2023

## 2023/24 priorities and operational planning guidance

Version 1.1, 27 January 2023

## General Practice contract arrangements summary and resources - 2023/24

This is a summary of the 23/24 contract changes which have been published, as of 11th April 2023. It should be read in conjunction with the formal contract documents listed in slide 3.



Produced by the NPSSE London primary care team  
Please send any comments and queries to [gpcontracts@npsse.nhs.uk](mailto:gpcontracts@npsse.nhs.uk)



## Next steps for integrating primary care: Full Stocktake report

Commissioned by NHS England as part of the NHS Improvement from Dr Claire Fuller, CBE (designate) Surrey Heartlands ICB

MAY 2023

Classification: Official  
Publication reference: PRN00257

**NHS England**

NHS England  
Wellington House  
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6 March 2023

To:
 

- All GP practices in England
- Primary Care Network Clinical Directors

cc:
 

- ICB Primary Care Leads
- ICB Chief Executives
- Regional Directors
- Regional Directors of Commissioning
- Regional Directors of Primary Care and Public Health
- Regional Heads of Primary Care

Dear colleagues,

**Changes to the GP Contract**

- We recognise and value this period of assessment demonstrated the innovation and improvement in General Practice since 2020, a testament to the resilience of the profession.
- 2023/24 is the final year of the current contract. We will continue to work with the profession further on the Full Stocktake towards integrating GPC England and Primary Care, in 2024 consulted on the Contract Review.
- The Chancellor in the recovery plan for 2023 (Recovering Access to Primary Care) on the contract changes.
- The changes to the GP Contract and PCN and we recognise and implement changes to the contract.

## Delivery plan for recovering access to primary care

May 2023

Department of Health & Social Care



“Great innovation only happens  
when people aren’t afraid to do  
things differently”

*Georg Cantor, Mathematician*

“Every once in a while, a new  
technology, an old problem and a  
big idea turn into an innovation”

*Dean Kamen, Engineer & Inventor*

# Aligned Directions



# Group work

## In groups,

Please spend 30 minutes sharing ideas, practical examples, and experiences to shape some of the key considerations required for each of the following questions

### Group 1

- What is a digital front door and what does it mean in practice?
- What are the key challenges to navigate?
- How do we bring staff along as part of the co-creation journey?



### Group 2

- Where does patient engagement and co-design come in?
- How do we cater for different patient needs and the requirement to reduce inequalities?
- What are the critical enablers to deliver a digital front door sustainably and effectively?





NAPC | National Association  
of Primary Care

# Summary & Close



# More information



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