
Hillingdon 111 Programme:

An introduction to the new NHS 111 telephone helpline and Directory of Services (DOS)

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**When it's less urgent
than 999**

Introducing NHS 111

The easy to remember, free to call number that will:

- Make it easier for the public to access unscheduled health care;
- Drive improvements in the way in which the NHS delivers that care;
- Enable call handlers to direct patients to the right local service, first time.

A blue triangle containing the text 'CALL 111' in white.

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111 does not replace 999 and should be used:

- When a patient thinks they need A&E or urgent care;
- When a patient thinks they can't wait for a GP appointment;
- When a patient doesn't know who to call for medical help.



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Background

- Research has identified that the public find it difficult to access NHS services when they develop unexpected health care needs;
- The introduction of new services like Walk In Centres and Urgent Care Centres has added to the complexity of the unscheduled health care system;
- The result is that many people are unclear about which services are available to meet their needs and how they should be accessed, especially outside normal working hours.

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The logo consists of a blue triangle pointing upwards. Inside the triangle, the word "CALL" is written in white, uppercase letters above the number "111", which is also in white, uppercase letters and significantly larger than "CALL".

CALL
111

Public Support

- In 2008, the Department of Health started work to identify a single number to access NHS unscheduled health care services;
- This included research with the public which showed overwhelming support for a 999-style number;
- In a survey carried out by Healthcare for London, 88% of people interviewed said that they would be likely to use the new service.



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National Pilots

- In 2010, the Government pledged its commitment to the national roll-out of the new NHS 111 service;
- Four areas were chosen as phase 1 pilot sites: County Durham and Darlington, Nottingham City, Lincolnshire and Luton;



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London

- London is now officially an NHS 111 pilot site with staged roll-out of NHS 111 services across the capital, achieving pan-London coverage by 2013;
- London is running a two year pilot, testing the 111 service against the complexity of the London provider landscape and local demographic challenges;
- All London clusters have identified unscheduled care as one of their top priorities within their 2011-2015 QIPP plans.

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The NHS 111 logo, which consists of a blue triangle containing the word 'CALL' in white above the number '111' in white.

**CALL
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London Pilots

- In March 2011, four London boroughs were approved as NHS 111 pilot sites for 2011 implementation:
 - Hillingdon; and
 - the Inner North West London cluster (INWL) which includes Westminster, Kensington & Chelsea and Hammersmith & Fulham.
- These pilots together cover 11% of the London population and are planning to go live in Autumn 2011;
- Additional pilot sites are currently developing plans to go live in early 2012 in North East and South West London which will give coverage to 37% of Londoners.

Stakeholder Support

- Public support is matched with support from professional bodies, such as the BMA and RCGP;
- Locally, the GP Clinical Commissioning Group has included 111 as a key deliverable in its Pathfinder application;
- Provider organisations including the LAS, Hillingdon Community Health, Hillingdon Hospital NHS Foundation Trust and Harmoni are all positively engaged in the 111 pilot;
- Hillingdon LINKS are also involved in the project and will be instrumental in supporting and helping to promote the new service.

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A blue triangle containing the text "CALL 111" in white, bold, sans-serif font.

**CALL
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ACCESS



ANSWER

NHS 111 call advisers
Locally commissioned call handling

ASSESSMENT

NHS Pathways
Consistent assessment of clinical needs

APPROPRIATE CARE

London Directory of local skills and services (CMS)
Provided by each NHS organisation in a PCT area, including opening hours, referral criteria, and real-time capacity



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Benefits

- The introduction of the new NHS 111 service is expected to provide key benefits to the public:
 - improving access to unscheduled health care services by providing a simple, free to call, easy to remember three-digit number, that is available 24 hours a day, 365 days a year.



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Benefits

- Increasing the efficiency of the NHS and the LAS:
 - providing clinical assessment that ensures people access the right service, first time;
 - directing people to the service that is best able to meet their needs;
 - reducing the number of non-emergency calls received by 999; and
 - reducing the number of avoidable ambulance journeys.

Benefits

- Enabling the commissioning of more effective healthcare services that are geared to meet people's needs:
 - identifying the services which are currently over or under-utilised;
 - providing information on people's needs and the services they are directed to; and
 - increasing understanding of the demand for each service.



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NHS Pathways and the Directory of Services

- NHS Pathways is a clinical decision support tool for triaging telephone calls from the public, based on the symptoms they report when they call;
- It enables a clinical assessment to be carried out by the trained person answering the call.



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NHS Pathways and the Directory of Services

- Once the clinical assessment has been completed a clinical skill set and a defined timescale will be identified for the patient if required;
- At the end of the assessment, an automatic search is carried out using the integrated web-based London Directory of Services (DoS) to locate an appropriate service in the patient's local area that offers the specific clinical skills needed within the time frame required.



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Communications and Stakeholder Engagement

- The Hillingdon 111 Project Team has developed a Communications and Engagement Plan with the help of LINKS;
 - Presentations on the concept of NHS 111 to key stakeholder groups are continuing throughout the summer months;
 - NHS London and the North West London Cluster Communications Teams will be leading on the public launch of NHS 111 later in the Autumn;
 - NHS 111 will be introduced on a phased-basis across the borough and therefore, publicity will be targeted.
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In Summary

- NHS 111 is a new telephone service available 24/7 being introduced to make it easier for the public to access local health services when they need medical help;
- Patients will be assessed using NHS Pathways, given advice and then directed to the most appropriate local service;
- 111 will be underpinned by a Directory of Services that will contain all locally commissioned services;
- Clinicians will be able to search the DOS and so refer patients to the most appropriate local service to meet their needs.
- The service will be launched with the public in the Autumn of 2011 on a phased basis.

NHS 111, NHS Pathways and the London Directory of Services (DoS)

Any Questions?

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