

# Joint Public Health Board

## 16 February 2023

### NHS Health Checks Update

## For Decision

**Portfolio Holder:** Cllr P Wharf, Adult Social Care and Health, Dorset Council  
Cllr J Kelly, Communities, Health and Leisure,  
Bournemouth, Christchurch and Poole (BCP) Council

**Local Councillor(s):** All

**Executive Director:** Sam Crowe, Director of Public Health

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**Report Status:** Public

### Brief Summary:

This report sets out progress on the NHS Health Check (NHS HC) refresh programme. The report summarises:

- our engagement with partners so far
- highlights the level of interest in delivering the checks by providers
- modelling and cost options including a summary of the targeted LiveWell Dorset (LWD) health check delivery model
- Mobilisation requirements including a communications plan for launch.

The report presents recommendations for key decisions on how to deliver the invitations element of the programme, payments and targeted delivery through LiveWell Dorset.

### Recommendation:

The Joint Public Health Board is asked to consider and agree the following recommendations:

- 1:** Increase payments to participating general practices to £3.50 per invitation, providing payment upfront to support programme administration option;
- 2:** Implement a two-tier payment structure for NHS Health Checks delivered, paying £28 per check for patients not meeting target criteria and paying £35 per check for enhanced payments;
- 3:** allocate £400,000 of the NHS Health Checks budget to primary care to cover the cost of sending out invitations, delivering checks and programme admin;
- 4:** allocate £200,000 of the NHS Health Check budget to LiveWell Dorset to mobilise and develop their targeted NHS Health Check programme in 2023/4.

### **Reason for Recommendation:**

To ensure the future delivery of this mandated programme reaches as many people in need as possible through a mixed model of delivery, within available budget. This involves using LiveWell Dorset alongside primary care to target communities with lower uptake to identify and reduce their cardiovascular risk.

## **1 Background**

- 1.1 The February 2022 Joint Board papers gave an overview of the national NHS HC position following its pause due to COVID-19. Opportunities were identified during the discussion to think about delivering the programme differently. For many years, the programme has tended to deliver more checks to areas with less cardiovascular need, and fewer checks in areas with higher cardiovascular need. The Board agreed to carry out engagement with providers of the checks, and to design options for a new refreshed NHS Health Checks programme.
- 1.2 The November 2022 Joint Public Health Board considered an options paper and agreed a mixed delivery model. Mainly primary care delivery with an added outreach service via LiveWell Dorset (LWD) who would work in areas of higher need. Since then, work has been underway to continue to engage primary care partners, while modelling costs of an affordable delivery model. This report provides an update on progress and makes recommendations for how the programme should be delivered in 2023/24 onwards.

### **Summary of engagement with partners**

- 1.3 The Public Health Dorset (PHD) team have engaged with integrated care system partners to ensure support for the new programme and understand likely interest in delivery. This includes the Clinical Directors Group, and Primary Care Networks (PCNs) and potentially the emerging neighbourhood commissioning oversight group. Further insights from PCNs

highlight continued challenges with increasing costs of consumables, staff capacity, venue space, uncertainty of uptake of the programme if investment is made, and a complicated returns process for the current NHS HC programme. PHD have listened to feedback and incorporated where we can ways to simplify or support practices.

1.4 In order to plan a mixed model, it is important to understand the primary care provider's intentions around delivery, so gaps can be identified for LiveWell Dorset to target. As part of the engagement process providers were asked for information on whether they intend to:

- a) Send invitations to their patients inviting them for an NHS Health Check
- b) Deliver the NHS Health Check service to their patients / across the PCN
- c) Would support LiveWell Dorset to deliver checks to their patients

1.5 Seven PCNs have provided a full response surrounding their intentions to deliver the programme, five PCNs have provided a partial response and three PCNs have provided no response. Of those who replied, we have feedback to suggest 48 practices intend to send out invitations and 43 practices intend to deliver the programme. The proposal is that as a mixed model, LiveWell Dorset identify key communities in each PCN area where there are gaps in provision.

<b>Localities with full PCN provision</b>	<b>Localities with partial PCN provision</b>	<b>Localities with no PCN provision</b>	<b>Providers interested in working with LiveWell Dorset</b>
Bournemouth Central (1 PCN)	Mid Dorset (1 PCN)	North Bournemouth (1 PCN)	Adams Practice (Poole Central)
Bournemouth East (2 PCNs)	Purbeck (1PCN)	Poole Bay and Bournemouth PCN	The Village (Bournemouth North)
Poole North (1 PCN)	Poole Central (1 PCN)	West Dorset (1 PCN)	Blandford PCN
Christchurch (1PCN)	East Dorset (1 PCN)		Gillingham PCN
Weymouth & Portland (1 PCN) (but also happy to delegate all to LWD)	North Dorset (3 PCNs)		Cranborne Practice
			Weymouth and Portland PCN

## 2 NHS Target Activity and Costing Options

- 2.1 National requirements are to invite 20% of the eligible population each year and achieve a 75% uptake. Pre-COVID, the local NHS HC programme was running at around 10% of invitations being sent, with a 50% uptake, resulting in around 900 – 1,000 NHS Health Checks per month. The aim for 2023/24 is for the NHS Health Check programme to achieve 19/20 levels of activity. As such Public Health Dorset will invite 10% of the population and achieve a 50% uptake with a budget of £600,000. Primary care providers and LiveWell Dorset will deliver this service.
- 2.2 The total eligible population across Dorset and BCP is 230,614. Therefore, the aim is to see the following activity of the course of the year:
- Inviting 10% of the eligible population = **23,061 invites**
  - Uptake of 50% = **11,530 checks delivered**
- 2.3 NHS Health Check invitations
- **Option 1** – continue with the current remuneration of £1.50 per invitation
  - **Option 2** – increase payments for invitations to cover the administration and uploading patient data (delivered by LiveWell Dorset)
  - **Option 3** – Provide primary care with block payments in advance to cover admin surrounding the programme. To cover **10% of invites per practice**.

% Patients invited	Number of patients invited	Cost per invitation			
		Option 1	Option 2 / 3		
		£1.50	£2.50	£3.50	£4.50
20%	46122	£69,183.00	£115,305.00	£161,427.00	£207,549.00
15%	34592	£51,888.00	£86,480.00	£121,072.00	£155,664.00
<b>10%</b>	<b>23061</b>	£34,591.50	£57,652.50	<b>£80,713.50</b>	£103,774.50
5%	11530	£17,295.00	£28,825.00	£40,355.00	£51,885.00

**Recommendation 1:** Based on feedback from primary care providers, an increase in payment for inviting patients and a fee to cover their time uploading patient data from other providers would encourage their participation. It is recommended to increase the payment to £3.50 per invitation, providing payment upfront to practices, to support and ease the programme administration (option 2 and 3).

### NHS Health Check Delivery

- 2.4 In 2023/24, the primary care payment model will be revised to address concerns around the cost effectiveness and incentivise primary care to

invite patients at greater risk of developing cardiovascular disease. Patients with the risk factors outlined below have been identified as being at higher risk of developing cardiovascular disease. Primary care providers will receive an enhanced payment for delivering checks to these patients. Checks on patients who do not have these risk factors will receive the existing baseline payment.

The following characteristics are recommended as the criteria for the enhanced payment:

- Smokers, BMI>30 , BP > 140/90 , Quintiles 1 and 2 , Black ethnicity , Ages 40-49

2.5 To understand the potential cost implications of making changes to the payment structure, we modelled a range of activity scenarios, payment structures, and the resulting costs.

2.6 Table 1 below shows the scenario costs; varying by the % of invitation sent, patient uptake and the cost per check. This table shows the current cost per check (the proposed baseline payment) and the enhanced payments at £35 per check.

% Patients invited	% Uptake	Number attending	Cost per check (flat rate)	
			£28.00 (baseline)	£35.00 (enhanced)
20%	50%	23061	£645,708.00	£807,135.00
	25%	11530	£322,840.00	£403,550.00
15%	50%	17296	£484,288.00	£605,360.00
	25%	8648	£242,144.00	£302,680.00
10%	50%	11530	<b>£322,840.00</b>	<b>£403,550.00</b>
	25%	5765	<b>£161,420.00</b>	<b>£201,775.00</b>
5%	50%	5765	£161,420.00	£201,775.00
	25%	2882	£80,696.00	£100,870.00

**Recommendation 2:** Implement a two-tier payment structure for NHS Health Check delivery, paying £28 per check for patients not meeting target criteria and paying £35 per check for enhanced payments. This weighted payment approach aims to encourage practices to invite patients at higher risk of developing cardiovascular disease and therefore most likely to benefit from the NHS Health Check programme.

**Recommendation 3:** It is recommended to allocate £400,000 of the NHS Health Checks budget to primary care to cover the cost of sending out invitation, delivering checks and programme admin.

**Recommendation 4:** Allocate the remaining £200,000 of the NHS Health Check budget to LiveWell Dorset to mobilise and develop their targeted NHS Health Check programme throughout 2023/4.

### **3 Outreach Provision through LiveWell Dorset**

- 3.1 LWD is an established service with robust and effective reach into communities experiencing high CVD morbidity and mortality and is well placed to ensure behaviour change support is offered to individuals following the risk assessment part of an NHS Health Check.
- 3.2 A targeted NHS HC model aims to engage communities and individuals who may be resistant or have low health literacy requirements. Innovative and opportunistic service models will be developed, which deliver proactively within community spaces. The proposed LWD model aims to deliver a minimum of 2,000 checks per annum for a maximum cost of £200k, which includes mobilisation and set up costs. The aim is to draw the main percentage of participants from the two most deprived quintiles.
- 3.3 The planned service model will be delivered by a new sub-team within LWD. The existing Health MOT programme will be upgraded to meet the delivery requirements of a full NHS HC. The programme will include marketing and communications, targeted to individuals and communities with the greatest risk of cardiovascular disease. Delivery will be peripatetic including, but not limited to:
  - At community events
  - Pop-up clinics in community venues / settings, e.g. shopping centres,
  - Via the LWD workplace wellbeing programme
  - In primary and secondary care settings

### **4 Communication Plan and NHS HC Programme Launch**

- 4.1 A comprehensive communication plan has been developed which outlines internal and external stakeholders, a communication timeline for both stakeholders and the public and more detail about the plan can be found in appendix one.

### **5 Financial Implications**

- 5.1 The service considered within this paper is commissioned from the recurrent Public Health Dorset shared service budget. Full financial implications are costed and modelled within this paper.

## **6 Wellbeing and health implications**

- 6.1 Improving delivery approaches and targeted access will improve health and wellbeing for those with greatest need

## **7 Environmental implications**

- 7.1 The planning for the LiveWell service is in very early stages, however the peripatetic element will embed low carbon transport measures. We will do this by:
- running events, rather than one to one sessions
  - utilising local staff in each of the areas to minimise transport
  - looking at an incremental development plan to keep emissions low.

## **8 Other Implications**

- 8.1 Non identified in this paper

## **9 Risk Assessment**

- 9.1 Having considered the risks associated with this financial monitoring, the level of risk has been identified as:  
Current Risk: LOW  
Residual Risk: LOW

## **10 Equalities Impact Assessment**

- 10.1 EQIA Assessments form part of commissioning for all public health services and are published in accordance with Dorset Council guidance

## **11 Appendices**

- 11.1 Appendix A: Communication plan

## **12 Background Papers**

Internal health check options paper

Insights survey report

<https://www.gov.uk/government/publications/build-back-better-our-plan-for-health-and-social-care>

<https://www.gov.uk/government/publications/nhs-health-check-programme-review>

## **NHS Health Check communications plan**

### **Background**

The NHS Health Check programme is a national programme of work that we at Public Health Dorset have a duty to deliver across our population.

The programme is for adults in England aged 40 to 74. It's designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia. And it can help to find ways to reduce the risks through lifestyle changes and / or risk management through medication.

We at Public Health Dorset have taken the decision to review how the service is delivered, with an aim of increasing the proportion of residents considered to be high risk of developing cardiovascular disease having a check each year. We want to increase provision in areas of highest need as part of our work tackling health inequalities, by making changes to the service offer which ultimately benefits both the residents of Dorset and the providers who deliver the service.

In October we asked for the opinions of the public and the providers about what worked well, what didn't and what would make it easier to access and deliver the service.

We had a great response from the public with around 1,000 replies who unanimously indicated they'd prefer NHS Health Checks to be delivered in primary care.

Using the response from the survey form both providers and residents we put together an options paper to take to the Joint Health and Wellbeing Board.

The board agreed that the following option for the future delivery of the NHS Health Check programme should be developed and costed:

### **Primary care delivery with added outreach provision from LiveWell Dorset**

- Primary care will be the preferred provider for inviting, delivering, and recording all NHS HC data.
- Outreach provider will boost capacity (LiveWell Dorset) in areas of need and areas with gaps in primary care delivery

We are now looking at being ready to launch this model by April 2023.

### **Aim**

To deliver 11,000 NHS health checks across BCP Council and Dorset Council areas. These are pre COVID-19 pandemic figures.

### **Resources**

Dorset's NHS Health Check providers



## **Appendix A: Health Check Communications Plan**

Public Health Dorset's locality link workers

Project team

Support packages about the new model

### **Spokespeople**

#### **External**

BCP Council – Cllr Jane Kelly, Lead Member for Communities

Dorset Council – Cllr Peter Wharf, Portfolio Holder for Adult Social Care and Health

#### **Internal**

Sarah Long and Sophia Callaghan

### **Channels for communications about health checks**

#### **External**

- PHD Facebook
- PHD Twitter
- PHD Instagram
- PHD website
- PHD blogs
- LiveWell Dorset website
- LiveWell Dorset Facebook
- Press releases
- Health and Wellbeing e-newsletter
- LiveWell newsletter
- NHS Dorset's GP newsletter
- Dorset Councillor's e-newsletter
- BCP Councillor's e-newsletter
- Town and parish council e-newsletter
- Locality link workers
- GP TV screens
- Provider letters sent to residents
- Provider texts sent to residents
- NHS Health Check leaflets
- PHD Facebook adverts
- Facebook community groups
- LiveWell Dorset events

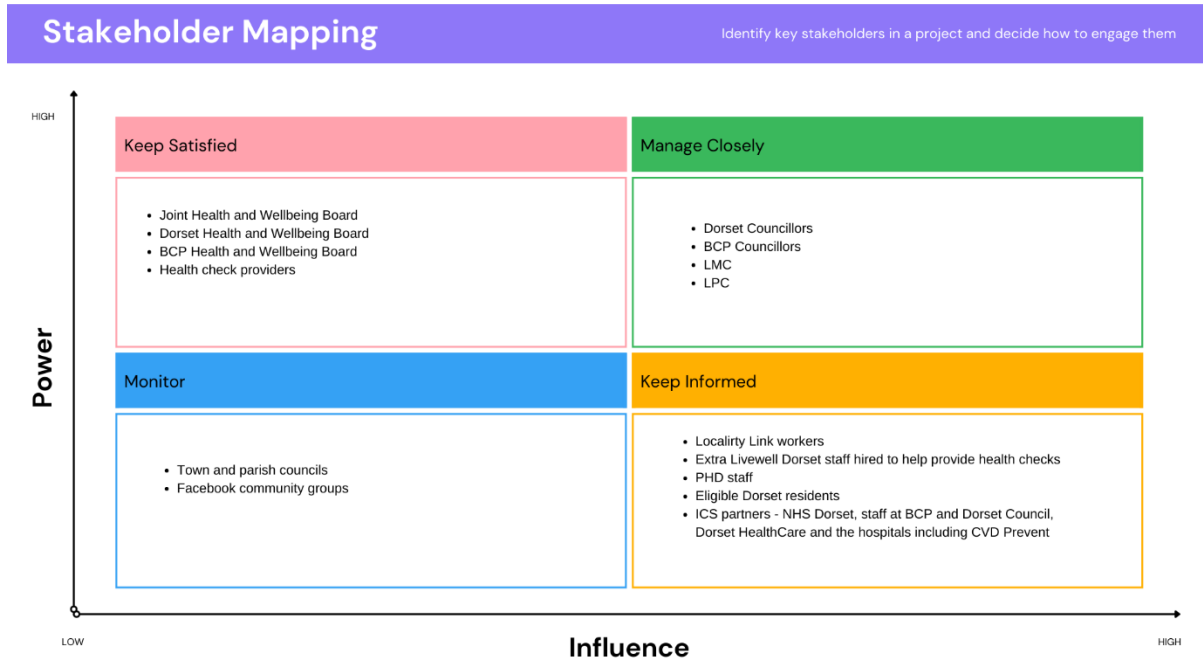
#### **Internal**

- The Hub
- PHD monthly bulletin

## Appendix A: Health Check Communications Plan

- LiveWell Team Talk
- TV screens in council and partner offices
- Partner intranets
- Locality link workers

### Stakeholder mapping



### Key dates

Date	Event	Who
September – October	Promotion of public and PCN survey of	Sarah Long, Kirstie Smith and locality link workers
21 October	Deadline for responses from residents and PCNS on how they would like health checks to be delivered.	Locality Link Workers
9 November	Joint Dorset Health and Wellbeing Board	
9 November	Dorset Council Health and Wellbeing Board	
23 December	Deadline for PCNS to get their information back	Locality link workers with Sarah and Sophia

## Appendix A: Health Check Communications Plan

	about how they will deliver the service	
27 January	Health Checks paper to be complete for the Joint Public Health Board and sent to Sam Crowe	Sarah Long
16 February 2023	Joint Public Health Board – final decision on delivery	Sam Crowe
March	Sign up NHS Health Check providers up to the CHIS framework	Sarah Long/ Georgia Stone
March	New LWD resource employed by PHD	Stuart Burley and Emma Rossi
1 April	NHS Health Check programme launches	Kirstie Smith, Sarah Long and Sophia
TBC	LWD NHS health checks offer launch	Kirstie Smith with Sally Rowe and Emma Rossi/Stuart Burley

### Communications Plan 1

#### Audience – Providers (PCNs)

#### Aim

Engage with providers and work with them to help them provide the programme that benefits them and Dorset residents.

Inform them of the changes.

#### Key messages

- 1) We are working with you to create a programme that works for both providers and residents.
- 2) We've listened to your feedback to create the new service
- 3) NHS Health Checks are a priority health protection programme for Public Health Dorset to deliver with the help of Dorset's PCNs to Dorset residents.

## Appendix A: Health Check Communications Plan

Date	Action	Channel	By who
September	Providers survey	PCNS through PHD contracts email, GP bulletin, localities leads	Sarah Long, Kirstie Smith, locality leads
October	Reminder of survey deadline	Locality leads, PH contracts email to providers and GP bulletin	As above
23 October	Survey closed		
November	Briefings produced for PCNS about new model and how they can deliver health checks	Email	Kirstie Smith and Sarah Long
November	Meeting with LPC and LMC	Meeting	Sophia Callaghan
November	Meeting with Clinical Directors Board	Meeting	Jane Horne
W/C 5 December	FAQ put together with initial concerns/questions from PCNs	PH contracts email and localities	Sarah Long and Kirstie Smith
December	Conversations with PCNS on delivery model	Locality leads	All locality workers with support from Sarah Long
Mid February	Email briefing pack to PCNs reminding them of the service, weighted payments, how to access training and how to sign up to be a HC provider	Email to PCNs through localities and CHIS contacts	KS with SL and localities / CHIS

## Appendix A: Health Check Communications Plan

Mid March	Email to providers to say launch is coming, initial comms is to advertise the new service followed by targeted comms to areas throughout summer	Email to providers through localities	KS with SL and localities
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## Communications Plan 2

### Internal communications

#### Audience - Public Health Dorset employees

#### Aim

Educate how to talk to PCNs.

Inform of the changes and how they can support delivery.

Date	Action	Channel	By who
October	Meeting with Locality leads about new NHS Health Checks model	Meeting	Sarah Long
November	Meeting with all Locality Link Workers presenting new approach	Meeting	Sarah Long
December	Meeting with LiveWell Dorset about new NHS Health Checks approach	Meeting	Sarah Long, Stuart Burley and Emma Rossi
March	Education of the new model	The Hub, LWD Team Talk, PHD Internal	Kirstie Smith, Sarah Long

## Appendix A: Health Check Communications Plan

		Newsletter, GP newsletter	
April	Launch of new programme	The Hub, LWD Team Talk, ICS partner intranets, GP newsletter	Kirstie Smith, Sally Rowe, Sarah Long

### Communications Plan 3

#### Public communications

#### Audience – eligible residents of Dorset

#### Aim

Inform residents a revised NHS Health Check service is available and how to get one.

Encourage eligible residents to get a health check.

#### Key messages

- 1) An NHS Health Check is a free and easy to access service.
- 2) The NHS Health Check is a free check-up of your overall health. It can tell you whether you're at higher risk of getting certain health problems, such as heart disease, diabetes, kidney disease or stroke.
- 3) This screening programme is targeted at the 40-74 age group as this has been evidenced as the best time to spot early signs of stroke, kidney disease and heart disease
- 4) Contact your local provider to make get a health check.
- 5) We have listened to your feedback from the survey to create a service more that is more accessible to you
- 6) NHS health checks are available through your local GP, pharmacy and some other community events

Date	Action	Channel	By who
September	Promoted survey to residents to gain thoughts on NHS health checks	PHD Health and Wellbeing newsletter, LWD newsletter, BCP Health and Wellbeing Newsletter, Facebook advert	Kirstie Smith and Sally Rowe

**Appendix A: Health Check Communications Plan**

October	Continued promotion of public survey	Localities through PCNs, PHD social media	Kirstie Smith, localities
21 October	Public survey closed		
16 February	Paper presented to Joint Health and Wellbeing Board for decision	Meeting	Sam Crowe/ Sophia Callaghan
16 February	Draft media statement in case of media enquiries	Media statement	Kirstie Smith
March	Press release – Residents invited for NHS Health check from April	Press release	Kirstie Smith
	Website update – update websites with new programme information	PHD website/ LWD website	Kirstie Smith/Sally Rowe
	Briefing to Cllrs about new programme	NHS Health Check update in BCP and Dorset Council Member Newsletter	Kirstie Smith
April	Social media – Eligible residents will be invited to a Health Check	Facebook	Kirstie Smith
	Facebook advert – targeted advertising at eligible residents	Facebook	Kirstie Smith
	Social media post in Facebook community groups	Dorset and BCP Facebook community groups	Kirstie Smith

## Appendix A: Health Check Communications Plan

	PHD newsletter – You're invited for an NHS Health Check	PHD Health and Wellbeing Newsletter	Kirstie Smith/Ellen Finlay
	LiveWell Dorset newsletter – You're invited for an NHS Health Check	LiveWell Dorset newsletter	Sally Rowe
May	Social media – remind eligible residents NHS Health Checks are available	Facebook	