

# Capita Membership Services

## Using your database effectively

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## Current issues for the NHS and Membership

- Putting Patients First - choice and engagement
- Improving health outcomes – patient feedback on quality
- Shift funding to GP commissioning – GP as key trust stakeholder
- Local decision making – public engagement
- Aspiring trusts to Foundation trusts
- Increasing role for FT regulator – Monitor
- Demand increasing v funding staying the same

**Andrew Lansley – NHS Confederation Conference 2010**

## Implications for NHS Trusts

- **Change & Uncertainty – for NHS staff & patients**
- **Productivity improvement & cost saving**
- **Requirement for increased engagement with Patients & Public**
- **New ways of working – involving employees**

**Trust Membership - an enabler of change ????**

# Key questions for Membership?

- **Why is membership necessary?**
- **What can Aspiring trust learn from established Foundation Trusts?**
- **What does the Monitor regulator expect from trusts?**
- **How should trusts achieve a diverse membership?**
- **What is the best way to recruit your membership?**
- **What does being a member mean?**
- **How can you prepare for governor elections?**
- **Why do trust need to engage with Patient, Public & Staff?**
- **Does Membership have a role in keeping people healthy?**
- **Can Membership be used to achieve trust objectives and save money?**

# Why is membership necessary?

## Foundation Trusts are:

- **Organisations that answer directly to local communities**
  - **Public**
  - **Patient**
  - **Staff**
- **Free to manage their own affairs and make decisions at a local level**
- **Influenced more directly by their members**
- **Directly elected governors influence the trust board**

# What can Aspiring Trusts learn?

**Planning for the future – avoiding the costs of last minute recruitment**

- **Define your constitution**
- **Define your engagement strategy**
- **Membership recruitment**
- **Set up a membership database**
- **Data security and cleansing**
- **Membership materials:**
  - **Welcome pack**
  - **Newsletters**
  - **Trust branding**
- **Campaigns and recruitment events**



## What does the Monitor regulator expect from trusts?

**There are 3 main membership benchmarks set by Monitor:**

- **Membership needs to be large enough to be credible**
- **Needs to be representative of population**
- **Membership needs to be engaged**



**Evidence : Database, Communication, Events, Information, Consultation, Election turnout**

# How should trusts achieve a diverse membership?

Monitor is looking for a number of components to benchmark representation

- Age
  - Ethnicity
  - Gender
  - Socio-demographic profile
- } Census



# Needs to be representative of population

		Data for area	Data as % for area	Data as % for base	Index av=100
<b>Key Groups:</b>					
4.M	Blue Collar Roots	839,596	13.8	7.4	<b>186</b>
5.O	Burdened Singles	387,418	6.3	4.1	<b>153</b>
4.K	Asian Communities	141,566	2.3	1.6	<b>149</b>
3.I	Settled Suburbia	459,934	7.5	6.1	<b>123</b>
5.N	Struggling Families	912,300	14.9	12.8	<b>117</b>
3.H	Secure Families	1,080,654	17.7	15.4	<b>115</b>
5.P	High Rise Hardship	101,594	1.7	1.6	<b>105</b>

## 2008 Population ACORN Summary

Area: Calderstone Partnership NHS Foundation Trust

Base: Great Britain



**Total Population:** 6,105,304

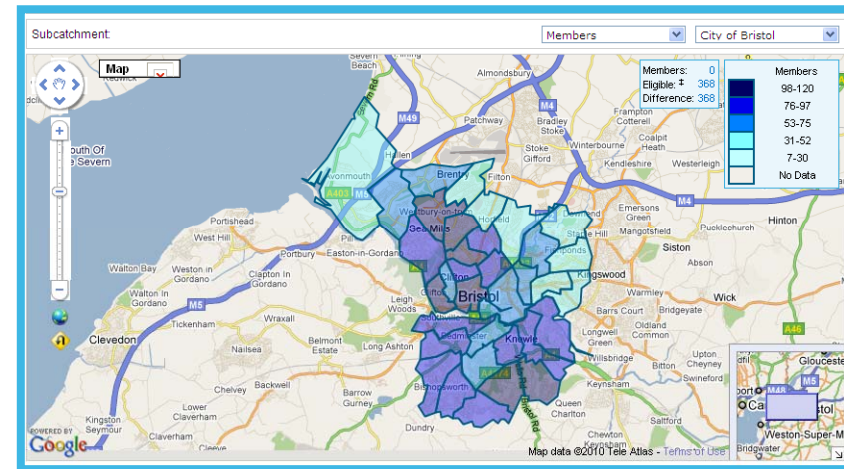
### Key Categories:

	Moderate Means	Hard Pressed	Comfortably Off
Index	<b>141</b>	<b>112</b>	<b>111</b>
			

		Data for area	Data as % for area	Data as % for base	Index
<b>is:</b>					
	Single Parents and Pensioners, Council Terrace	249,721	4.1	1.6	<b>253</b>
	Home Owning Families, Terraces	437,207	7.2	3.0	<b>240</b>
	Low Income Families, Terraced Estates	316,290	5.2	2.4	<b>220</b>
	Older People, Rented Terraces	199,467	3.3	1.8	<b>186</b>
	Mature Families in Suburban Semis	383,331	6.3	3.5	<b>182</b>
	Old People, Many High Rise Flats	69,600	1.1	0.7	<b>159</b>
	Families and Single Parents, Semis and Terrace:	170,318	2.8	1.8	<b>153</b>
	Crowded Asian Terraces	53,543	0.9	0.6	<b>150</b>
	Low Income Asian Families	88,023	1.4	1.0	<b>148</b>
	Single Elderly People, Council Flats	130,522	2.1	1.6	<b>137</b>
	Older Families, Prosperous Suburbs	194,577	3.2	2.3	<b>137</b>
	Established Home Owning Workers	313,712	5.1	3.8	<b>137</b>
	Skilled Workers, Semis and Terraces	202,922	3.3	2.7	<b>124</b>
	Wealthy Working Families with Mortgages	137,105	2.2	2.0	<b>110</b>
	Low Income, Older People, Smaller Semis	184,983	3.0	2.9	<b>106</b>
	Well-Off Working Families with Mortgages	161,731	2.6	2.6	<b>102</b>

# What is the best way to recruit your membership?

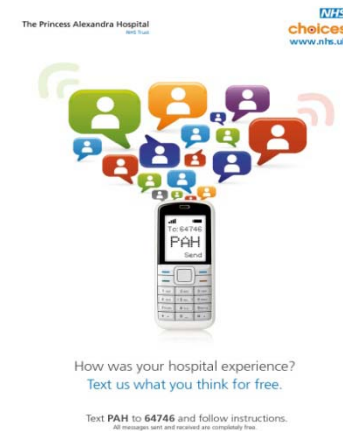
- **Recruit from service users**
- **Recruit from other groups who:**
  - Have an affiliation with your Trust
  - Are known to be good responders
- **Understand your audience**
  - Socio-demographic profiling
  - Ethnic diversities
- **Recruitment initiatives**
  - Advertising (Web, intranet, newspapers)
  - Colleges/Universities
  - GPs
  - Community leaders
- **Targeted mail shot**
- **Face to Face recruitment**
- **Local Events**



## Cost effectively recruiting new members

- Understand your social diversity of your catchment
- Use mapping as a visual tool to show your membership representation of your total population
- Ensure use of a variety of engagement tools:
  - Print and Mail
  - SMS
  - Email
  - Face to Face

twitter



facebook®

# What does being a member mean?

Members can have a real say in how the trust develops by:

- **Contributing ideas and suggestions about the Trust and its services**
- **Participating in specific initiatives, such as:**
  - Surveys
  - Workshops
  - Research
- **Standing for election and elect Governors**
- **Membership is free and it doesn't have to be time consuming**

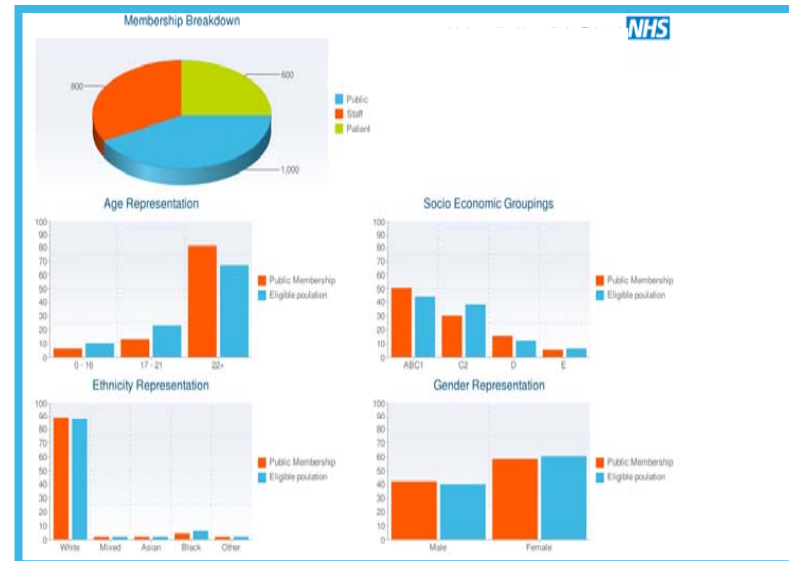


## Preparing for Governor elections?

- **Governors are the integral part of the governance structure**
  - **Governors are direct representatives of the local population**
  - **Governors should challenge the board and hold them to account for trust performance**
  - **Governors must represent their members interests**
- 
- **Governors' statutory duties are set out in the National Health Service Act 2006.**
  - **Monitor's work with governors focuses on carrying out these statutory duties.**

# Profiling Election Turnouts

- Graphically illustrate election turnouts by Constituency/sub-constituency
- Identify membership segments who are lowest responders
- Propose bespoke methods of addressing low responder groups
- Increase engagement and election results in future
- Provide Board of Directors / Governors with summary of election results



## Why do trust need to engage with Patient, Public & Staff?

**Engagement is a two way conversation and then acting upon it by:**

- **Telling your members what the trust is doing**
- **Telling members of FT progress**
- **Asking members for their views**
- **Asking members for their interests**
- **Asking members to become more involved**
- **Personalising communications to members**
- **Content in newsletters to reflect member interests**
- **Hold seminars, workshops around members interests**

**'NHS foundation trusts are free to determine how they can most effectively improve patient services through innovation, investment and engagement locally with key stakeholders'**

**Engagement is not an annual communication to get members to vote at elections!**

# Members need to be engaged

A good engagement strategy will:

- Increase members commitment to the trust and its direction
- Enable members to provide valuable feedback
- Provide clear framework for ongoing engagement
- Reduce member churn
- Allow trusts to meet the requirements set by Monitor
- Be more cost effective

Increasing levels of engagement with Patients & Public

The Princess Alexandra Hospital  
NHS Trust

NHS  
choices  
www.nhs.uk



How was your hospital experience?  
Text us what you think for free.

Text PAH to 64746 and follow instructions.  
All messages sent and received are completely free.

## Using your database effectively - Staff

- **Update your database with staff records**
  - They are valuable members of the trust
  - Gives you insight into organisational change
  - Seek views and ideas on efficiency improvements
- **Use Electronic Staff Records (ESR) to update your membership with new starters and leavers**
- **Engage with staff members who leave the trust and automatically opt in as public members**



# Does Membership have a role in keeping people healthy?



Domain	Indicator	Local No. Per Year	Local Value	Eng Avg	Eng Worst	England Range	Eng Best
Our communities	1 Deprivation	51339	39.1	19.9	89.2		0.0
	2 Children in poverty *	7011	27.1	22.4	66.5		6.0
	3 Statutory homelessness	144	2.5	2.8	8.9		0.0
	4 GCSE achieved (5A*-C inc. Eng & Maths) *	674	47.6	48.3	26.5		73.3
	5 Violent crime *	3361	25.5	17.6	38.4		4.8
	6 Carbon emissions *	837	6.3	7.2	15.7		4.6
Children's and young people's health	7 Smoking in pregnancy	367	20.1	14.7	37.8		3.7
	8 Breast feeding initiation *	1172	64.3	71.0	32.5		92.2
	9 Physically active children *	13557	86.3	90.0	77.5		100.0
	10 Obese children *	122	11.2	9.6	16.2		3.9
	11 Children's tooth decay (at age 5)	n/a	2.4	1.5	3.2		0.0
	12 Teenage pregnancy (under 18) *	131	49.6	41.2	79.1		15.0
Adults' health and lifestyle	13 Adults who smoke *	n/a	26.8	24.1	40.9		13.7
	14 Binge drinking adults	n/a	23.0	18.0	28.9		9.7
	15 Healthy eating adults	n/a	22.1	26.3	15.8		45.8
	16 Physically active adults	n/a	10.2	10.8	4.4		17.1
	17 Obese adults	n/a	24.5	23.6	31.2		11.9
	18 Over 65s 'not in good health'	4456	24.2	21.5	32.5		13.5
	19 Incapacity benefits for mental illness *	3360	39.8	27.7	59.4		8.7

## Can Membership be used to achieve trust objectives and save money?

- **What are the trusts objectives?**
- **Are they integrated with membership?**
- **Is the public consulted on the trust plans?**
- **Are Governors involved?**
- **How do membership events help inform and listen to patients?**
- **Can membership be used to gain support from employees?**

**Public opinion opposing change, legal challenge, patient complaints, disengaged staff, increasing demand for services**

**What's the cost?**

# Summary

- **Membership retention through engagement**
- **Understanding Local Geography & Diversity**
- **Ongoing Recruitment strategy – maintain numbers**
- **Integration with Trust Events**
- **Governor Management & Membership**
- **Events, Marketing & Communication Plan**
- **Reporting to Monitor & the Board**
- **Managing Elections**

