

BRIGHT IDEA #4

Developing a menu of education options for people with Type 2 diabetes in Worcestershire

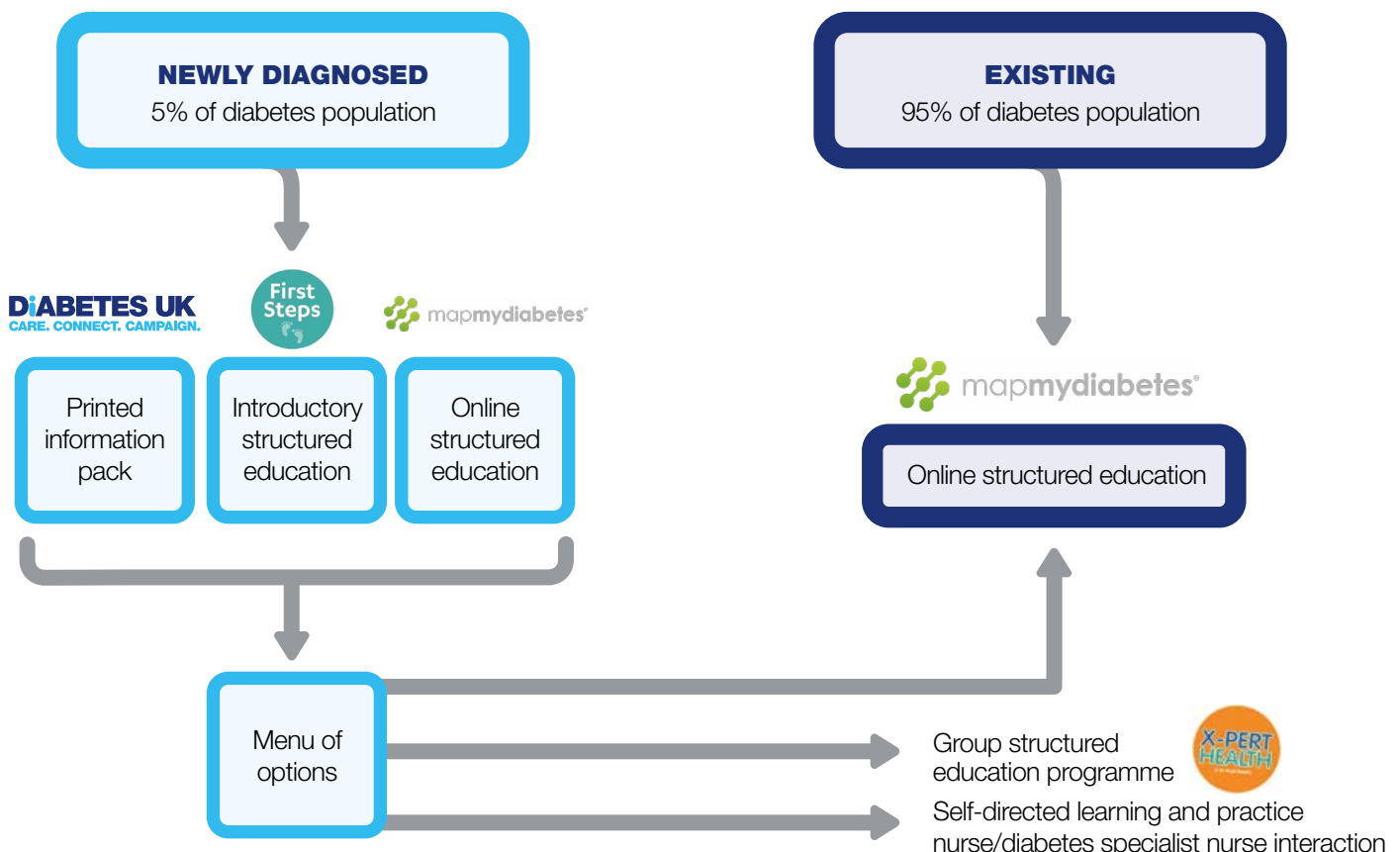
In 2015, South Worcestershire, Wyre Forest and Redditch and Bromsgrove CCGs worked together to develop a new menu of education options for people with Type 2 diabetes. The menu includes First Steps, X-PERT, and Mapmydiabetes – an innovative online self-management programme. In the four months since the model was launched, wait times for X-PERT have reduced from over six months to less than one month, and 93% of practices are now offering access to Mapmydiabetes.

The case for change

Worcestershire has more than 35,000 people living with diabetes and at least 2,000 people are newly diagnosed each year. Rising diagnoses led to increased referrals to X-PERT, the only previously commissioned Type 2 diabetes structured education course. This led to 6–12 month waiting times and poor conversion rates from referral to attendance of 30–40%.

These issues triggered the CCGs to review the model. As part of the review, the CCGs surveyed 60 people with Type 2 diabetes to understand how they would like to receive self-management education. Results showed three preferences: group education, online education and one-to-one sessions with a GP or practice nurse. The review highlighted the need to offer people a menu of education options.

The model of care: education pathway



The model of care: menu of education options

Education option	Provider	Summary of option
Printed information pack	Diabetes UK	Provided at point of diagnosis and includes: <ul style="list-style-type: none"> Locally tailored covering letter and service offer leaflet Guide to Type 2 diabetes 15 healthcare essentials checklist Enjoy Food postcards.
First Steps	Worcestershire Acute Hospitals NHS Trust	<ul style="list-style-type: none"> All newly diagnosed are offered referral to this course Provides basic diabetes self-management knowledge Uses content from Diabetes UK guide to Type 2 diabetes to ensure consistency with initial information pack Offered in a range of locations and times, including evenings and at weekends Delivered by Diabetes Specialist Nurse or Dietician Further education options discussed and encouraged.
X-PERT	Worcestershire Acute Hospitals NHS Trust	<ul style="list-style-type: none"> Structured self-management education programme 2½ hour sessions each week for six weeks Offered in a range of locations and times Delivered by trained X-PERT Educators.
Mapmydiabetes	Mapmyhealth Ltd	<ul style="list-style-type: none"> Online structured self-management education Modules can be completed anywhere, anytime People referred by trained GP practices with an account Offered to all people with Type 2 diabetes.
One to one session with practice nurse	Primary Care	<ul style="list-style-type: none"> Part of patient's six month or annual review QOF claimed as part of the patient review – no additional points provided for this specific support.
Self-directed learning		People with diabetes source information themselves from: <ul style="list-style-type: none"> Apps Books and guide Diabetes UK resources available at www.diabetes.org.uk

CCG and provider collaboration

The CCGs and four providers committed to regular project meetings. These meetings enabled the group to review the existing service and then design a new model where all providers would work together under a single service specification. The CCGs and providers also agreed a joint engagement plan to ensure a coordinated approach to the launch and delivery of the new model.

Engagement and promotion

A launch event gave healthcare professionals an overview of the new pathway and referral system. Healthcare professionals received formal training, with a focus on Mapmydiabetes, and then cascaded the information to others in their practices. A monthly e-bulletin updated primary care about the new model, rollout progress and training opportunities.

Promotion focussed on a '10k Challenge' – a call to action to get 10,000 patients accessing any of the options within one year. This provided an innovative way to continually engage healthcare professionals and maintain momentum in referrals post-launch. Mapmydiabetes promotional posters were placed in pharmacies, GP surgeries and waiting areas in the acute trust's diabetes centre.



Mapmydiabetes

Mapmydiabetes is accredited by QISMET¹ and provides the full structured education curriculum in an online format. The programme supports people to self-manage by providing access to education modules, opportunities to set and update their health targets, and tools to create meal and exercise plans. Healthcare professionals can use the programme to support collaborative care-planning, communicate with patients and monitor progress.

Mapmydiabetes is provided by Mapmyhealth Ltd. They monitor the number of accounts each practice creates, encourage and support practices to offer Mapmydiabetes, and provide training to specific practices when needed.



First Steps

First Steps was introduced to give more people quick access to initial face-to-face education. In these sessions, everyone is encouraged to use Mapmydiabetes and all further education options are discussed. The session leader also emphasises how important it is to commit to the entire six weeks of X-PERT. This is to help reduce did-not-attend and non-completion rates of those who choose this education option.

Outcomes

Changes in HbA1c after 12 months, conversion and completion rates, and patient satisfaction will be measured either quarterly or annually. Initial findings have shown:

- **93%** of practices across the three CCGs can now refer to Mapmydiabetes.
- **1,250+ referrals** have been made to Mapmydiabetes in the first two months.
- **153 people attended First Steps** in the first three months, of which 99% (151) reported they understood more about their diabetes and 95% (149) felt more in control of their diabetes.
- **Wait times for X-PERT have reduced** from over six months to less than one month.

Lessons learned

1. Approaching commissioning across the three CCGs in a coordinated way and using a single service specification enabled the integration and scaling up of diabetes education across the county.
2. Using the '10K challenge' and promotional posters helped maintain referrals to all education options post-launch.
3. Having real-time usage data available from Mapmydiabetes helped identify which areas to focus communications and engagement to increase uptake of the online programme.
4. Offering training in local venues, meeting primary care staff face-to-face and having GPs and healthcare professionals championing the model in their local areas helped build positive relationships and support for the new service.
5. Integrating referral templates into EMIS Web improved referral rates to all education options.
6. Having a single communications plan agreed across the CCGs from the start ensured communications were consistent.

Further information

For further information about this bright idea email sharedpractice@diabetes.org.uk

Has this resource helped you to improve diabetes care? Want to share your work with others? Get in touch by emailing sharedpractice@diabetes.org.uk