

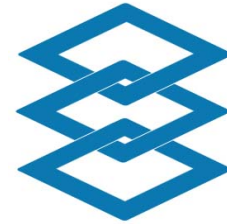


Workshop



- Outline our approach to making a successful business case for a range of funders
- Look at how you can tackle the issues you need to consider at each step of the process
- Share some examples of how we have identified & evidenced need for a service/intervention
- Demonstrated impact/outcomes
- Provide an opportunity to consider how you could use some of the various tools and techniques
- Share ideas on business development at each step building on your experience

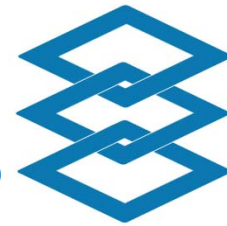
Who buys what around health and wellbeing.....



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- Local authorities – Social care and Public Health
- Clinical Commissioning Groups - Acute/community services
- Department of Health- IESD, volunteering fund, Strategic Partners
- Department of Work and Pensions – Job centre Plus, Fit for Work
- Grant funding bodies/Charities
- European Union SIF – Social Inclusion
- Exploring new markets and service extensions Tender search

Fit For Work to Health Work and Wellbeing Group



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Work funded through a range of sources-

Local NHS contract partner IAPT - mental health and
employment

Macmillan bid submission - FFW Macmillan

DWP Job Centre Plus - Pain to Prospects

Successful local competitive tender - Workplace health

Department of Health IESD- unemployed people with
health barriers

Successful national tender- Health and Care Voluntary
Sector Strategic Partner Programme

Challenges to address....



1. Demonstrate your understanding of the population you serve or wish to target
2. Demonstrate your understanding the commissioners/funders strategic priorities and desired outcomes
3. Identify the need for your service - and link it to commissioner /funder priorities.
4. How will you demonstrate the Impact, outcomes and effectiveness of your service ?
5. Highlight your track record expertise delivering to the needs of this particular client group/area (for example feedback/insight evidenced from service users and /or commissioners)
6. Demonstrate you have designed your service model on an evidence base
7. Illustrate how your service measure up to the competition/stand out from the crowd - USPs
8. Demonstrate a robust costing methodology/ROI/cost benefit analysis

Bidding for funding Steps...



- Step 1: Find out how your proposal/project fits with local or national priorities/needs
- Step 2: What is current provision and what are current issues/challenges/gaps in your service area?
- Step 3: How would your proposal/service address the need?
- Step 4: How would you demonstrate your impact?

Identifying Needs/ Funders Priorities



- Joint Strategic needs Assessment (JSNA)
- Health profile (APHO/PHE)
- CCG Strategy/plans
- Local economic strategy (LEP)
- National outcomes/strategies eg PHOF, NHS England 5yr fwd view and DWP
- Local Health and Wellbeing Strategies
- Tenders

Demonstrating impact/ Outcomes



- Numbers seen-demography
- Referrals-Impact on other services
- Interventions-Integrating care
- Client feedback-Case studies
- Outcomes-health and work, EQ5D,....
- Cost benefit estimates-

PSSRU Unit costs of Health and Social Care 2013..)

(Personal Social Services Research Unit)

NICE costings guidance

Social value/CBA -New Economy model

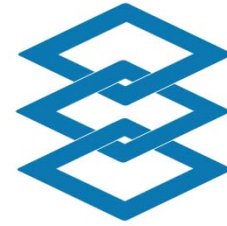
IAPT- Mental health and employment



National Service Specification identifies work as an outcome/indicator of recovery

- The partnership
 - Leicestershire Partnership Trust
 - The FFWT
 - Specialist providers-BME support
-
- Our role
 - Provide **specialist support** where vocational rehabilitation/employment support is trigger or recovery stage
-
- Our impact
 - Return to work as an outcome
 - Practical support vs therapy
 - Improvement in GAD7 and PHQ9 scores

Case Study-FFW Macmillan Service



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- Vocational rehabilitation/employment support funded by Macmillan
- People with, who have survived Cancer and Carers
- Case managed Holistic model-addresses biopsychosocial
- Multidisciplinary

Funders Priorities/need



- National-Over 700,00 people of working age were estimated to have a cancer diagnosis by Macmillan (May2012);
- Average reduction in family income being 50% and 17% of people losing their home
- NCSI evaluation report
- Macmillan reports-Making the shift....

Local- Leicestershire JSNA



“More needs to be done so that cancer survivors have the care and support they need to live as healthy a life as possible, for as long as possible” -

- reducing ill health associated with cancer treatment
- reducing risks of recurrent cancer
- reducing the proportion of people who report unmet physical or psychological support needs post treatment;
- Increasing the proportion of cancer survivors of working age who are able to work who are in work/ increasing the proportion of children or young people survivors who are in education or employment

Current provision /gaps and model



- Review of local provision-Acute/secondary care
- Primary care-Cancer registers/care review
- Macmillan +
- Large number of VCS organisations meeting a range of needs-CWC, CAB support groups...
- Gap- Vocational rehabilitation service employment support using a holistic model

Impact and Outcome Measures



- Case studies-real stories
- Referral route(Care pathways
- Demographics/type of cancer/ stage in journey
- Interventions – Levels, type and mix
- Macmillan 9 outcomes-
- Numbers and health and work and related outcomes-EQ5D + eg pain, fatigue anxiety, return to work

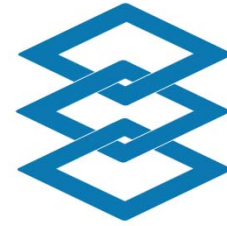
Case study

DWP/JCP Pain to Prospects



- Job Centre Plus
- 30 People changed from ESA to JSA
 - Taken off long term health benefits
 - Chronic pain is the main hurdle
- Comprehensive face to face assessment - GP/OH Physician
- Interventions
 - Clinical review, GP communication
 - Pain Management Programme
 - Employment support/vocational rehabilitation

DWP/JCP Pain to Prospects Unmet need?...



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- 10 neuropathic component to pain
 - 3 had Chronic Regional Pain Syndrome (CRPS)
- 9 regional myofascial pain syndrome (MFPS)
- 4 Fibromyalgia
- 1 Chronic Somatoform Pain Disorder

DWP/JCP Pain to Prospects



Vocational Outcome	Final March 14th 2014
Paid employment	9
Voluntary work	1
Vocational Training	2
Total (target – 12)	12 (40%)

Work Programme return to work rate is 5-8%

IESD-Bridging the Gap



- Strand-Strategic development, VCS capacity
Theme better healthcare outcomes/health inequalities
- Priority- effective integration
- FFW-USP evidence based model, track record
- Gap- FFW unemployed people with health barriers
- Impact Outcome measures- EQ5D, GAD7, PHQ9, Wellbeing Star...work related, Social value CBA
- Business case, rollout..

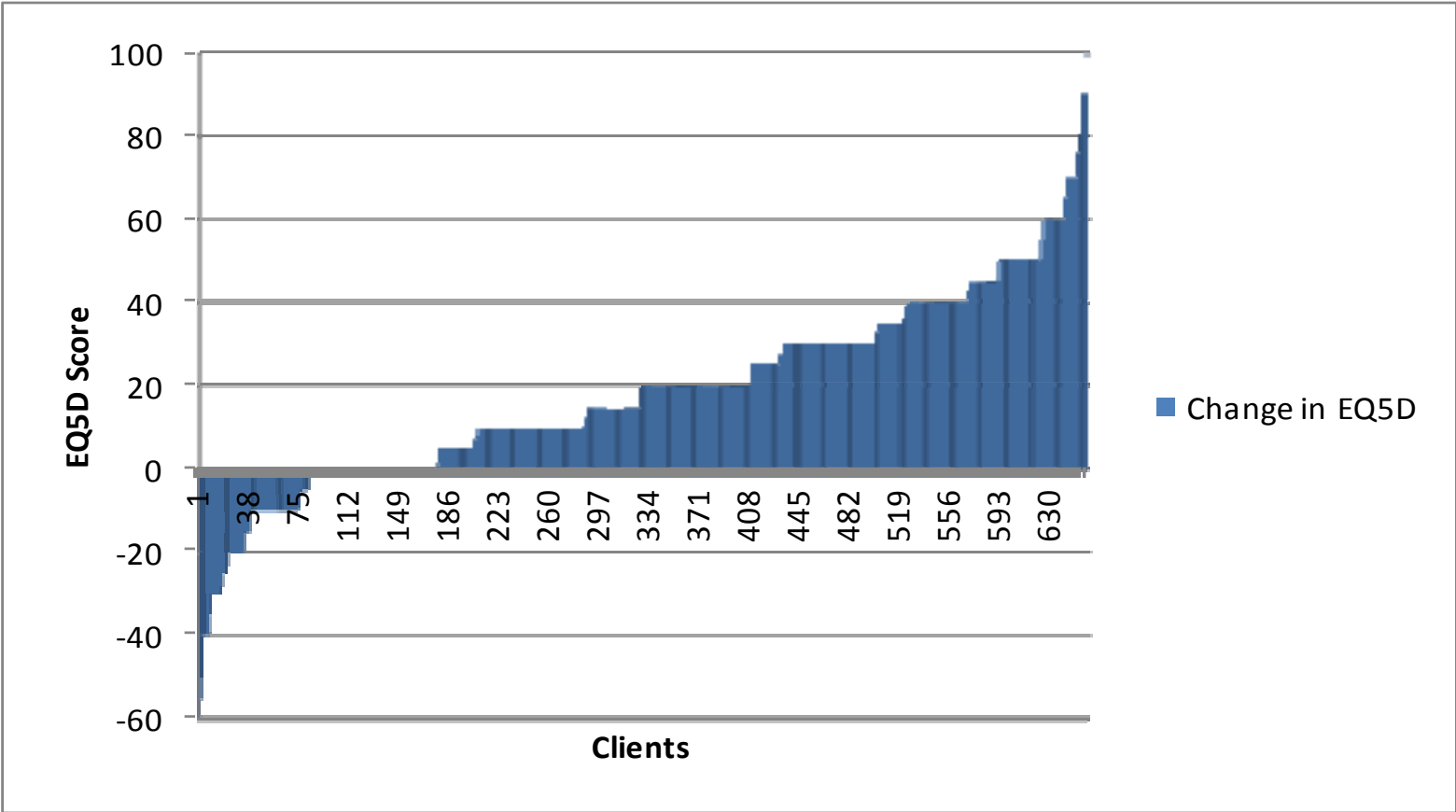
EQ5D Proving impact-measuring health

Figure 1: EQ-5D (UK English version) - Completed on entry to the service

By placing a tick in **one** box in each group below, please indicate which statements best describe your own health state today.

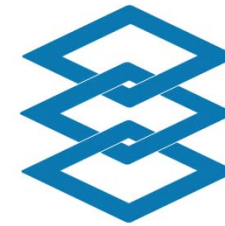
	Entry	
Mobility	Pain/Discomfort	
I have no problems in walking about	I have no pain or discomfort	<input type="checkbox"/>
I have some problems in walking about	I have moderate pain or discomfort	<input type="checkbox"/>
I am confined to bed	I have extreme pain or discomfort	<input type="checkbox"/>
Self-Care	Anxiety/Depression	
I have no problems with self-care	I am not anxious or depressed	<input type="checkbox"/>
I have some problems with washing or dressing myself	I am moderately anxious or depressed	<input type="checkbox"/>
I am unable to wash or dress myself	I am extremely anxious or depressed	<input type="checkbox"/>
Usual Activities (e.g. work, study, housework, family or leisure activities)		
I have no problems with performing my usual activities	<input type="checkbox"/>	
I have some problems with performing my usual activities	<input type="checkbox"/>	
I am unable to perform my usual activities	<input type="checkbox"/>	

Changes in EQ5D from entry to discharge



482 (73%) Improved
 83 (12%) Decreased
 94 (14%) Stayed the same

GAD 7- Generalised Anxiety Disorder



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GAD-7 Anxiety

Over the last 2 weeks , how often have you been bothered by the following problems? <i>(Use "✓" to indicate your answer)</i>	Not at all	Several days	More than half the days	Nearly Every day
1. Feeling nervous, anxious or on edge	0	1	2	3
2. Not being able to stop or control worrying	0	1	2	3
3. Worrying too much about different things	0	1	2	3
4. Trouble relaxing	0	1	2	3
5. Being so restless that it is hard to sit still	0	1	2	3
6. Becoming easily annoyed or irritable	0	1	2	3
7. Feeling afraid as if something awful might happen	0	1	2	3

Column Totals: _____ + _____ + _____ + _____
= Total Score _____

If you checked off **any** problems, how **difficult** have these problems made it for you to do your work, take care of things at home, or get along with other people?

Not difficult
at all

Somewhat
difficult

Very
difficult

Extremely
difficult

PHQ 9 -Depression



PHQ-9 Depression

Over the last 2 weeks, how often have you been bothered by any of the following problems?

(Use "✓" to indicate your answer)

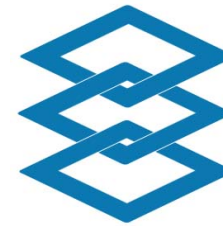
	Not at all	Several days	More than half the days	Nearly every day
1. Little interest or pleasure in doing things	0	1	2	3
2. Feeling down, depressed, or hopeless	0	1	2	3
3. Trouble falling or staying asleep, or sleeping too much	0	1	2	3
4. Feeling tired or having little energy	0	1	2	3
5. Poor appetite or overeating	0	1	2	3
6. Feeling bad about yourself – or that you are a failure or have let yourself or your family down	0	1	2	3
7. Trouble concentrating on things, such as reading the newspaper or watching television	0	1	2	3
8. Moving or speaking so slowly that other people could have noticed? Or the opposite – being so fidgety or restless that you have been moving around a lot more than usual	0	1	2	3
9. Thoughts that you would be better off dead or of hurting yourself in some way	0	1	2	3

Column totals

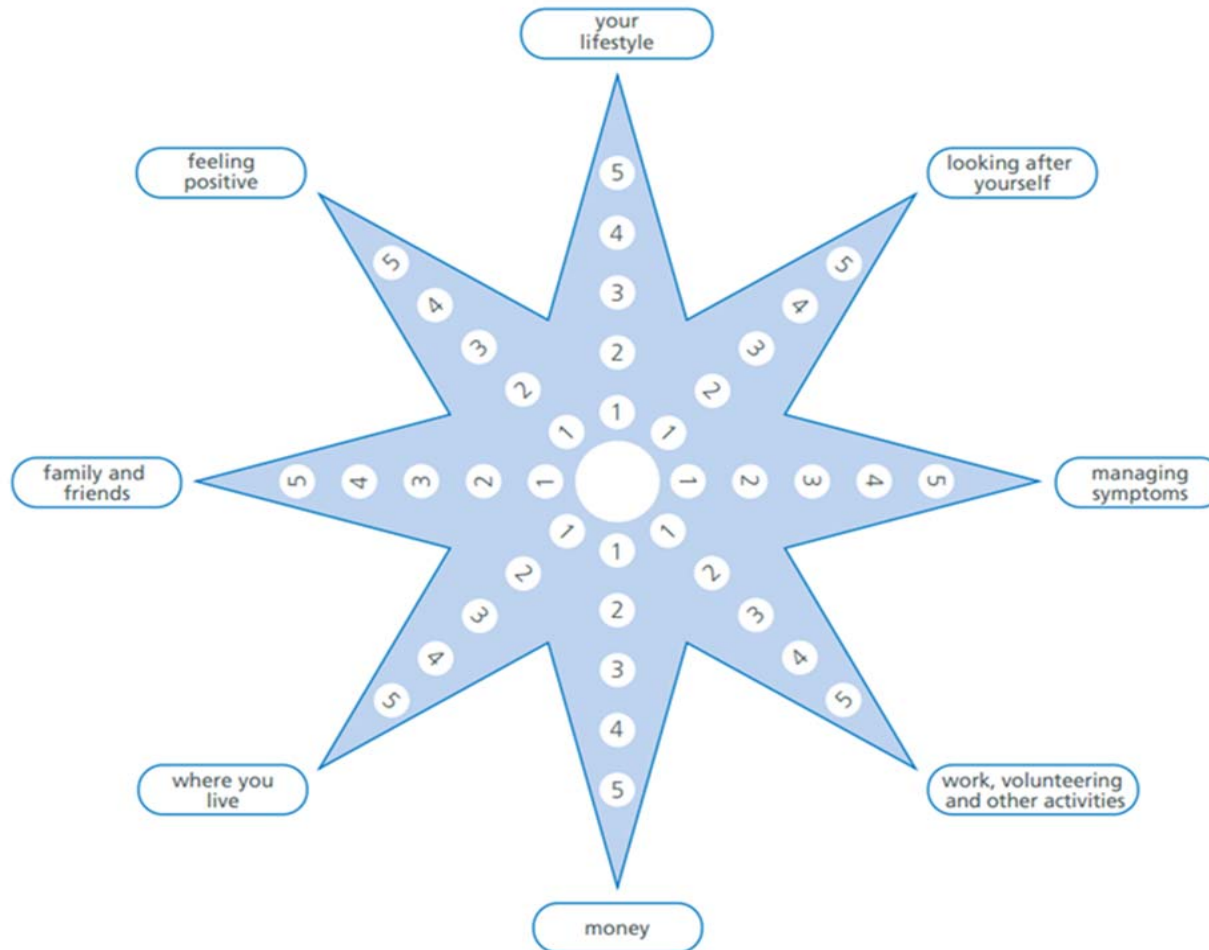
_____ + _____ + _____ + _____

= Total score _____

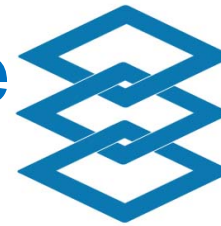
Wellbeing Star



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Workplace Health Programme Tender



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- Prevention-Improving and protecting the health of employees and businesses
- Business focussed supporting employers and employees. Targets SMEs (2,000/42)
- Accessible validated HNA to identify priorities
- Supports best practice intervention. Integrates existing provision
- Assesses impact-health and business

Label Apeel Case Study

Success on a budget

Reduce sickness absence, increase staff retention, increase employee engagement.

Reported HNA Data	Interventions Implemented	Health & Business Outcomes
40% current smokers	<ul style="list-style-type: none"> NRT paid for by MD Smoking cessation support available. 	<ul style="list-style-type: none"> 20% reduction in sickness absence (Apr 2012-Apr2013) 62% reduction in staff turnover (April 2012-Apr2013) Approximate saving £40,000 1:15 ROI (Return on Investment) All staff now returned to a 5 day working week 25 employees completing workplace champion training Self managed weekly weight loss group established.
66% little or no physical activity	<ul style="list-style-type: none"> Walking group set up. On site yoga taster session Off site crown green bowls taster session 	
27% find job very or extremely stressful	<ul style="list-style-type: none"> 9 point health check delivered to all staff on site Stress management awareness training for line managers on site 	
24% dissatisfied with job	<ul style="list-style-type: none"> Employee engagement survey launched and delivered 	
70% not eating their 5 a day	<ul style="list-style-type: none"> Free fruit throughout the office 	

Links to measurement tools
for individuals



GAD7 Anxiety disorder assessment

<http://www.patient.co.uk/doctor/generalised-anxiety-disorder-assessment-gad-7>

EQ5D – Used for measuring overall health status

<http://www.euroqol.org/about-eq-5d.html>

PHQ 9 depression test questionnaire

<http://www.patient.co.uk/doctor/patient-health-questionnaire-phq-9>

Discussion-What for which steps....



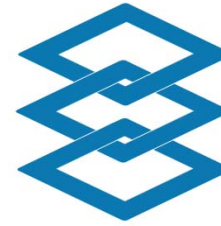
1. Demonstrate your understanding of the demographics/population you are serving/wish to target
2. Demonstrate your understanding the customer's/commissioner's/funders strategic priorities and desired outcomes
3. Demonstrate the need for your service - and link it customer/commissioner/funder outcomes.
4. Demonstrate the quality/impact/effectiveness of your service - and link it directly to the customer/commissioner/funder outcomes?
5. Demonstrate your track record is delivering to the needs of this particular client group (including for example feedback/insight evidenced from previous/existing service users and previous/existing commissioners)
6. Demonstrate you have designed your service model on an evidence base
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Bidding for funding Steps...

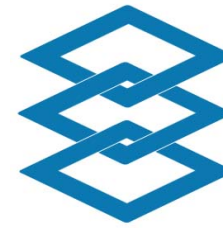


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Issues/Gaps



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Using the available tools, public health data
and intelligence ,NICE and...

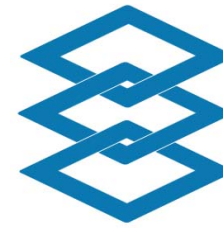
Making the case in the funders language

is

Fundamental to sustainability, delivering the
aims of your organisations and your clients

and

Demonstrating our value and impact



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