

Get smart about engagement *Series introduction*

{Smart Guides}
to **ENGAGEMENT**

For better commissioning

Series introduction

CCG leaders have asked for pragmatic, relevant and practical approaches to good patient and public engagement (PPE) – how people can have a say in the planning, designing and delivering services. This will help ensure success at all levels and at every stage of the commissioning cycle. Good engagement helps deliver inclusive and successful commissioning.

The Smart Guides to Engagement series is for everyone working in or with clinical commissioning groups (CCGs). The guides reflect principles and practice that get results in PPE and partnerships with local authorities and community organisations.

High quality PPE is the key to unlocking many benefits for good patient experience, better value for healthcare resources and trusted relationships in the community. In turn, these guides help CCGs undertake PPE well and maximise benefits.

The guides are not a toolkit or a checklist. They focus on people, relationships, leadership and creating value – all dimensions of a successful social business that do not depend on legislation or a particular management structure.

No business as usual

The future NHS isn't about business as usual. The question for your CCG is: How can you develop good relationships with your patients and the local community to improve health and healthcare together? These guides help you to address that question.

When used as part of the authorisation and establishment process these guides will help your CCG:

- **Develop** responsive governance processes and engagement strategies
- **Begin** to gather solid intelligence and develop trusting dialogue with local groups and communities
- **Create** effective patient, carer and community reference groups
- **Align** your approach to achieving improvements in quality, innovation, productivity and prevention (QIPP).

Engage well – go further

Good engagement generates insights about your customers (patients, carers, the public) to develop foresight for your business (commissioning aspirations, market intelligence, provider capabilities). This intelligence is the most valuable asset any business can have. It makes your CCG a smart health investor able to achieve better value for its healthcare resources.

It can also:

- **Create a social return on investment – SROI is about outcomes that achieve social benefits throughout the community**

- **Develop reputation – particularly valuable in tough times when scrutiny from local authorities, the community and the media is intense. Trust is paramount. How commissioners learn from and respond to complaints will be an acid test. Evidence shows significant cost savings and enhanced reputation are achieved from engaging with dissatisfied individuals locally and quickly**

- **Make the CCG's journey clearer – the community and stakeholders must want to come with you on the same journey, especially when tough decisions and service changes need to be made**

- **Build leadership capacity – clinical, managerial and lay leadership (from service users, carers and the public) underpins the decision-making process. Patient leadership is an undervalued asset in commissioning. Clinical engagement divorced from PPE-led change is not sufficient. Patient leaders can be critical friends whose constructive challenge and community-enablement helps the CCG lead the case for change.**

Working with experts in engagement

Expert practitioners in PPE working with clinical commissioners have created these guides. Like any CCG, you can implement initiatives like these to help you get the job done and create benefits for your CCG, its community and its stakeholders in the NHS and local government.

Smart Guides to Engagement

For more information about the other guides in this series:
www.networks.nhs.uk/nhs-networks/smart-guides

Get Smarter – find out more

Social Return on Investment Network: Guide to Commissioning for Maximum Value (2012) <http://bit.ly/yjH11o>

The Health Foundation: STAR (socio-technical allocation of resources) programme 2010 <http://bit.ly/H5rga6>

Health empowerment leverage project (HELP): Overview of HELP: Method, Costs, Benefits and Evidence 2011 <http://bit.ly/HwsmYH>

Experience Led Care: <http://bit.ly/H4JsA1>

PPE - A Synthesis of Perspectives for CCGs Towards and Beyond Authorisation <http://bit.ly/IFC0zS>

People Powered Health (programme from NESTA) <http://bit.ly/HC3mik>

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Acknowledgements

Authors:

Dr Andrew Craig

David Gilbert

Smart Guides to Engagement are a co-production by organisations and individuals passionate about engaging patients, carers and the public more fully in healthcare. The series editors are Andrew Craig and David Gilbert.

Andrew is a partner in Moore Adamson Craig LLP, an organisation with many years' experience in the involvement and engagement of users of public services:
www.publicinvolvement.org.uk

David Gilbert, director of *InHealth Associates*, has spent 25 years working in the field of health and patient-centred improvement across the UK and internationally:
www.inhealthassociates.co.uk

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