



Coalition for
Personalised
Care

Coalition for Personalised Care

Strategy 2024-2025





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Introduction

The Coalition for Personalised Care's (C4PC) strategy for 2024-2025 focuses on promoting Personalised Care in health by addressing barriers, promoting effective communication within the NHS and between NHS and people, improving understanding of Personalised Care, and addressing health disparities.

This strategy document provides a clear roadmap for achieving these goals and making a positive impact on the health and well-being of individuals and communities.



Foreword

We are privileged to work with many partners representing or directly drawing on health care services. This strategy has been developed with them and sets out the focus for our work over the next two years. Our partners identified three main barriers to embedding of personalised care in health, and these have informed our three priorities for action.

Poor communication between different elements of the NHS and between the NHS and people drawing on its services is seen as a major – and fixable – barrier to personalised health care. Improving communication does not need to cost extra money – it requires a change of mindset and a cultural shift which puts good communication at the centre of NHS practice. Good communication is not just valuable for people drawing on health services but also saves the NHS money.

Lack of understanding of what personalised care in health is a barrier not just for people working in health services but also for people drawing on those services. We need to be clear about what personalised care is and isn't and promote that understanding publicly as well as among NHS staff. The impact of good personalised care on the NHS as well as on people drawing on health services needs to be better evidenced and our strategy includes work with partners to bring together that evidence into one place.

We believe that good, personalised care is important in addressing the shocking health disparities that mean that people from different ethnic backgrounds and parts of the country have very different health outcomes and life expectancies. Our strategy for 2024/25 includes a series of round tables bringing together health commissioners and experts in the field to think together about ways to embed the kind of personalised care that will promote health equity.

Finally, can I say a big thank you to our partners for the hard work and careful thought that has gone into this strategy – and for their commitment to its delivery. C4PC IS its partners.

Sian Lockwood OBE
C4PC Chair

Our ways of working

Supportive collaboration

- Promoting collaborative initiatives that enrich and support the work of individual partners.
- Fostering a culture of shared expertise and resources.

Information sharing

- Establishing a platform for seamless information exchange.
- Encouraging transparent communication to enhance collective knowledge.

Highlighting good practice

- Recognising and showcasing exemplary practices within our coalition.
- Inspiring others through the celebration of successful initiatives.

Convening partners

- Leveraging our coalition's convening power to bring diverse voices to the table.
- Facilitating meaningful discussions and collaborations for impactful outcomes.

Strengthening impact

- Strategically aligning efforts to amplify the collective impact of our coalition.
- Continuously evaluating and adapting our approach for maximum effectiveness.

Influencing

- Bringing partners together with influencers to make the strategic and practical changes necessary to embed personalisation in health care.

Unified purpose

- Ensuring that every action is guided by our shared mission and vision.
- Building a coalition that thrives on mutual respect and collaboration.

C4PC's Aims

1. Enhancing communication within the NHS and between the NHS and people using its services.
2. Promoting a deeper understanding of Personalised Care principles among healthcare professionals.
3. Fostering culture and behavioural change within systems to reduce health inequalities.
4. Promoting understanding within health of the role of communities in supporting health and wellbeing and the importance of community strengthening.
5. Developing a long-term strategy for addressing Personalised Care barriers.

Our Strategic Objectives (2024-2025)

1. Better Communication

- Bring together evidence of the impact of improved communication within health and between health and people drawing on health services.
- Develop improved language and communication strategies for health.
- Increase awareness within health of the value of social care and the VCSE sector and its interconnectedness with other services.
- Collaborate with partners to enhance communication of personalised care approaches and practices.
- Share best practice guidance on communication in alignment with accessible information standards.
- Promote ways technology can enable personalised care and highlight where it creates a barrier.

2. Promoting Understanding of Personalised Care

- Promote workforce education and training that aligns with Personalised Care principles.
- Raise awareness within the NHS of the effectiveness of Personalised Care and help effect the cultural change needed to embed personalised approaches.
- With partners establish a gold standard for health partners in Personalised Care.
- Establish annual Personalised Care awards.
- With partners, identify and promote effective ways to promote understanding of the value of personalised health care among people drawing on health services.

3. Increasing Health Equity

- Promote personalisation as a means to addressing the social and economic determinants of health.
- Collaborate with groups involved in community strengthening to address health inequalities.

Activities to meet Objectives

1. Our “Communicator’s Network”

Collaborate with stakeholders to enhance effective communication

- Organise joint events with stakeholders to identify and showcase effective communication strategies that promote personalisation in health and social care.
- Develop a shared online platform or resource hub where partners can exchange ideas and resources related to communication enhancement.

Share best practice guidance on communication

- Build a diverse evidence portfolio, including personal stories, academic publications, and data.
- Host webinars and share and learn sessions to educate stakeholders on the best practices outlined in the evidence portfolio.

Convene the Communicators Network to share messaging and best practices

- Establish a network of communication professionals within the health and social care sector to facilitate the exchange of ideas and successful communication strategies.
- Hold regular meetings or webinars where members can share case studies, success stories, and challenges encountered in their communication efforts.

2. Promoting Understanding of Personalised Care

Promote Personalised Care education and training for healthcare professionals

- Work with partners to help promote training programs or workshops for healthcare professionals that focus on the principles of personalised care.

- Work with partners to help create a repository of educational resources, including videos, articles, and case studies, to support ongoing education.

Establish a gold standard for Personalised Care

- Collaborate with experts in the field to define specific criteria and standards that healthcare organisations can use to assess and measure their implementation of personalised care.
- Using the framework to create an annual Personalised Care award.

Agree on a description of what Personalised Care is to convey to the workforce and the general public

- Form a working group to develop a clear and concise definition of personalised care that can be widely shared.
- Create public awareness campaigns and educational materials using this description to ensure that both healthcare workers and the general public have a common understanding of personalised care.

3. Health Equity Group

Focus on identifying and addressing health inequalities

- Participate in research and data analysis to identify specific health inequalities in different communities.
- Cohost with partners roundtables/events to raise awareness of the impact of social and economic determinants of health.
- Engage with policymakers and stakeholders to influence decisions that address health inequalities.

Promote personalisation to mitigate health inequalities

- Showcase successful examples of personalised care interventions that have effectively addressed health disparities.

- Identify and disseminate toolkits or resources that guide healthcare organisations in implementing personalised care to reduce health inequalities.

Collaborate with community-strengthening groups

- Partner with organisations that focus on community development, social support, and poverty alleviation to promote holistic approaches to improving health equity.
- Share resources, knowledge, and expertise to support these community-strengthening efforts.

