

BC PC Outline Transformation Strategy

ICB team brief – 22/08/2024



Why invest in Future Primary Care?

Currently, our System has a financial deficit

Recent funding in Black Country primary care shows...

12%

of ICB budget flowed into Primary Care
FY 23/24

£368m

spent on Primary Care in the Black
Country FY23/24

Primary Care should receive more investment because...

1 Primary Care is a valuable part of the Black Country System

95%

of NHS
activity is
delivered in
Primary Care

£14

return on every £1
invested in
Primary Care*

*Research commissioned by the NHS Confederation

2 Primary care is struggling to keep up with patient demand

8.1%

increase in
Black Country
list-size (2019-
23)

5.2%

increase in
appointments
(2019-23)

3 The population is growing, with increasing prevalence of long-term conditions and complex needs

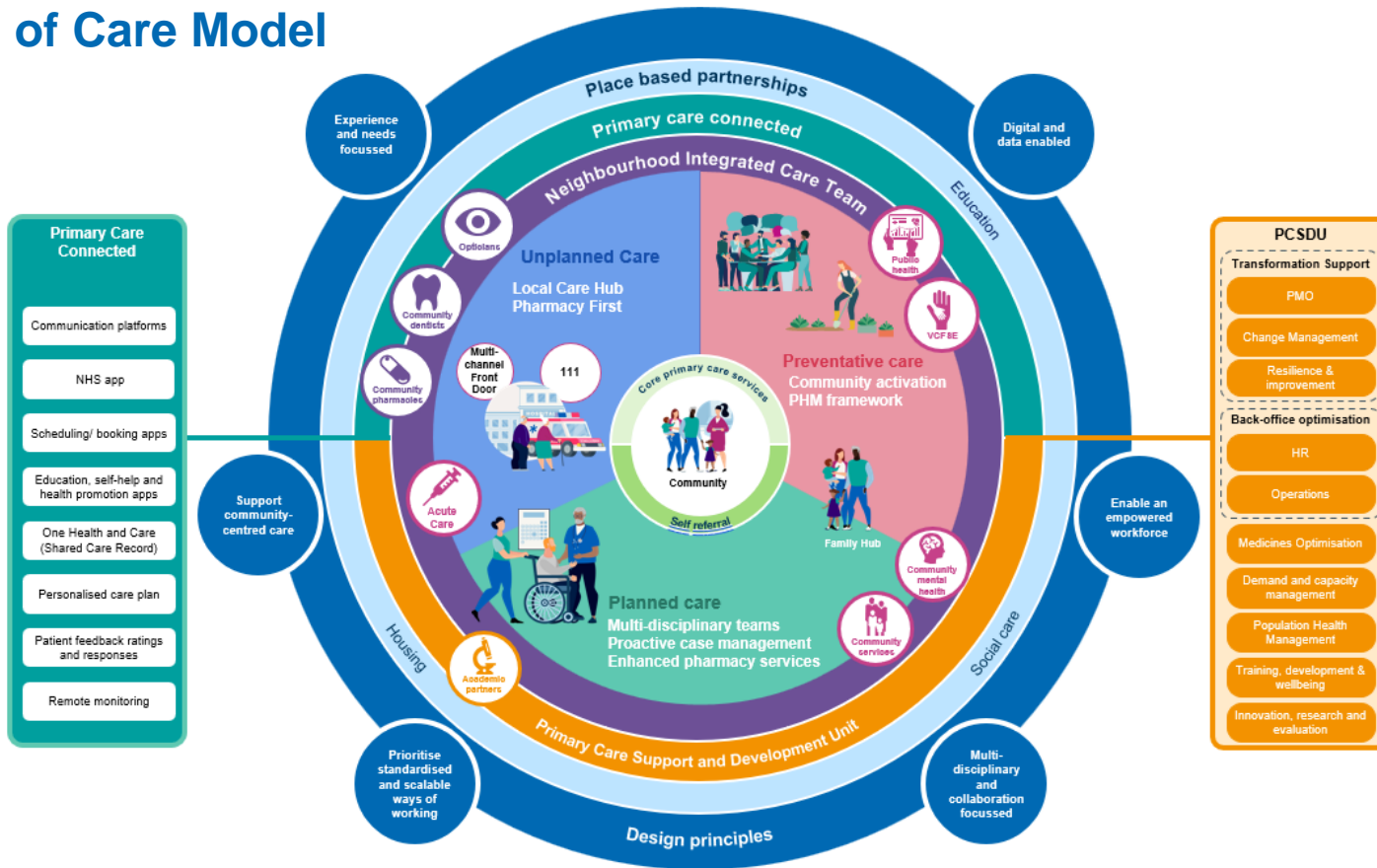
7.1%

population
growth (2011-
22)

12%

of the Black
Country
population is
projected to have
diabetes by 2029

Delivery of Care Model



So what? What are the benefits?

The **efficiency impact of every £1 invested in primary care is £14, compared to £4 for the rest of the NHS***. With the right incentives and support **primary care can create the biggest shift in outcomes and efficiency** and resultant benefits should include:

For the public

- **Improved access** with care provided in the right place, by the right person, at the right time
- **Longer appointment times** and **improved continuity of care** for those who need it most e.g. multimorbidity & complex needs
- **Better patient experience** moving between points of care, only having to tell their story once

For NHS partners

- **Improved working with System partners**, with a greater appreciation for different roles and improved data sharing
- **Integrated care**, with greater capacity to provide sustainable resilient services
- **Reduced bottlenecks in the System** through improved demand management with the standardised access model

For our staff

- **Greater satisfaction** and **productivity** through clearer career structures and progression opportunities
- **Reduced bureaucracy** creating opportunities to locally improve care and innovate
- **Supportive estates** and **digital technologies** to enhance working practice

For the wider system

- **Sustainable services** designed to meet future need and meet current financial challenges
- **Reduction in health inequalities** with collaboration to addressing wider determinants of health alongside Public Health
- **Reduction in unwarranted variation of care**, through more standardised ways of working

Get involved and have your say!

- You can take part in a survey if you live or work in Dudley, Sandwell, Walsall or Wolverhampton.
 - The survey is open until 20 September 2024 and [can be found online](#)
 - Paper copies and alternative formats of the survey are available on request
 - For anyone whose first language isn't English and would like help completing the survey over the telephone with the assistance of an interpreter, call us on 0121 661 7501.
- Sign up and [join us at your local People Panel](#)
- We're inviting people to join us at focus groups across the Black Country
- We've also awarded small grants to 30 voluntary, community, faith and social enterprise (VCSFE) organisations to ensure that we hear the experiences of those facing barriers to services and the worst health outcomes.

The '[Future Primary Care Conversation](#)' document, along with further details of how to get involved, can be found on the ICB website. Or contact a member of the ICB involvement team for a chat involve.blackcountry@nhs.net

