

SHAPING FUTURE CARE FOR PEOPLE & COMMUNITIES

ENABLING YOU, YOUR
PRIMARY CARE NETWORK,
INTEGRATED CARE PARTNERSHIP
OR NEIGHBOURHOOD TO
DEVELOP, MATURE AND THRIVE.



WELLNORTH
ENTERPRISES



PRIMARY CARE NETWORKS AND INTEGRATED CARE PARTNERSHIPS ARE SIGNIFICANT CATALYSTS FOR CHANGE, AT BOTH AN INDIVIDUAL PATIENT AND SYSTEM-WIDE LEVEL.

But how do you ensure leaders, colleagues and partners are ready for the challenges and excited by the opportunities the changing health and care landscape offers? We'd like to share our story and listen to yours.

INTRODUCING OUR TEAM

Well North Enterprises is a social business which works alongside our clients and local communities to help uncover innovative, comprehensive and effective solutions to everyday problems, and drive change from the ground up. We dig deep into the everyday lives of communities, find out what's important to them and establish a culture of innovation, collaboration and disruption. Working together, we then help to create happier, healthier people and places, to deliver transformative, sustainable change.



Our relationship with Prospect Business Consulting is longstanding. Through our collective work we have learned a lot about the type of leadership required to make sustainable neighbourhood level change happen. We know how a business mindset and the application of business logic to very complex problems can achieve transformative change. Together, we have developed and delivered leadership programmes to nurture and grow entrepreneurial leaders of the future and develop integrated teams with collective accountability for achieving change.



HEALTH IS NOT JUST ABOUT WHAT'S THE MATTER WITH SOMEONE, BUT MORE IMPORTANTLY ABOUT WHAT MATTERS TO THEM.



CLINICAL LEADERSHIP – THE OPPORTUNITIES AND CHALLENGES



The national policy context places a lot of responsibility on Primary Care Networks and Integrated Care Partnerships. To achieve many of the national “asks”, leaders across local systems, including Primary Care Networks, will need to work in people-focused systems rather than simply within their own organisations.

They will need to have collective responsibilities for budgets and services that cross organisational, clinical and managerial boundaries and hierarchies. This will require them to put the needs of the system first and those of their own organisation or department second. All of this will crucially need to be centred around local people and neighbourhoods.

Primary Care Networks and Integrated Care Partnerships face a host of leadership opportunities and challenges – a complex, high pressure environment with multiple partners, organisations, cultures and perspectives. To be successful and effective, they will need to build new relationships

and leadership structures involving partners across health and care as well as the third and voluntary sectors, social enterprise and business sectors.

Among the tasks ahead are gaining an understanding of the whole population’s health needs, assets and opportunities as well as at neighbourhood level, leading the design of new models of care and building multi-professional teams from many organisations. All these tasks require significant leadership and change management skills and will benefit from an entrepreneurial mindset and an evolving “can do” culture.

We want to help you succeed – by combining the expertise of Well North Enterprises in helping to build relationships, connections and innovative ways of engaging people with Prospect’s vast experience of public sector leadership development over 15 years.

Our team’s learning, expertise, knowledge and unique approach comes from practical experience. Collectively, and with our partners, we have:



Developed over 300 clinical leaders from primary care, federations, 1-1 coaching of GP’s, practice managers and new clinical directors using Prospect’s proven methodology.



Supported the development of social leaders from the most deprived communities through delivery of a bespoke programme focused on entrepreneurialism, business mindset and social value.



Grown out of the original Well North programme, where we worked alongside 10 towns and cities to trigger the catalysts for unleashing healthier communities, where local people can live, work and thrive.



WHY US?



Bromley by Bow Centre



LORD ANDREW MAWSON

Under the leadership of Well North Enterprises’ Chairman, Lord Andrew Mawson we can also tap into the practical experience and “assume it’s possible” mindset created by our friends and colleagues at the Bromley by Bow Centre in East London.

With a 35-year history, Bromley by Bow and its broader story is an example of joined-up working, a regeneration programme embracing homes, schools, health provision and more. Since 1997 when it created the first health centre to be owned by its patients, it has sought to create a new and unique model of delivery which has a holistic primary care operation at its core. It has played a leading role in a number of key innovations, which have then gone on to become national programmes. It was the first Healthy Living Centre in the UK, the Surestart Family Centre programme was launched there and more recent innovations have included early models of social prescribing and the Intelligent Waiting room.

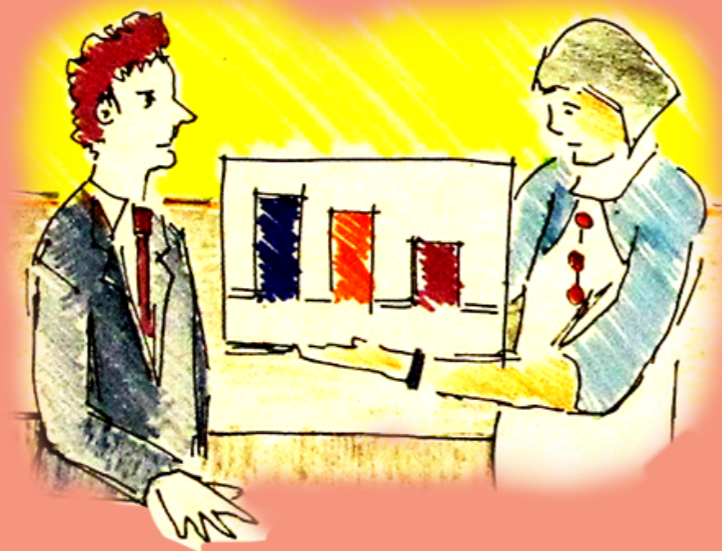
“The most profound (and simple) insight from our experience at Bromley by Bow, and in our work with Well North Enterprises, applies to us all; more medicine is far less effective at driving better health than having more friends, a sense of purpose in your life and the feeling that you belong in a strong community”

Rob Trimble,
Chief Executive of the
Bromley by Bow Centre



OUR OFFER

OUR OFFER IS CO-DESIGNED WITH YOU, WITH THE AIM OF RAPIDLY PROGRESSING YOUR PRIMARY CARE NETWORK OR INTEGRATED CARE PARTNERSHIP TO IMPROVE PATIENT CARE BASED AROUND YOUR POPULATION'S HEALTH NEEDS, ASSETS AND OPPORTUNITIES.



Whatever level of maturity you have reached, our experienced team can help you provide personalised, integrated care – whether you are at the start of your journey or further ahead and looking to achieve a more advanced level of maturity as a Primary Care Network, according to NHS England's maturity matrix.

WNE uses its own and partner networks in areas where it is active, to identify investable social entrepreneurs. The goal is to proactively find "hidden" entrepreneurs who might not themselves have thought of accessing this sort of programme. A due diligence/screening process then takes place.



ENGAGE YOUR COMMUNITY



DEVELOP YOUR VISION FOR THE POPULATION



BUILD BUSINESS RELATIONSHIPS?

Or do you need support to develop collaborative teams or develop current and potential leaders?

Our aim is to help you to engage in a new, more meaningful and relevant conversation with your communities, expanding innovation and partnership working. We can support you to develop your Primary Care Network as an anchor institution in your local community, building effective services that address the wider determinants of health for longer term, sustainable health gain.

Our bespoke approach is underpinned by our model of change, distilled from our learning in improving outcomes in challenged communities. We know that change is catalysed in communities through relationships, leadership and connections. What makes our approach different is that we tailor everything to the specific needs of localities and neighbourhoods, individual Primary Care Networks or Integrated Care Partnerships, individual or teams and groups of Clinical Directors.

This 'menu' provides a snapshot of just some of the ways we can help in your development journey.

We would work alongside you to understand what is most relevant to your context and circumstances and build a bespoke programme that directly meets your needs and aspirations, local challenges and opportunities. Your programme can be tailored for clinicians or for multidisciplinary teams. We can cover the leadership development in half days or full days depending upon your needs and the time available.



LEADING ACROSS SYSTEMS AND BOUNDARIES

- Developing collaborative leadership and relationships
- System thinking/system leadership techniques
- Effective leadership techniques to empower others
- Acquiring new skills and abilities for effective collaboration and building relationships



STRATEGIC INFLUENCING AND NEGOTIATION

- Looking at influencing and negotiation skills and modes of preference to support you in persuading others, getting your point of view across and reaching consensus
- Exploring successful negotiation techniques
- Improving negotiation and influencing skills, especially when working with other senior leaders in large complex systems and organisations
- Identifying live challenge/s and equipping participants to respond effectively using the shared wisdom in the room and collaboration



LEADING MULTI-DISCIPLINARY TEAMS ACROSS NETWORKS, SYSTEMS/POPULATIONS

- Looking at creating and building effective and relevant teams
- Involving people in the process and motivating people around a common purpose
- Building multidisciplinary teams who work effectively and collaboratively together to achieve common goals
- Release potential in others, giving an opportunity to develop new skills, new ways of working across multidisciplinary teams, communities and populations
- Lead transformational change rather than adopt a more traditional approach to team working
- Building trust across teams/communities/relationships/partnerships and boundaries
- Creating behaviours to embed new ways of working



STRATEGY AND STRATEGIC BUSINESS PLANNING/ ENTREPRENEURIAL DEVELOPMENT

- Explore strategic approaches for the network with an ability to interpret and lever the strategic environment to secure the best possible outcomes for the population/community and patients
- Developing the vision of primary care within the locality and learn how to operate as a network, building strategic connections and relationships
- Explore and learn how to take this vision into action, by developing a 'plan on a page' summarising the network's vision, values and strategic objectives



HANDLING CHALLENGING CONVERSATIONS

- Applying evidence-based models for understanding different approaches to challenge and responding to these most effectively.
- Spending time in looking at conflict/conflict modes and preferences and how to shape addressing a challenging conversation
- Work interactively using skills practice in pairs and in groups – trying out different styles and learning from one another to ensure you have effective conversations
- Take away tools and techniques to add to your leadership toolkit



INNOVATION, CREATIVE THINKING AND LEADING STRATEGIC CHANGE

- Lessons learnt from those that have experienced the change across the system before i.e. PCNs at a later level of maturity who will be able to pre-empt what works well and what the key challenges are.
- Understanding your potential as an anchor institution and maximising the impact of this
- Using creativity and innovation in leading change, looking at new ways of working and quality improvement techniques and change frameworks to support new ways of working/system transformation
- Leading others through change, challenging mindsets, resistance whilst maintaining effective relationships/connections with others to build support for change and transformation



BUILDING RESILIENCE FOR LEADERS

- How to become more resilient, less reactive and manage your adversities
- You will learn proven and effective processes for lesson thinking patterns to enable a positive, resilient mindset
- Through interactive techniques and reflection, develop your actions to help define your resilient prescription to support you to sustain your resilience
- Explore creative techniques, mindfulness, health and wellbeing to aid your resilience prescription
- What to consider for teams – what do they need, you as a leader/role model
- Through discussion with colleagues, look at workload strategies and coping mechanisms to build personal resilience and team resilience



BESPOKE COACHING

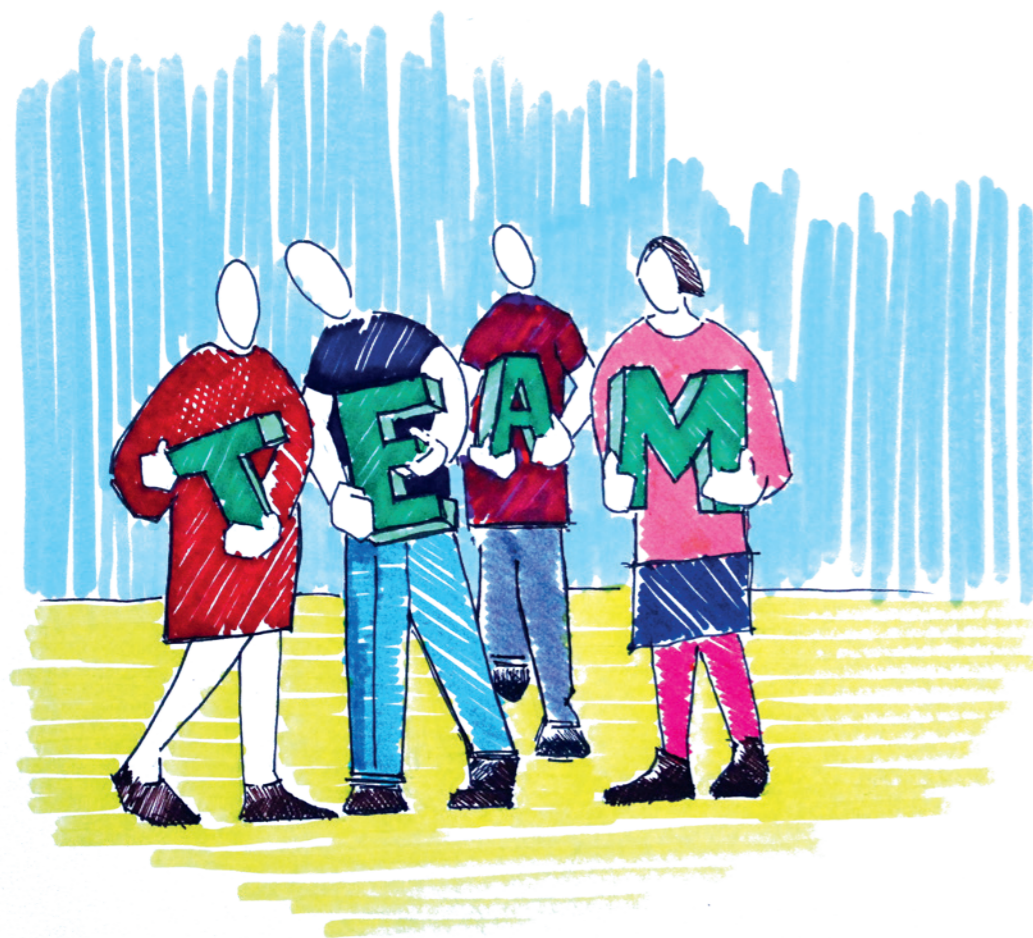
We are also able to offer bespoke 1-1 coaching with a qualified and experienced coach based on the individual's goals and requirements. This may include 1:1 coaching, business mentoring, team business coaching and/or applying an entrepreneurial approach and business logic to integration, Primary Care Network and Integrated Care Partnership development.

OUR TEAM

To find out more about the team that would be working with you please visit us at

wellnorthenterprises.co.uk/about-us/meet-the-team/

Our team can also draw on the decades of senior level experience in health and care offered by our Special Advisers, including Lord Nigel Crisp and Dr Sir Sam Everington.



WHAT PEOPLE SAY ABOUT WORKING WITH US

"All the agencies working together in Burnley Wood have their own skill sets. The question was around linking them all together, which is what Well North did."

Dr Santhosh Davis
GP, Burnley Wood Medical Centre
Clinical Advisor & Governing Body
Member, East Lancs CCG



"You are creating self-sustaining, motivated, creative opportunities for people who are stepping up and driving the next stages. Fabulous."

Duncan Selbie
Chief Executive, Public Health England



"Well North Enterprises bring an impressive track record of experience and credentials to support us in making the most of our exciting plans for the transformation of our building and services, a once in a generation opportunity, for the benefit of our communities."

Tom Smerdon
Director of Strategy and Sustainability
Ashford and St Peter's Hospitals
NHS Foundation Trust



"I have found my coaching by Prospect so useful, having structure, talking through and getting support with the actions have improved my role and made a significant difference to how I approach things – it has helped me make the right choices for me regarding my future in a PCN and really helped my work/life balance – Prospect have been brilliant – thanks"

Dr Peter Smith
Senior Partner



"The leadership development was excellent I think this is something that is needed for all GP's making their transition into leadership roles. GPs we have been asked to take up formal roles on statutory boards, leading primary care often with little previous experience. Within a matter of weeks, I have seen real changes in how participants have conducted themselves in meetings and language they use. Every participant, including those who have worked extensively in NHS commissioning or been on leadership courses in the past, felt they really gained something from this programme.

"I have seen GPs for the first time really look at their role as corporate vs scrutiniser, commissioner vs provider. What we now have is a clinical network that is keen to keep discussions going and help transform healthcare for the neighbourhoods.

"The Prospect team – you have all been fantastic and a pleasure to work with. Thanks for all your efforts to design, tailor and refine a developmental experience that fitted our needs as clinicians and leaders across primary care."

Dr Viren Mehta
Clinical Director for primary care development

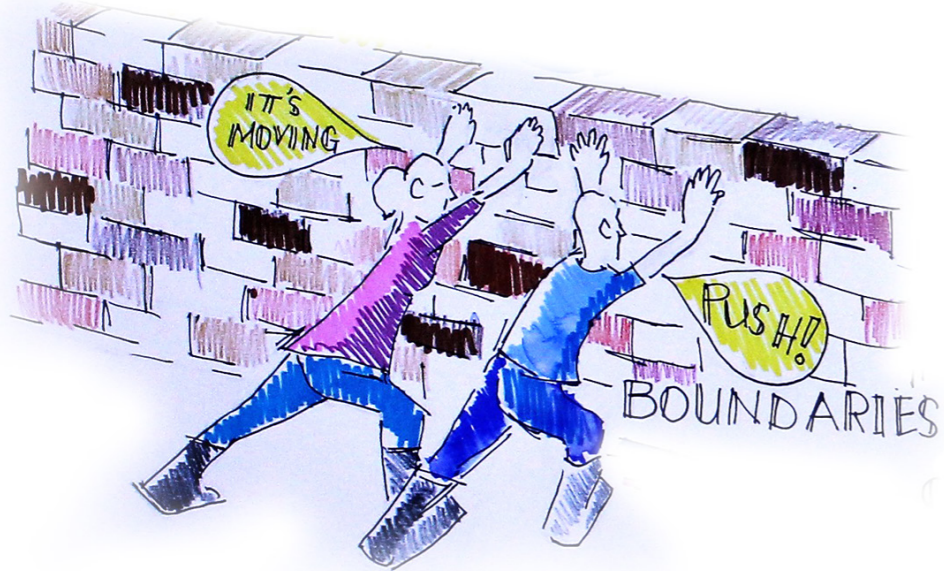


WHAT NEXT?

If you are interested in exploring further how our experience and offer may help you, your Primary Care Network or your Integrated Care Partnership to mature and develop then get in touch.

We'll buy the coffee.

✉ enquiries@wellnorthenterprises.co.uk





© WNE and Prospect.
All Rights Reserved.

✉ enquiries@wellnorthernenterprises.co.uk
🌐 wellnorthernenterprises.co.uk
🌐 weareprospect.com