

PCN Pilot to Increase Uptake to Cervical Screening

Cervical Screening: PCN Pilot Summary Reports

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Summary- Important barriers to cervical screening



Appointments only available during the working day



Appointment booking only available by phone



Patient contact details not up to date



Lack of consistent IT systems across practices



Poor quality clinical coding



Written communication only available in English



Covid-19- fear of attendance, shielding, staffing pressures during vaccination delivery

Summary- Methods of increasing screening uptake



Offer online + app appointment self-booking



Offer appointments during evenings and weekends



Communication with patients by text



Offer home HPV testing



Appoint a practice screening manager



Community champions across multiple demographic groups



Continuously audit and update patient mobile numbers



Mythbuster FAQs



Use patients' preferred language when sending SMS messages and patient resources



Improving quality of coding



Use shared computer systems across PCNs



Use helpful technology tools



Longer appointments and easy read leaflets for LD patients

Helpful tools

SMS messaging



Appointment booking



NHS app



Home HPV screening



Improved EHR searches



Patient resources



Individual PCN pilot summaries

Case Study: Springfield Park PCN

Intervention: Extended Access appointments & Non attenders
Focus: **Orthodox Jewish community**

Challenges



Difficulties accessing childcare to attend appointments outside school/nursery hours



Saturdays not possible due to religious traditions



Digital exclusion- Kosher phones do not have internet or text messages enabled



Cultural HPV stigma



Cultural screening awareness



Pilot

Extended access appointments
18:30-20:00 Mondays &
10:00-16:00 Sundays

Sessions added on Sundays rather than Saturdays

Dedicating calling reminder service

Wrap around family service to reduce stigma

Recruited Jewish Rabbi as community champion



Results

686 appointments booked of 980 available

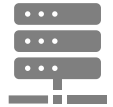
10% increase in uptake in 24-49 year olds (45 ->55%)

14% increase in uptake in 50-64 year olds 31 ->45%)

Case Study: Streatham PCN

Intervention: Online booking + Text messaging
Focus: High deprivation area

Challenges



Lack of joint IT system for practices



Practices using different text message services- Mjog and AccuRx



Limited nursing capacity



High % young & BAME population



High patient turnover



Patients who do not speak English

Pilot



Increased text reminders to book



Online booking for smear tests



Drop in screening appointments on evening and Saturdays



Admin support for recall



Patient champions of multiple ethnicities + Mythbuster FAQs



Audit and update mobile numbers using Mjog app

Results



Increase of 117 smear appointments available per month



Average smears/month increased from 178 → 295



204 appointments booked online



Early morning and late afternoon slots most popular

Case Study: Kentish town PCN

Intervention: Extended Access appointments + Text messaging
Focus: **High deprivation area**

Challenges



People moving out of area due to covid



Fear of covid



Limited nursing capacity



Patient contact details not up to date



Low uptake in young & BAME communities



YouScreen
Cervical Screening Made Easier



Pilot

Saturday appointments

Home HPV testing kits for housebound and non-attenders (Youscreen)

Texting patients via accuRx

Nursing team contacting patients by phone



2989 SMS sent- 79% successfully delivered



5% reduction in DNA rate (16 → 11%)

Results

Case Study: North Camden PCN

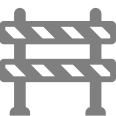
Intervention: Improving uptake in patients with **learning disabilities**

Pilot

Challenges



Unknown numbers of LD patients



Unsure of barriers to uptake for LD patients



LD patients shielding due to covid



Longer appointment times for LD patients



Home HPV testing kits offered



MDT team approach led by a cervical screening champion



Easy read cervical screening leaflets + letters sent to LD patients (co-created with LD patient)



Running EMIS searches to detect uncoded LD patients using Primary Care IT



Thorough review of SNOMED coding of LD patients + LD register update



Adding LD section to cervical screening protocol

Results



14% increase in uptake of smears in LD Patients (50%- 64%)



Home testing improved uptake in LD patients



Improved SNOMED coding + searches for LD Patients facilitated tailored messaging

- LD01 - Very likely to have LD but not on register
- LD02 - May have LD but not on register
- LD03- Has autism but no LD coded
- LD04- Monitoring or cause, or non QOF code but not on LD register
- LD05 - Outdated codes



Case Study: Harrow East PCN



Intervention Non attenders + Text messaging

Challenges



Patients unable to have smears during the working day



Patients not being able to get through to practices on the phone



Patient contact details not up to date



Younger patients not able to attend appointments during the working day



Patients who do not speak English



Fear of covid



Extended hours appointments



SMS reminders sent to at least 90% women using Mjog and accuRx + 'Mythbuster' messages daily



Booking appointments online or via App



Patient champions of multiple ethnicities + engagement with Romanian community with facebook group + videos



Named screening lead in each practice



Audit and update mobile numbers using Mjog app & Ardens



Phone contact + send surveys to non-attenders



Results

9% increase in uptake in 24-49 year olds (61 ->70%)

Case Study: Haringey PCN

Intervention: Text messaging & Improving accuracy of mobile phone numbers
Focus: **High deprivation area**

Challenges



High patient turnover

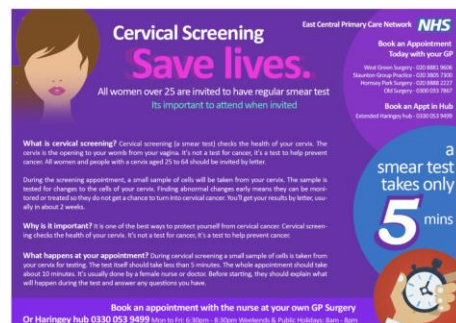


Patients who do not speak English



Reduced staffing capacity

Patient details potentially invalid



Pilot



SMS recall using **Pro-activeGP** written in patient's first language



Recall system prioritising those who never received a smear invitation

emis

EMIS appointment templates



Offer evening and weekend appointments



Pop up messages to correct patient phone numbers



Offer information leaflets in different languages

Results



8% increase in No. of smears completed across 4 sites (6960 → 7487)



7% increase in uptake of smears across 4 sites (62 → 69%)

Case Study: Beckenham PCN

Intervention: Online booking, Extended hours

Challenges



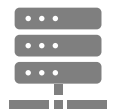
Limited nursing availability



Commuters not able to attend appointments during the working day



Nursing recruitment difficulties



Lack of joint computer booking system across practices



Evening + Saturday morning appointments



Online booking



125 appointments booked online



Positive patient feedback

Results

"Being able to book online is really good. Good choice of appointments at convenient times"

"The Saturday appointment was really convenient for me"

"I've been trying to get through by phone since last August (2020) . I was very happy to see you can now book online"

Case Study: Chessington & Surbiton PCN

Intervention: Extended hours, Improving uptake in patients with learning disabilities

Challenges



Different demographics across practices



Commuters not able to attend appointments during the working day



PPG and surveys to ascertain barriers to booking smears



Offer extended hours appointments



Pre-appointment leaflet and dedicated appointment to discuss smear with LD patients

Pilot



Results

LD patients more willing to undergo screening

PCN Pilot Support/Contributors

- Jo Ruwende
- Allison Ferdinand
- Oliver Paul
- Charlotte Flynn
- Shona Okeke