The issue

- 43% of attendances are clinically inappropriate for A&E, and would be more appropriate for primary/self care
Objectives

Analyse current awareness and behaviours regarding urgent care
Segment the audience
Identify barriers and motivators to people using non-A&E urgent care services
Provide practical recommendations for interventions encouraging uptake of appropriate alternatives

Reduce the number of non-appropriate uses of A&E and increase appropriate use of other urgent care services

Process

Desk research
Stakeholder interviews with service providers and front line staff
Primary research with service users
Audience segmentation
Message development and testing
Recommendations

Reduce the number of non-appropriate uses of A&E and increase appropriate use of other urgent care services
Long term attached

Easy attenders
Anxious Parents

Crisis callers
Recommendations

Easy attenders
- Target specific areas with localised information
- Provide first-aid courses lead by community champions

Anxious parents
- Include information in baby/child packs
- Emphasis child friendliness and expertise of staff
- Ensure relevant health professionals and staff are aware of the options

Recommendations

Long term attached
- Promote pharmacists as local advisors
- Disseminate information through GPs, nurses and sheltered housing

Crisis callers
- Work with specialist providers to identify options and ensure consistency
- Develop guide of ‘safe’ specialists to go to
Recommendations – awareness raising

Focus awareness raising on less well known services such as walk in centres and out of hours GPs

Reminder collateral and detailed information packs available through health services

Open days and Q&A sessions

Case study based media work

Any questions?

For further information or questions, please contact Pippa Rendel on 020 7403 2230 or at pippa@forster.co.uk

www.forster.co.uk