

## Co-production

### What is personalised care?

**Personalised care will benefit up to 2.5 million people by 2023/24, giving them the same choice and control over their mental and physical health that they have come to expect in every aspect of their life. A one-size-fits-all health and care system simply cannot meet the increasing complexity of people's needs and expectations.**

Personalised care is based on 'what matters' to people and their individual strengths and needs, working alongside clinicians and other health and care professionals. The NHS Long Term Plan says personalised care will become business as usual across the health and care system and Universal Personalised Care confirms how we will do it.

### Strategic co-production as an enabler for personalised care

Strategic co-production is one of the key enablers of personalised care. It ensures that the voice of people with lived experience is integral to the development and delivery of personalised care, modelling the 'shift in relationship' and supporting the necessary culture change.

### What is co-production? – Our approach

Co-production can happen on an individual level in good care planning. Our approach is **'strategic co-production'**.

This is about people with lived experience working alongside NHS England, ICSs, STPs and local systems to help achieve the aims and objectives of personalised care.

**The purpose** is to raise the voice of people with relevant lived experience of a long-term health condition or disability to shape and influence strategic decisions about personalised care. We raise people's voices by increasing their knowledge, skills and confidence to contribute effectively on a level playing field. Our approach pays attention to how good decisions are made, the impact of power on decisions and how change happens.

It also heeds the importance of developing trusting, collaborative, ongoing working relationships so people with lived experience and their carers can play an active role in:

- Designing the support and resources available
- Ensuring that what is being offered to people is clear, empowering, and outcomes-focussed.

One of the best ways to achieve the purpose of strategic co-production is by developing a strategic co-production group.

## Why form a strategic co-production group?

The aim is to enable a group of committed and knowledgeable people with relevant lived experience who feel confident to contribute effectively and consistently. The collective voice of a strategic co-production group is significantly different from individual people inputting their own perspectives at meetings.

## Creating the conditions for effective strategic co-production

Meaningful and effective co-production doesn't just happen; there are essential ingredients:

- Investment in people with lived experience prepares them to co-produce personalised care on a level playing field with health and social care staff and contribute equally to discussions and decision-making.
- Joint statement of purpose, including why people with lived experience are there and what difference their input is going to make.
- Tangible outputs that make a difference.
- Feedback and ongoing conversation - to understand what has been changed, what can't be changed and why.
- Commitment from senior management;
- Up-to-date information
- A point of contact with the system;
- Sufficient time for a group to grow and establish a constructive culture;
- A facilitator with a working link to the NHS system.

This is a tried and tested approach, based on what works well. If you're interested in knowing more about establishing a strategic co-production group, contact [Jo.Fitzgerald@nhs.net](mailto:Jo.Fitzgerald@nhs.net) or [Colin.Royle@nhs.net](mailto:Colin.Royle@nhs.net)

## Practical support & more information



**NHS England website** - [www.england.nhs.uk/personalisedcare](http://www.england.nhs.uk/personalisedcare) provides information and resources to support the implementation of personalised care.

**Personalised Care Collaborative Network** – links partners across the health and social care system to share learning, experiences and templates, as well as hosting discussion boards.

Contact [england.personalisedcaredemonstrator@nhs.net](mailto:england.personalisedcaredemonstrator@nhs.net) if you would like to join our network.

## How co production has enabled personalised care

- Content of the Peer Leadership Academy
- Design and format of the annual personal health budget survey
- Personalised care key features how people can recognise what is genuine and what is in line with minimum standards.
- Modelling the shift in relationship at the top of decision making in the Personalised Care programme.
- 'All about me' one page profile used across Nottinghamshire included in the Integrated Assessment Framework
- The specification around social prescribing within each borough of Greater Manchester
- How does personalised care 'look and feel' tool in Lancashire & South Cumbria
- A personalised care awareness session to frontline professionals, VCSE organisations and people with lived experience in Stockton.

Follow us on  [@Pers\\_Care](https://twitter.com/Pers_Care)  
[@NHSPHB](https://twitter.com/NHSPHB)  
#PersonalisedCare and   
subscribe to our email updates to stay in touch with our progress.

