

Welcome to the first edition of our new-look LOCSU News with a refreshed layout and new column content

#### IN THIS ISSUE:

**Pg2 Regional Roundup**

**Pg3 Induction Training upgrade**

**Pg3 Recent Media Coverage**

**Pg3 NOC Poster Competition**

**Pg5 Venerus' View**

## New MECS poster and leaflet available

■ FOR LOC Companies delivering a Minor Eye Conditions Service, LOCSU has produced a template poster and generic leaflet that can be adapted for local use. There are two versions of the poster, one for use in participating practices and another as a signpost for use in GPs and Pharmacies. Both feature the NHS logo to show it is a free NHS service.



A four-page leaflet is also available to download and adapt. It includes an empty page for LOCs to add a list of participating local practices.

To [view and download a copy](#), visit the new Resources page on the Communications section of the LOCSU website.



July 2015 Newsletter

## Building the evidence base at NOC 2015

BUILDING the evidence base to convince Commissioners that community eye services are cost-effective and more convenient for patients will be an important part of this year's NOC programme, LOCSU can reveal.



Announcing details of the 2015 NOC programme Katrina Venerus, said: "Having access to national data on the outcomes of community services will be invaluable to LOCs when making their case to local Commissioners."

Bookings are now open for the 2015 flagship conference and keynote speakers include senior figures from the NHS, ophthalmology and public health.

Dr Geddes, Head of Primary Care Commissioning, will outline the policy context following the Call to Action and Five Year Forward View. Professor Caroline MacEwen, President of the Royal College of Ophthalmologists will be sharing details of the new National Ophthalmology Database Audit and Parul Desai, Consultant in Public Health and Ophthalmology at Moorfields, will be joining in the theme looking at the Portfolio of Outcome Indicators that have been developed by the VISION 2020 (UK) Ophthalmic Public Health Committee.

LOCSU MD, Katrina Venerus, said: "The NOC is again shaping up to become the must-attend conference of the optical calendar. We are pleased to have secured these eye health leaders offering a first-hand strategic perspective to LOC representatives."

The NOC takes place at the Hilton Birmingham Metropole from the 5-6 November 2015. [Book now](#), one free delegate place for each LOC.



*Caroline MacEwen*



*Parul Desai*

# Regional Roundup – North

■ *In the first of a new, regular column, LOC Representatives on the LOCSU Board and LOCSU Optical Leads will be giving insights and updates from LOCs in their particular patch. First up this month are Matt Jinkinson and Zoe Richmond outlining the latest developments in the North.*

## Patient value proves credibility

I WAS appointed as the LOC representative for the North of England on the LOCSU Board back in March 2015. I have been lucky recently and in previous years to have met many of my North of England colleagues but there are still a few LOCs I would like to connect with to be able to be fully representative in my role as LOCSU Board member.

One thing that has been embraced within the North of England region is the use of the LOC Company Model to contract for services, with several large regional LOC companies providing multiple services across multiple LOCs and many more fledgling companies in the early stages of contracts with CCGs.



**Matt Jinkinson**

The NHS Standard Contract has been an “interesting” challenge which LOC companies have had to combat since the change to NHS contracting arrangements in 2013; one positive element of that contract is the requirement for provider to carry out a Patient Reported Outcome Measures assessment. We may have confidently talked in the past about how much our patients like the services we provide but with the LOC company in charge of collating the survey results we now have the evidence to

prove it. Results of the Greater Manchester Minor Eye Conditions Service Friends and Family Test show 99.29% of patients are extremely likely or likely to recommend the service. Being able to prove that patients truly value our services gives credibility to the LOC Company concept in the eyes of commissioners.




■ Above, Word Cloud constructed from the MECs Friends and Family Test responses.

## Vanguards offer opportunity

WITH large geographical footprints for LOCs in the North East, there has been an increasing trend to work at scale.

The North East LOC Forum, formed over three years ago, provided a natural foundation for a regional LOC company. We have seen the recent merger of three CCGs, whilst some CCGs have come together to jointly commission services. A larger footprint brings economies of scale but also a significant workload. Primary Eyecare North East (PENE) has been busy since day one and now contract with nine CCGs to deliver five different services. They have also recently expressed an interest in two further tenders.

Within every challenge lies a potential opportunity and there are plenty in the North currently. The North has its fair share of new Vanguard sites providing a platform for community optical practices to work together with other providers to develop new models of care. In addition, Cumbria and the North East has been identified as a learning disability (LD) fast-track site and are aiming to reshape services to ensure that more care is provided in the community. This is an excellent opportunity for the LOCs to work with the well-established LEHN and LD Network to raise the profile of the Durham pilot of the LOCSU LD pathway with a view to getting it rolled out across the region.



**Zoe Richmond**



**Zoe Richmond**

Building on the success of their AQP award in East Riding, Primary Eyecare North Yorkshire and Humber Ltd have extended their portfolio of contracts persuading further CCGs to contract with the regional company to expand the footprint of the MECS service. Also, Vale of York CCG have completed a wholesale review of ophthalmology services and have committed to providing more care in the community. I look forward to representing the LOC on the service redesign project board. More from the rest of the Northern region in a future issue.



# Induction Training upgrade planned

LOCSU's induction training is changing. From September this year it will be modernised with a new, interactive approach.

The module will be moving to a new platform called Noddlepod. Still delivered online, the changes will mean that new LOC officers will no longer complete the LOC induction as a solo activity through documents and slides.



The Noddlepod platform offers a new, shared way of learning. Explaining the improvements, LOCSU Learning and Development Consultant, Gill Brabner, said: "The Noddlepod environment is a more collaborative and interactive style of learning. It includes weekly activities and practical tasks and guest and expert hosts will facilitate discussions. Course participants can add comments, share



**Gill Brabner**

videos and post Facebook-style "likes" on threads.

"We believe it will be a more enjoyable and effective way of learning for new LOC officers," Gill explained.

The new Noddlepod approach will begin on 28 September 2015 and full course programme and details of how to join will be available in the coming weeks on the LOCSU website. Look for further updates for LOCs and new officers in *LOCSU News*.

LOCs and new officers should make a note of the planned dates for the new induction training:

- Sep 28–4 Oct: Orientation Week
- Oct 5–11: What is an LOC?
- Oct 12–18: LOC Functions/Governance
- Oct 19–25: Communications

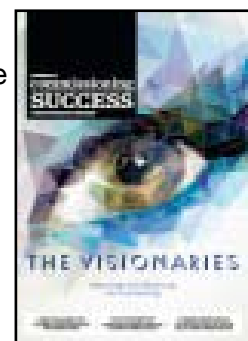
Gill said that the original course module will also remain on our website for those who prefer to complete it by themselves in the current format, though LOCSU hopes officers will prefer the new approach.

## Health Media Coverage

LOCSU continues to successfully publicise key messages about the benefits of community services to target audiences in the health, commissioning and primary care sector media.

Recent coverage includes an article in [Commissioning Success Pg 20](#) entitled "What does effective eye care look like and how can CCGs make sure services are evidence-based, patient centred and focussed on outcomes?"

The *Primary Care Today* website also covered our news story about the launch of the new LOCSU Data Repository project headlined: "[New Database to Prove Worth of Eye Service](#)".



## Enter the NOC Poster Competition

WOULD you like to showcase the work of your LOC or Local Eye Health Network (LEHN)? Why not enter the NOC 2015 poster competition?

The four categories are:

- Engagement Strategy
- Service Redesign Initiative
- Collaborative Working
- Public Health

This year we are looking for posters that tell the story of your LOC, LOC Company or LEHN achievements. We are not looking for academic posters.



2014 NOC Poster winners  
Devon LOC with their award posters

A 400-word abstract must be completed no later than 18 September 2015. All posters will be judged externally at the NOC and an overall winner selected. Visit the [NOC section](#) of the LOCSU website for full details.

## Parkins appointed Council Chair



**Dua and Parkins**

DAVID Parkins has been appointed Chair of the Clinical Council for Eye Health Commissioning (CCEHC).

Taking over from Professor Harminder Dua he said: "I am looking forward to working with NHS England, other LEHN Chairs, CCGs, HWBs and eye health providers... on developing improved co-ordination and integration between services. We do need to start collecting performance data for our

pathways using the new Portfolio of Indicators (developed by the VISION 2020 (UK) Ophthalmic Public Health Committee) to show we are delivering improved outcomes for our patients."

■ In other senior moves Kevin Thompson has replaced Lyndon Talyor as Chairman of the Association of Optometrists, following its AGM on June 2.

## Patient outcomes key Vision UK 2015 hears

LOCSU had representatives among the 550 delegates at the Vision UK conference last month, reports Optical Lead, Zoe Richmond. In a “witty and interesting” keynote speech, Lord Holmes stressed the need to make decisions with patients as the focus. “Then you’ll get it right,” he said.

It was the seventh Vision UK conference and the largest to date, delivered around the theme of collaboration.

In another platform speech, Chris Sumner, Chair of Devon InSight, urged the sector: “Don’t just work collaboratively amongst yourselves but work with ‘us’.” The topic for Mr Sumner, who is Chair of Brixham Blind and VI Club and of the Torbay Parents Participation Forum, was: “What partnership working means to me”.

For the first time the conference was delivered through a new format of five policy streams with Vision Strategy outcomes. The conference included a call for role models for blind and partially-sighted people across all sectors.

Zoe highlighted the presentation by Dr Jackie McCall outlining work taking place in Northern Ireland showing that – wherever you are – community eye health needs are the same.

Read the [official report here](#).

### Devon wins Poster award



● *Congratulations to Devon LOC who won the poster competition at last month’s Vision UK 2015 Conference. LOC Secretary, Fiona Hiscox, and Business Manager Jonathan Drew are pictured above alongside their winning entry.*

## Deadline nears for funded places



**Professor Shickle**

The deadline for sponsored places on the Ophthalmic Public Health Course being held from 15–18 September 2015 being is approaching.

Applications for a limited number of sponsored places on the popular course, being hosted by the Institute of Health Sciences at Leeds University, must be submitted by 31 July 2015.

Now in its seventh year, this course offers a valuable opportunity to better understand the links between eye

health and public health and epidemiology.

The course will include hands-on experience using data as part of developing a local health needs assessment. Course Leader, Professor Darren Shickle said the course aims to include CET points this year to make the course more attractive to optometrists and dispensing opticians (16 and 12 CET points respectively).

The cost is £675 which includes, learning materials, meals and refreshments. The closing date for all other applications is 8th September 2015. For an application pack email: [public\\_health\\_cpd@leeds.ac.uk](mailto:public_health_cpd@leeds.ac.uk).

### OCCS insights offer ‘win-win’ CET sessions

As part of delivering OCCS, consultants have identified some key insights and trends that lie behind some of the more tricky customer concerns and mediation approaches.

The consultants from Nockolds Solicitors are offering to run CET

workshops on complaint handling for LOCs. These will be arranged locally or regionally depending on uptake and you can register your interest by emailing [Richard Edwards](#), Professional Advisor to OCCS or by telephone 07743 382552.

## Optoms wanted for clinical study

COMMUNITY optometrists are required for a new research project into clinical decision making and referral practice.

The main purpose of the study is to investigate the impact and effectiveness of the current optometric CET scheme on clinical decision making and referral practice.

The online, anonymous survey, which takes 80 minutes to complete, is based on two sets of

scenarios across a six-month period. The study is being undertaken by David Parkins for a professional doctorate.

Ethical approval has been obtained from the Institute of Optometry and London South Bank University.

It is supported by funding from the LOC Central Fund and Bexley, Bromley and Greenwich LOC.

Visit [www.optomscenarios.co.uk](http://www.optomscenarios.co.uk). Includes prize draw for an iPad.

# Venerus' View



I AM delighted to bring you this new-look *LOCSU News* and hope that you will enjoy the combination of regional focus and short, sharp features you will find in the revamped format.

Over the past few months I have had the pleasure of catching up with a number of LOCs at their AGMs

and I have been heartened to see new faces coming forward in many areas to get involved with the work of their LOC. When it comes to local leadership we need a healthy balance of experience and fresh ideas and succession planning should always be high on the agenda. I highly recommend that colleagues who are dipping their toes into the world of LOCs and LOCSU for the first time sign up for the new and improved online induction module that starts on 28 September 2015 (see Page 3). Shared learning is definitely the future and I am grateful to Gill Brabner for her drive to modernise our approach to training and development.

One of the most daunting things about attending LOC meetings as a new committee member can be the terminology and acronyms that are thrown around at meetings – quite frankly it is like a different language to those who are not immersed in the NHS. Zoe mentions “vanguards” and “fast-track sites” in her column on Page 2, which are just two

of the new concepts that have become part of the NHS vocabulary in recent months. The **LOCSU briefing** on NHS England's new care models explains the idea behind the vanguards and how the LOCSU team will be supporting LOCs to engage with the programme. The recently announced “fast-track” sites (Greater Manchester and Lancashire; Cumbria and the North East; Arden, Herefordshire and Worcestershire; Nottinghamshire; and Hertfordshire) are areas that have been selected to specifically focus on transforming learning disability services.

LOCSU Hot Briefs are essential bedtime reading to keep up with the direction of travel in the NHS, so go to [www.locsu.co.uk/alerts](http://www.locsu.co.uk/alerts) and subscribe to get all the latest news direct in your inbox.

Finally, a word about our collaborative efforts with partners from across the sector at a national level. Work that LOCSU has been heavily involved in includes the Clinical Council for Eye Health Commissioning's Community Ophthalmology Framework; the Four Nations E-referral Data project; the Ophthalmic Public Health Committee's Portfolio of Eye Health Indicators; and the England Vision Strategy.

I look forward to sharing the outcomes of these work streams with you in the not too distant future.

In the meantime you can read my personal thoughts on developing a culture of collaboration in my **latest blog**

Your comments and suggestions are always welcome. You can contact me at [katrinavenerus@locsu.co.uk](mailto:katrinavenerus@locsu.co.uk) or [@katrinavenerus](https://twitter.com/katrinavenerus) on Twitter.

## Dates for your Diary

● The College of Optometrists is hosting 25 regional events in the coming year. Details can be found at: [www.college-optometrists.org/regional](http://www.college-optometrists.org/regional).

● The Association of Optometrists (AOP) has launched its extensive programme of CET and CPD events throughout the country, offering over 200 CET points during the course of the year. [Download the guide](#).

● National Eye Health Week (NEHW) will take place 21–27 September 2015. For more information, visit: [www.visionmatters.org.uk](http://www.visionmatters.org.uk).

● NOC 2015 will take place at the Hilton Birmingham Metropole from the 5–6 November 2015. One free delegate place is available to all LOCs and bookings are now open. [Follow this link to book a place](#).

If you have an item of interest for LOCSU News, contact Editor, **Chris McGachy**, Head of Communications. You are receiving this email from the Local Optical Committee Support Unit. If you would like to unsubscribe, please contact [info@locsu.co.uk](mailto:info@locsu.co.uk).