

Phlebotomy moves 2019-2020

Communications plan

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Updates	This plan is in draft and will be updated with additional details as they are confirmed

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Key facts

- The medium term aim is to move phlebotomy services out of MCH House
- We will provide phlebotomy services at more locations, for longer hours, across Medway
- 48% of the current caseload comes via MCH House for phlebotomy services
- Lordswood HLC will be the first to open for extended hours, from 7am until 3pm from September 2019 (tbc)
- We are looking at locations so that we can open a new clinic in Central Chatham (tbc)

Key challenges

- MCH House “regulars” for whom it is the easiest location
- Local media perceiving the move out of MCH House as closing and reducing services
- Links to recent spectrometry changes (move to North Kent)
- Transport – confirming timing and responsibility for weekends and out of hours
- Order comms – confirming roll out of the new system including issues with printing output forms.
- GPs printing / displaying / distributing old clinic timetables

Key messages

- We consulted with you last year about community healthcare services. As a result, we are providing more services closer to home
- At the moment, MCH House in Gillingham is the only place where you can get a blood test every day Monday to Saturday.
- We are extending the weekday hours when you can come to get a blood test at our existing clinics at Healthy Living Centre, and adding Saturdays
- We are also considering options for opening an additional blood test clinic in Central Chatham
- As a result, we are moving the blood test clinic out of MCH House as it is not the easiest to access and we recognise that it is not as close to our local communities as we would like
- We are making these changes in a phased and gradual way and we will make sure we communicate clearly via our website, our leaflets and our staff, before the changes take place

Audiences and channels

Audience	Main channel (s)
GPs	GP bulletin, direct emails
MCH staff	Face to face, internal channels
Service users (current)	MCH Facebook page, display materials, leaflets, via staff, order comms output forms
Local councillors and committees	HASC, face to face, briefing via council comms
Media	Word of mouth, proactive press release regarding new clinic, reactive comment (if required)
General public	Website, social media, display materials, order comms output forms



Communications schedule

Date	Action	Message	Channel	Lead	Progress (RAG)
August 2019	Support senior teams with HASC presentation	Statement as appendix 1	Briefing	SG	
August 2019	Support reception staff (both MCH and HLCs) with briefing for patients	Statement as appendix 2	Briefing note	HR TB to provide list of HLC reception teams	
August 2019	Confirm mechanism for public queries / concerns (and share with relevant customer care teams)	You can reach us at...	Email address Telephone number Postal address	CD	
August 2019	Create 'phlebotomy services are changing' poster and leaflet	We are improving blood test services, offering longer hours and more Saturday appointments, closer to home. You can access these services by...(signpost to public transport, walking routes, parking and fees (if relevant))	Posters Leaflets Internal (intranet, staff newsletters etc)	HR list of display locations for posters at Healthy Living Centres needed (TB)	
September 2019	Lordswood to extend hours and will open from 7am Mon, Weds and Thurs, and open on Saturdays	Did you know that you can now get a blood test from 7am, on Mondays, Wednesdays	Social media Website news items Poster Amend	HR	



		and Thursdays at Lordswood Healthy Living Centre? This is part of a wider programme of change to our blood test service to ensure you have access closer to home, when you need it.	leaflet Amend online timetable		
September 2019	GPs to be notified of changes and new timetable, and reminded about how to use order comms system (printing output forms etc)	From xxx blood test times are changing. Please ensure you share the attached timetable with your patients, and use the order comms system to ensure they receive an output form including the most up to date information	Order comms changes GP bulletin MCH news stakeholder newsletter	CD	
October 2019	Update all MCH content with timetable of changes	“From Oct you’ll be able to have a blood test at xx between xx and xx...”	MCH leaflets Websites Online timetables of blood tests Schedule of social media content	HR	
October 2019	Celebrate opening / acquisition of new clinic in Central Chatham	As part of a wider project to provide community	Media release Social	CD	



		healthcare services closer to you, we are opening a new blood test clinic, managed by MCH, at xxx	media Website Poster Amends to MCH leaflet and online timetable		
November 2019	Communicate transfer of hours from MCH House to Balmoral and Rainham	<p>From xxx blood tests will not be available at MCH House on Tuesdays and Thursdays. We have increased the opening times for blood tests at Balmoral and at Rainham on these days.</p> <p>This is part of a wider programme of change, moving services closer to home.</p> <p>MCH House will continue to provide blood tests on Mondays, Wednesdays, Thursdays and Saturday mornings.</p>	<p>Website</p> <p>Social media</p> <p>Internal</p> <p>Posters</p> <p>GP bulletin</p> <p>Amends: Leaflets</p>	HR and CD	
February 2020	Balmoral to extend hours: 7am until 3.30pm every day except Saturday	Did you know that you can now get a blood test from 7am, and until 3.30pm, every day except Saturday at	<p>Website</p> <p>Social media</p> <p>Internal</p> <p>Posters</p>	HR and CD	



		<p>Balmoral Healthy Living Centre?</p> <p>This is part of a wider programme of change to our blood test service to ensure you have access closer to home, when you need it.</p>	<p>GP bulletin</p> <p>Amends: Leaflets</p>		
April 2020	<p>Move out of MCH House, extension of hours as follows:</p> <p>Keystone: Now open Thursday (as addition) from 8.15am until 11.30am</p> <p>Lordswood: Now open Monday and Weds 7am until 3pm (previously 11.30am) and Saturday from 8am until 11.30am (not previously open on Saturday).</p> <p>Balmoral now open every day from 7am until 3.30pm and from 8am until 11.30am on Saturday</p>	<p>Blood test service now available closer to home, in Medway communities every day.</p> <p>Blood tests have moved out of MCH House, transferring opening hours instead to Healthy Living Centres to provide more accessible services, closer to home</p> <p>You can access these services by...(signpost to public transport, walking routes, parking and fees (if relevant))</p>	<p>Website</p> <p>Social media</p> <p>Internal</p> <p>Posters</p> <p>GP bulletin</p> <p>Amends: Leaflets</p>	HR and CD	



Phlebotomy services in Medway are changing

We are bringing phlebotomy services out into the community to make them closer to where people live. This is part of a wider change to adult community health services to make services easier for people to get to and to use.

What is changing?

There are currently nine places where you can have your blood taken in Medway but most of the clinics are not open every day and have very short opening hours. MCH house in Gillingham is the only place where you can go Monday – Saturday. In the future this will change. There will be longer weekday phlebotomy clinic opening hours in the three Healthy Living Centres in Medway – Lordswood, Balmoral and Rainham and both Balmoral and Lordswood will be open on a Saturday. There is currently no provision in central Chatham and we are looking at options for opening a phlebotomy clinic in this area. In addition Twydall clinic, the Walter Brice Centre, Parkwood Health Centre, the Keystone Health Centre and the Isle of Grain will all continue to provide phlebotomy services under their current hours. The full details of opening hours are set out below.

This means that phlebotomy services at MCH house will be discontinued as they are transferring to local healthy living centres.

When are these changes happening?

The new opening hours will be introduced gradually. From September 2019 clinics at the three healthy living centres will be offered for longer hours and hours will be reduced at MCH House. From March 2020 MCH House will no longer provide phlebotomy services.

Can I choose where to go?

When you receive a referral to have your bloods taken you can go to any clinic listed below. Unless you are having a glucose tolerance test or have special requirements you do not need to make an appointment.

Have you asked patients what they think about the changes to phlebotomy services?

Between 2017 and 2018 we engaged widely with patients, families and clinical staff about how to improve adult community health services in Medway. People were broadly supportive of the proposals we developed as a result. Three quarters of those who responded to a survey agreed that providing the most common community health services locally in each Medway Town will improve patient experience.

The following table will be included in the final version.

Phlebotomy Clinic Opening Hours : Clinics which will not change

Twydall clinic, the Walter Brice Centre, Parkwood Health Centre, the Keystone Health Centre and the Isle of Grain

Clinic opening hours in Healthy living centres and MCH House, by month Sept 19 – March 20



Appendix 2: Briefing for reception staff at phlebotomy clinics

Blood test (phlebotomy) services in Medway are changing

We are bringing phlebotomy services, into the community and closer to home for our patients. This is part of a wider change to adult community health services to make services easier for people to get to and to use.

What is changing?

- There are currently nine places where you can have your blood taken in Medway but most of the clinics are not open every day and have very short opening hours.
- MCH house in Gillingham is the only place where you can go Monday – Saturday.
- In the future this will change.
- There will be longer weekday phlebotomy clinic opening hours in three Healthy Living Centres in Medway – Lordswood, Balmoral, and Rainham and both Balmoral and Lordswood will be open on a Saturday.
- There is currently no provision in central Chatham and we are looking at options for opening a phlebotomy clinic in this area.
- In addition Twydall clinic, the Walter Brice Centre, Parkwood Health Centre, the Keystone Health Centre and the Isle of Grain will all continue to provide phlebotomy services under their current hours.
- This means that blood test services at MCH house will be moved out to these clinics at local healthy living centres.
- The full details of opening hours are set out below.

When are these changes happening?

- The new opening hours will be introduced gradually.
- From September onwards, clinics at three healthy living centres (Lordswood, Balmoral and Rainham) will increase their hours, and hours will be reduced at MCH House.
- From April 2020 MCH House will no longer provide phlebotomy services.

Patient FAQs

I've always come to MCH House, what am I supposed to do now?

Our timetable now provides additional hours at local Healthy Living Centres, including Saturdays. Please read this leaflet about when will best suit you for future blood tests.

Can I choose where to go?

When you receive a referral to have your bloods taken you can go to any clinic listed below. Unless you are having a glucose tolerance test or have special requirements you do not need to make an appointment.

You provide free parking at MCH House, but I'll have to pay if I go somewhere else. Will you waive the fees?

By moving our blood test clinics out to community-based Healthy Living Centres, we aim to reduce the need to drive for our patients. If you choose to drive, we are not in control of parking management at the centres and so cannot waive fees where they apply.

However, there are Healthy Living Centres where parking is free, and additionally, all the centres can be reached easily by public transport. Please see this leaflet for more information about how to get to our clinics.



Do you have any plans to open additional clinics since you're moving out of MCH House?

We know that there is currently no provision for blood tests in central Chatham and we are looking at options for opening a phlebotomy clinic in this area. As soon as this is confirmed we will ensure we confirm publicly – keep an eye on www.medwaycommunityhealthcare.nhs.uk, @medwayhealth on Twitter or search Medway Health on Facebook.

Have you asked patients what they think about the changes to phlebotomy services?

Between 2017 and 2018 we engaged widely with patients, families and clinical staff about how to improve adult community health services in Medway. People were broadly supportive of the proposals we developed as a result. Three quarters of those who responded to a survey agreed that providing the most common community health services locally in each Medway Town will improve patient experience.

How to find out more: For general queries about blood test service please call Medway Community Healthcare on 0300 123 3444

I'm unhappy with these changes. How do I make a complaint?

If you would like to make a complaint about these changes, please contact us:

Via email: MEDCH.customercare@nhs.net or on 01634 334650 (8am to 2pm)

Or via post at:

Customer Experience Team

Medway Community Healthcare

MCH House, Bailey Drive, Gillingham, Kent ME8 0PZ

The following table will be included in the final version.

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