

# Successful Change: AF in Hartlepool and Stockton-on-Tees

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# The CCG Landscape...

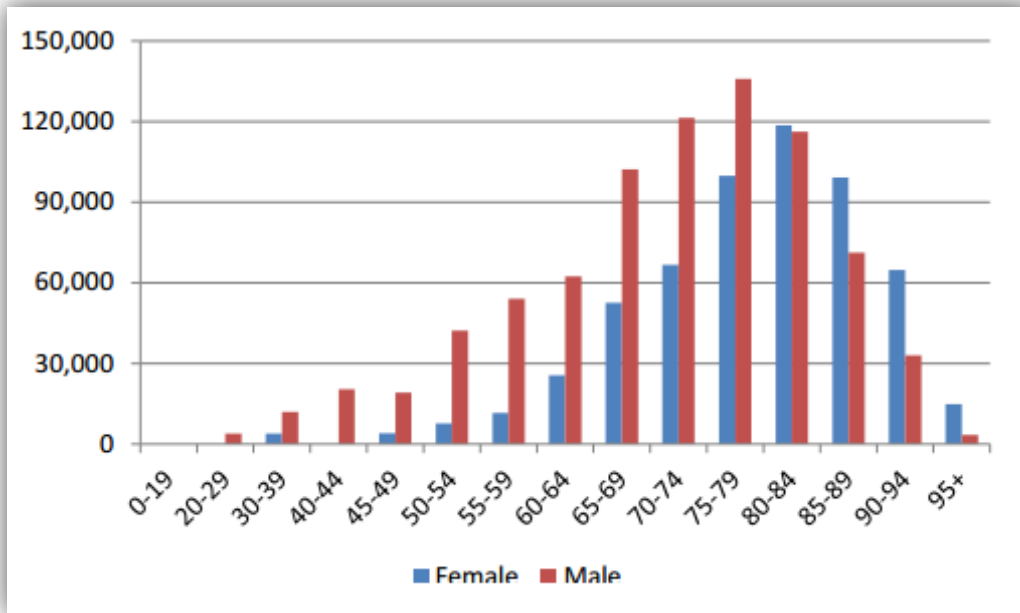
**Total Population - 287,296**

**Stockton-On-Tees - 194,803**

**Hartlepool - 92,493**



# AF – the size of the prize



**Prevalence increases substantially with age**

Population prevalence 2.4%

Over 65 5.5%

Over 85 15%

Estimated prevalence will double by 2050



# What's the problem?

- Late diagnosis is common
- Non treatment is common
- Wrong treatment is common
- Under treatment is common



# Objectives...

- Improve AF detection and the subsequent medical optimisation for patients across the CCG locality, allowing for;
  - Reduction in the number of strokes / cardiac events
  - Improved patient outcomes / quality of life
  - Longer term cost efficiencies



# Educational events...

At the beginning of last year, we held educational events for GPs, Practice Nurses and Community based staff to;

- raise awareness of AF
- Improve AF detection methods
- Improve ongoing management, re: prescribing and ongoing monitoring. (aware of outdated prescribing practice)
- Ultimately, reduce the risk of cardiovascular events and/or stroke.



# GP practice visits...

- Each practice provided with their own practice level data
- Executive GP led conversation re: current data, how to improve
- Each practice provided with a list of the 'missing patients', along with a tool to enable them to re-audit regularly
- Coding issues resolved and patients recoded correctly

# Social Media Campaign...

Social Media Campaign to;

- Raise awareness of AF
- Improve patient ownership - How to detect AF in yourself and in others.
- Myth busting re: anticoagulation, to improve compliance and prevent non compliance.



**If it doesn't tick like a clock, contact your Doc!**





# Podiatry Service...

**Worked closely with our local hospital to detect AF;**

- Doppler test (DP / PT to assess flow) and to assess for potential AF
- Results – Proforma fed back to GP
- GP / PN to follow-up re: ECG and arrange subsequent management



# AliveCor Programme...

## Screening Tools

### AliveCor

- Take an ECG anytime, anywhere in just 30 seconds.
- Small attachment for phone / tablet
- Does not require a phone signal / Wi-Fi
- Can e-mail / print recording

### 4 potential results;

- Normal
- AF
- Abnormal (not AF)
- Error



# AliveCor Programme...

**How do we work together to improve detection using the AliveCor system?**

**Where did we use this?**

- Individual GPs / Nurse Practitioners
- Practice Reception staff
- Pharmacies
- Community Matrons / District Nurses
- Consultants within Secondary Care
- Social Care Hubs



# How we used Business Intelligence to support the initiatives?

We needed something which would measure success in terms of clinical outcomes.

- What was the scale of the problem?
- How many patients were potentially undiagnosed?
- How many AF patients were receiving treatment
- How many AF patients were receiving the **right** treatment
- How can we use this data in both a strategic report as and as a tool to aid clinicians?



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# The Results...

Overall...there has been an actual 7% reduction in AF related stroke admissions in the last year

And... we've reduced AF related stroke risk by 8.9%





Partners in improving local health



Hartlepool and Stockton-on-Tees  
Clinical Commissioning Group

# Detect – Protect – Correct – Perfect

