

## Job Description

<b>Job Title:</b>	Experience manager – Personalised Care
<b>Band:</b>	6
<b>Network:</b>	Nursing & Quality Directorate
<b>Base:</b>	Sceptre Point
<b>AfC Ref:</b>	
<b>Hours of work:</b>	30 Hours

### Our Values

The values and Quadruple Aim represent what we as an Organisation and the individuals who make up that Organisation are all about. It is our aim that everything we do fits in with, and reinforces, these values:

- *We are always learning*
- *We are respectful*
- *We are kind*
- *We are a team*

### **Our Quadruple Aim**

1. Improving health
2. Best possible care
3. Value for money
4. Joy and pride in work

### Reporting Arrangements:

**Responsible to: Associate Chief Nurse Patient Experience, Engagement & Safeguarding**

### Job Summary

The purpose of the role is to support the implementation of the personalised care operating model (cited in the 2019 NHS long-term plan) in conjunction with leads based in the Trust networks. This model will further enable a culture of personalised care within the organisation and wider. Personalised care is a key element of the NHS long-term plan and means that people have choice and control over the way their care is planned and delivered. The model is based upon 'what matters to you' and works to highlight a person's strengths and needs.

Personalised care is fundamental to the changes the NHS is seeking to deliver better health and wellbeing for individuals; better quality and experience of care that is integrated and tailored around them and is therefore more sustainable. Universal personalised care is the delivery plan towards making personalised care 'business as usual' for 2.5 million people by 2024. Personalised Care enables people in the whole population to have the same choice and control over their mental and physical health that they have come to expect in every other aspect of their lives. This includes people with long-term conditions (LTC), and those who have needs that are more complex.

The Personalised Care model has six components:

1. Shared decision-making
2. Personalised care and support planning
3. Enabling choice, including legal rights to choose
4. Social prescribing and community-based support
5. Supported self-management
6. Personal health budgets and integrated personal budgets

This is a facilitator role and predominantly involves engaging staff in understanding these key developments in personalised care, and being able to make change and supporting staff. The post holder will be responsible for establishing and strengthening cohesive working across LSCFT mental health and physical health services and third sectors. The work will ensure personalised care is delivered in a seamless way and is prioritised by Teams as an essential deliverable.

The Facilitator will be closely working with LSCFT services; particularly with Social Care leads to ensure that persons centred components are integrated into patient pathways and are meaningful for the patient. The post holder will utilise local level data and intelligence to identify key personalised care improvement plans and initial priority pathways and will translate these into an agreed Work Programme.

The post holder will contribute to key improvements at network governance forums to ensure personalised care and support deliverables retain the necessary ownership, prioritisation and traction that they require to achieve robust implementation. The post holder will work closely with other Personalised Care and Support Leads across the ICB to share learning, good practice and to optimise opportunities for cross boundary/cohesive working and standardisation where possible. The post holder will engage with key stakeholders and clinical teams to provide practical support and advice in the development of their personalised care interventions ensuring deadlines are achieved.

The post holder will lead on delegated aspects of the experience and personalised care portfolio working with the Senior Enhancing Experience Matron to ensure that the systems and processes create opportunities for learning and change that enables a culture of personalised care in organisation.

The post holder will work with networks to identify ways of improving the delivery of personalised care by staff and services and the experience of personalised care for patients, family members and Carers. They will be responsible for the day-to-day support of promoting and embedding the evidence based model of personalised care and the benefits this can bring.

This may involve evolving and developing business as usual processes and working within the Patient Experience and Engagement team to continue existing work on personalised care and develop new initiatives to optimise the care options available to service users

They will be the first point of contact and guidance for staff and services on the introduction, training and embedding of personalised care to improve service delivery. They will be responsible for promoting personalised care and seeking those opportunities within the organisation, and working with the Senior Enhancing Experience Matron to ensure that patient experience is measured, monitored and improved.

A further aim of the role is to work with partnership organisations to develop a sustainable model for upskilling the workforce in personalised care as per the ambitions of personalised care in the 2019 Long Term NHS Plan. This would include an opportunity to become train the trainer with the Lancashire and South Cumbria ICB workforce training plan to deliver personalised care training and behavior change such as Health coaching and patient activation measure, shared decision making.

Have specialist skills, knowledge and experience of quality improvement enablers, in particular patient experience and service user involvement approaches and styles and methods of sharing information with patients, service users and carer's supporting and working with the team to improve quality and outcomes for patients, as well as learning from their feedback.

Along with the Senior Enhancing Experience Matron Undertake, the statutory reporting to the NHS governing bodies, i.e. NHS England, Clinical Commissioning Groups etc. Identify trends where service delivery could be improved or where the Trust is performing well. This includes national surveys, local surveys, Friends and Family Test, Complaints, PALS, Healthwatch, Clinical Commissioning Groups, and social media.

To highlight issues or good practice around personalised care and to pass it on to the appropriate staff/service for further action; action plan to improve services or conveying accolades to staff members where good experience of personalised care has been recognised.

Encourage an open and transparent culture where patient and carer feedback is welcome and acted upon.

Plan and organised on-going surveys of patients, their families and carer has to monitor effectiveness of the Trust's services and work with teams to identify any issues from survey responses and propose solutions to improve the service function.

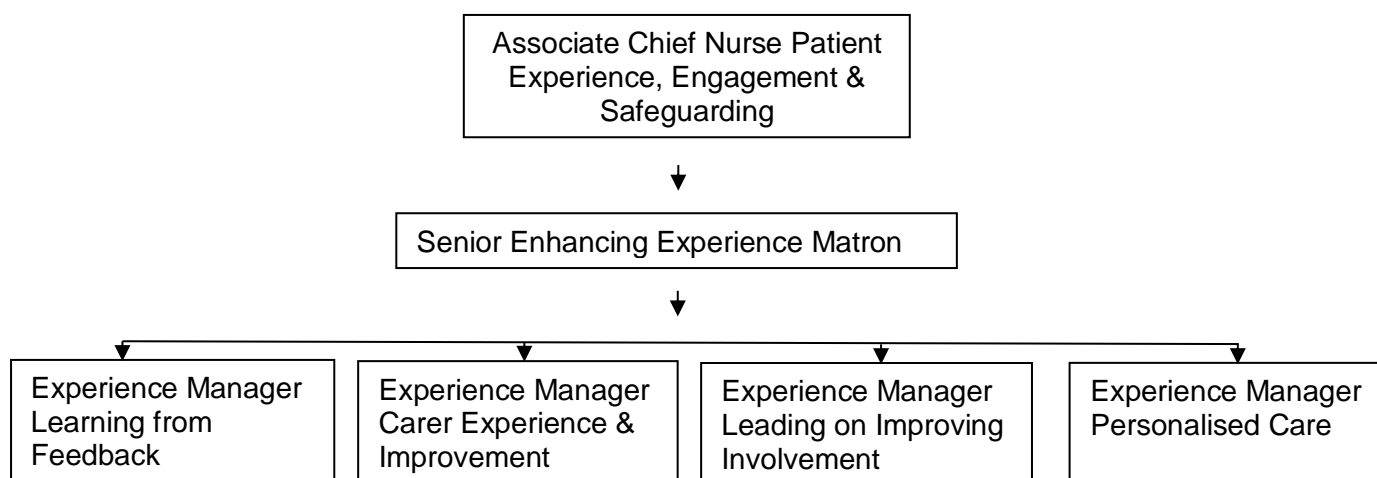
Keep abreast of changes to national patient experience legislation and guidance, considering new or innovative ways of managing functions and workload, and make recommendations based on this.

### **Key Relationships**

- Inspire an interest in the workforce on personalised care and patient experience and involvement, having a communication style that engages and motivates people at all levels.
- Operates as an effective advocate of personalised care, engaging with a variety of stakeholders using encouragement and persuasion of the importance and contribution of personalised care to the challenges faced by the health care system and obtaining the buy in.

- Support the integration of personalised care programmes, working collaboratively with partners across the system in the development and implementation of this.
- Act as a champion for personalised care for service users and their interests and co-produce any personalised care developments.
- Use a variety of communication methods to promote personalised care and develop key relationships.
- with the senior Enhancing Experience Matron Lead on delegated personalised care and patient experience, service user involvement and quality improvement enablers having a co-production approach to health and well-being with patients and service users.
- Act as a resource, supporting and motivating staff members by acting as an inspirational role model.
- Support the implementation of a range of personalised care and patient experience enablers to enable people to learn from feedback
- Develop effective partnership working with colleagues in Network teams and identified Network leads linking with the network service user and carer Councils as appropriate.
- Support the development of procedures to underpin personalised care, patient experience, service user and carer involvement.
- With network leads co-ordinate and manage service user and carer involvement in relevant consultation processes relevant to personalised care.
- Co-ordinate and collate information to support national and local targets and performance measures with the Trusts Data Analysts for reporting.
- Support the Quality assurance visits through the interviewing of service user and carers and collating the feedback, working with teams to develop 'You said...We did' learning.
- Co-ordinate any Trust-wide events and forums involving service users and carers.
- Promote involvement opportunities across the organisation linking with relevant managers
- Attend internal and external meetings and or task and finish groups as appropriate.
- Facilitate focus groups as and when required.
- Ensure that information on Personalised care including training and opportunities are regularly updated, i.e. website, posters and leaflets and/or shared via global emails.

### **Department Chart**



## **Key Responsibilities**

### **Communication and Relationship Skills**

- Act as an ambassador for personalised care, patient experience, patient & carer involvement and learning.
- Develop effective working relationships with staff, service users and carers.
- Demonstrates engagement skills in complex organisational circumstances, manages interface with other organisations.
- Promote and facilitate collaborative working with other local agencies when working with staff, service users and carers.
- Develop effective partnership working with colleagues in the Network teams.
- Attend and contribute to relevant internal and external meetings conveying information, adopting a style to overcome barriers to understanding/agreement.
- Prepare written reports.
- Maintain effective communication with line manager and wider team.
- Promote events and engagement and consultation activities as appropriate both internally and externally.
- Lead and actively contribute to relevant user / carer focused meetings.
- To provide ongoing support to staff, patients, their families, carers and the public who desire to become more actively involved. This will include pre-meeting sessions, provision of information, feedback on performance etc.
- Communication needs to be conveyed in an appropriate form taking into account the background, culture and understanding of the service user where appropriate.

### **Analytical and Judgmental Skills**

- To support the development of the data and intelligence that supports the creation of an Integrated Quality Report from team to board levels.
- Co-ordinate and collate information to support national targets and performance measures.
- Ensure learning from complex documents e.g. national policy/consultation documents, making judgments' about the implications for the Network and making recommendations.
- In collaboration with the team develop, interpret and implementing local service, Trust and national policies and the use of these to inform the network plans.
- Analyse facts and situations related to the delivery of personalised care projects, interpreting key issues/themes, identifying improvement needs and action plan

### **Planning and Organisational Skills**

- Plan and organise a range of learning and development opportunities for personalised care where appropriate, this may be online or face-to-face training events.
- Ensure projects/initiatives are delivered on time, to quality standards and in a cost effective manner
- Monitor, review and evaluate any projects and adjust as required.

- Co-ordinate staff, service user and carer involvement in relevant consultation processes and feedback opportunities.
- Co-ordinate and collate information to support national targets and performance measures.
- Co-ordinate any Trust-wide events and forums involving staff, service users and carers.
- Co-ordinate and manage any relevant survey programmes. Analyse, interpret, and report.
- Ensure that personalised care work and service user and carer work supports the relevant objectives of the Nursing & Quality Directorate as set out in the Trust Annual and Network Plans.

### **Patient/Client Care**

- To provide information and feedback to service users/families and carers when required.
- Take calls from service users and carers interested in becoming involved and provide information on the involvement opportunities.
- To provide information to answer or direct service users and carers who raise concerns regarding Involvement or the quality of the care received.
- Ensure feedback to enhance the Person Centred Care Framework tools.

### **Responsibilities for Policy and Service Development**

- The post holder is required to support the development, implementation of relevant experience and personalised care policies as well as our quality priorities and Trust values.
- Participate in policy changes that impact across the organisation.
- Ensure compliance with policies, procedures and guidelines for self and others.
- Propose changes to improve the service and participate in meetings regarding service development.
- Engage and foster relationships with clinical teams offering support to implement personalised care culture and practice change.
- Prepare/support reports and presentations as required.

### **Responsibilities for Finance**

- The post holder will be responsible for stock and the safe use of equipment.
- The post holder will also be responsible for following Trust policies relating to the purchase of items for refreshments required during involvement meetings/events and to reimburse service users and carer's expenses if required on the day.
- The post holder will actively contribute to the department's budget discussions.
- The post holder will monitor the budget for service user and carer involvement expenses ensuring involvement is delivered within resources, regularly communicating with the Head of Patient Experience to ensure that they are made aware of any activity that will impinge on the budget.

### **Responsibility for Human Resources**

- Be responsible for own personal education and training.
- Co-ordinate, recruit, develop and deliver training packages where appropriate for personalised care for individuals to participate in.

- Work effectively with staff from other service networks e.g. finance, operations, and human resources.
- Support the design, evaluate and deliver training by means of Trust Induction to ensure the Experience agenda embedded to support the quality agenda.

### **Responsibility for Information Resources**

- To develop and maintain systems within the department to ensure that confidential information are obtained, held, recorded, used and shared in accordance with Caldicott and Data Protection requirements.
- Ensure effective use of the Trust Risk Management database for incident reporting and the subsequent analysis of data, identification of trends and production of reports.
- Ensure all patients, their families, carers, involved, understand the need for and have appropriate safeguarding clearance checks, e.g. DBS, and receive feedback on outcome in a sensitive, confidential and supportive manner.

### **Research and Development**

- Contribute to quality systems development.
- Co-ordination of survey activity.
- Undertakes complex surveys related to quality improvement projects.
- Participate in research programmes as identified with line manager.
- Support all personalised care training developments where appropriate.

### **Freedom to Act**

- The post holder will be self-motivated and work flexibly without direct supervision on a day-to-day basis, but to request advice and support as required or is appropriate
- Work independently within their own areas of responsibility guided by a broad range of operational policies and procedures.
- Lead specialist on specific projects
- To deputise for line manager at internal and external meetings and events
- Represent the organisation at key service user and carer meetings and forums

As a member of staff, you have:

- Legal duties and responsibilities under Health & Safety legislation, plus a general duty to work safely and not to put others at risk i.e. colleagues, service users, visitors, as a result of any activity or omission at work.
- A duty to report any practice that you consider compromises standards of risk and health & safety. The Whistle-blowing Policy gives effect to the Public Interest Disclosure Act under which an individual who raises such concerns for unfair treatment is protected.
- All Lancashire & South Cumbria NHS Foundation Trust staff employed within all Environments that have contact with service users, their families or systems to support them have a responsibility to safeguard and promote the welfare of children, adults and vulnerable families.



- Staff must familiarise themselves, be aware of their responsibilities and adhere to Local Safeguarding Children's Board, Local Safeguarding Adult Board and LSCFT Procedures for Safeguarding and Protecting Children."The Trust places great emphasis on the need for the strictest confidentiality in respect of personal data both that of service users and staff. All information about people will be treated in the strictest confidence at all times. Any breaches of confidentiality will be investigated and may lead to disciplinary action being taken.
- The Trust views its responsibility under the Data Protection Act and the Caldicott Principles as central to all activities that are carried out in its name. Staff are therefore expected to acquaint themselves with the principles of Information Governance, and to complete the mandated training modules that have been agreed."

### **Promoting Equality and Reducing Inequalities**

- To understand and uphold organisational policies and principles on the everyday promotion of equality, diversity and inclusion.
- To create an inclusive working environment, which values a variety of ideas, experiences and practice where differences are respected and celebrated for the benefit of ourselves, the Trust and the communities we serve.

### **Behaviour**

- The post holder is expected to ensure their behaviours are consistent with our values at all times, we expect you to:
- Support the aims and vision of the Trust.
- Act with honesty and integrity at all times.
- Be a positive ambassador for the Trust.
- Demonstrate high standards of personal conduct.
- Value and respect colleagues, other members of staff and patients.
- Work with others to develop and improve our services.
- Uphold the Trust's commitment to equality and diversity.
- Take personal responsibility for their words, deed and actions and the quality of the service they deliver.



## Person Specification

Description	Essential	Desirable	Assessment
Education/ Qualifications	<ul style="list-style-type: none"> <li>• Knowledge of specific area on patient experience and personalised care acquired through degree or equivalent experience or Training.</li> <li>• Evidence of continuing professional development.</li> <li>• Project management qualification or willingness to work towards.</li> <li>• Training in the discipline of Experience Based Design or willingness to work towards.</li> <li>• Leadership/Management qualification.</li> <li>• Computer literacy</li> <li>• Coaching qualification</li> <li>• Service/quality improvement training</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching qualification</li> <li>• Service/quality improvement training</li> </ul>	Application form/ interview
Knowledge	<ul style="list-style-type: none"> <li>• Knowledge and understanding of quality improvement , patient experience/personalised care and service user/carer involvement approaches and governance</li> <li>• IT skills required for data collection, presentations and the production of leaflets and posters</li> </ul>		Application form/ interview

	<ul style="list-style-type: none"> <li>• Knowledge of service/quality improvement</li> <li>• Knowledge of behaviour change and supporting self-management with people living with long term conditions/health and wellbeing</li> </ul>		
Experience	<ul style="list-style-type: none"> <li>• Previous years' experience of working in the spheres of quality improvement and patient experience/person centred care/clinical setting</li> <li>• Lived Experience of Health care</li> <li>• Evidence of working with 'deprived' populations.</li> <li>• Experience of leading the involvement of service users and carers in a variety of ways.</li> <li>• Experience of quality improvement enablers and patient experience and involvement approaches.</li> <li>• Experience of ensure peoples feedback is translated into improvements.</li> <li>• Experience of report writing.</li> <li>• Experience of organising large-scale public events including public consultation events.</li> <li>• Experience of contributing to consultation processes re strategies around quality improvement, patient experience</li> </ul>		Application form/ interview

	<p>service user and carer involvement in services</p> <ul style="list-style-type: none"> <li>• Wide range of experiences working with other stakeholders external to the NHS</li> <li>• Experience of educating/teaching using a wide range of methods</li> </ul>		
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to engage and influence others.</li> <li>• Ability to work under pressure</li> <li>• Able to prioritise workload effectively in light of completing tight deadlines.</li> <li>• Ability to work to tight timescales and/or specific deadlines.</li> <li>• Creative approach to problem solving.</li> <li>• Analytical and judgment skills in complex situations</li> <li>• Work collaboratively with others</li> <li>• Team Player with ability to prioritise own work.</li> <li>• Presentation, teaching and training skills</li> <li>• Deliver training to Staff at Corporate induction and across the Trust to embed the Experience agenda.</li> <li>• Good political awareness and ability to anticipate/analyse the impact of local community developments in a national context and vice versa.</li> <li>• Excellent attention to detail</li> <li>• Ability to analyse and interpret highly complex information.</li> <li>• Computer literacy</li> <li>• Resilience</li> </ul>		Application form/ interview

Work Related Circumstances	<ul style="list-style-type: none"> <li>Ability to comply with the travel requirements of the post.</li> <li>Must be able to work outside traditional office hours.</li> </ul>		Application form/ interview

## **EFFORT FACTORS**

<b>PHYSICAL EFFORT</b> What physical effort is required for the job?	How often?	For how long?	What weight is involved?	Any mechanical aids?
Driving to and from venues mainly within the Lancashire and South Cumbria NHS Foundation Trust area but occasionally outside of the area. Handling paper based records Frequently carrying lap top, files and training equipment.	Frequent  Occasional Frequent	variable	n/a	n/a

Is the job holders expected to sit / stand in a restricted position?	How often?	For how long?	What activity is involved?
Sitting at a computer or in a driving position	Every shift /working day	variable	

<b>MENTAL EFFORT</b> Are there any duties requiring particular concentration? – Please detail.	How often?	For how long?
Frequent periods of intense concentration required for checking and analysing information, producing reports and updating/ maintaining database	Frequent	Varies
Are there any duties of an unpredictable nature? – Please detail.	How often?	For how long?

Interruptions to work load when a service user or carer requires support or the team for unannounced CQC visits./Liaison with Patients/carers for relevant work related to personalised care.	Occasional	Variable
Ability to perform tasks while being interrupted by staff and/or telephone calls. This will require the ability to multi-task		

<b>EMOTIONAL EFFORT</b> Does the job involve dealing with any distressing or emotional circumstances? – Please detail.	Direct / Indirect exposure	How often?
Exposure to highly distressing and/or emotional circumstances when working with service users with very complex conditions, during the recording of patient experience stories, patient meetings.	Direct	Occasional
<b>WORKING CONDITIONS</b> Does the job involve exposure to unpleasant working conditions? – Please detail.	How often?	
Exposure to verbal aggression when dealing with service users, carers and members of the public.	Occasional	
Office conditions/travel across sites	Daily/Varies	

## Our values and behaviours

The values and behaviours represent what we, as an organisation and the individuals who make up that organisation, are about. It is our aim that everything we do fits in with and reinforces, these values:

Values	Behaviors we expect
<b>We are always learning</b>	<ul style="list-style-type: none"> <li>✓ We pro-actively seek out opportunities to learn and support the learning of others</li> <li>✓ We prioritise quality and safety and are open and flexible to change and improvement</li> <li>✓ We value appraisals, supervision and learning opportunities</li> <li>✓ We speak up if we are concerned about safety and focus on opportunities to improve</li> </ul>
<b>We are respectful</b>	<ul style="list-style-type: none"> <li>✓ We are open and honest, trying our best to ensure people receive information in ways they can understand</li> <li>✓ We seek, value and learn from diverse perspectives, views and experiences</li> <li>✓ We put service users and carers at the heart of everything we do</li> <li>✓ We take pride in our work and understand we are responsible for our actions</li> </ul>
<b>We are kind</b>	<ul style="list-style-type: none"> <li>✓ We are approachable and show compassion</li> <li>✓ We actively listen to what people need and pro-actively offer our support</li> </ul>

	<ul style="list-style-type: none"> <li>✓ We care for our own wellbeing and the wellbeing of others</li> <li>✓ We celebrate success and provide feedback that is authentic and compassionate</li> </ul>
<b>We are a team</b>	<ul style="list-style-type: none"> <li>✓ We take personal and team accountability to deliver the highest standards of care</li> <li>✓ We work in active partnership with service users and carers</li> <li>✓ We actively build trusting relationships and help others feel joy and pride in work</li> <li>✓ We work well with colleagues across LSCft and in our partner organisations to enable patient centred, joined up care</li> </ul>

### **Special conditions:**

As a member of staff you have:

- Legal duties and responsibilities under health and safety legislation, plus a general duty to work safely and not to put others at risk, including colleagues, service users and visitors, as a result of any activity or omission at work.
- A duty to report any practice that you consider compromises standards of risk and health and safety. The Whistle-Blowing Policy gives effect to the Public Interest Disclosure Act under which an individual who raises such concerns for unfair treatment is protected.

All Lancashire and South Cumbria NHS Foundation Trust staff employed within all environments that have contact with service users, their families or systems to support them have a responsibility to safeguard and promote the welfare of children, adults and vulnerable families.

As a member of staff you must:

- All Lancashire and South Cumbria NHS Foundation Trust staff employed within clinical environments have contact with children, vulnerable adults, service users and their families must familiarise themselves and be aware of their responsibilities and adhere to the local safeguarding

children's board, local safeguarding adult board and Lancashire and South Cumbria NHS Foundation Trust procedures for safeguarding and protecting children.

- The Trust places great emphasis on the need for the strictest confidentiality in respect of personal data; both that of service users and staff. All information about people will be treated in the strictest confidence at all times. Breaches of confidentiality will be investigated and may lead to disciplinary action being taken.
- The Trust views its responsibility under the Data Protection Act and the Caldicott Principles as central to all activities that are carried out in its name. Staff are therefore expected to acquaint themselves with the principles of information governance and to complete the mandated training modules which have been agreed.
- The Trust places great importance on sustainable development, reducing its carbon footprint and maximising the positive social, economic and environmental outcomes of Trust actions and activities. As an employee it will be your responsibility to minimise your environmental impact, use resources efficiently, saving energy by switching off unnecessary equipment, reducing

waste generation, using recycling / redistribution facilities, minimising travel and saving water when possible. If your role involves purchasing / ordering supplies you must consider the environmental / sustainable impacts and purchase optimal environmental / sustainable products / services.

- All staff and contractors must follow Trust policies and procedures relating to infection prevention and control (IPC) including the Dress Code Policy. All staff have a duty of care in following best practice which is fundamental to IPC, which includes maintaining a clean and safe environment at all times. It is an expectation that Trust staff at all levels make IPC a priority as they perform their roles.

Promoting equality and reducing inequalities:

- You should understand and uphold organisational policies and principles on the everyday promotion of equality, diversity and inclusion.
- You should create an inclusive working environment which values a variety of ideas, experiences and practice, where differences are respected and celebrated for the benefit of ourselves, the Trust and the communities we serve.
- You should uphold the Trust's commitment to health and wellbeing.



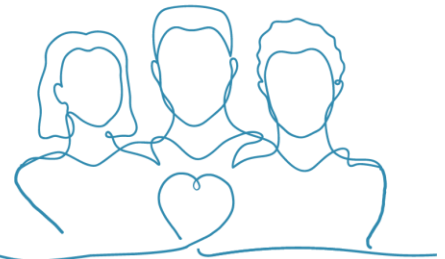
**We are  
Kind**



**We are  
Respectful**



**We are  
Always  
Learning**



**We are a  
Team**