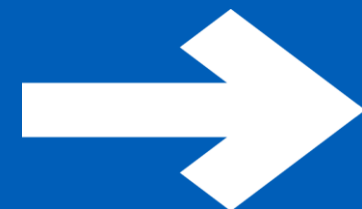


# Personalised Care

National End of Life Programme – Living and Dying Well brief – RSA Student Design Award

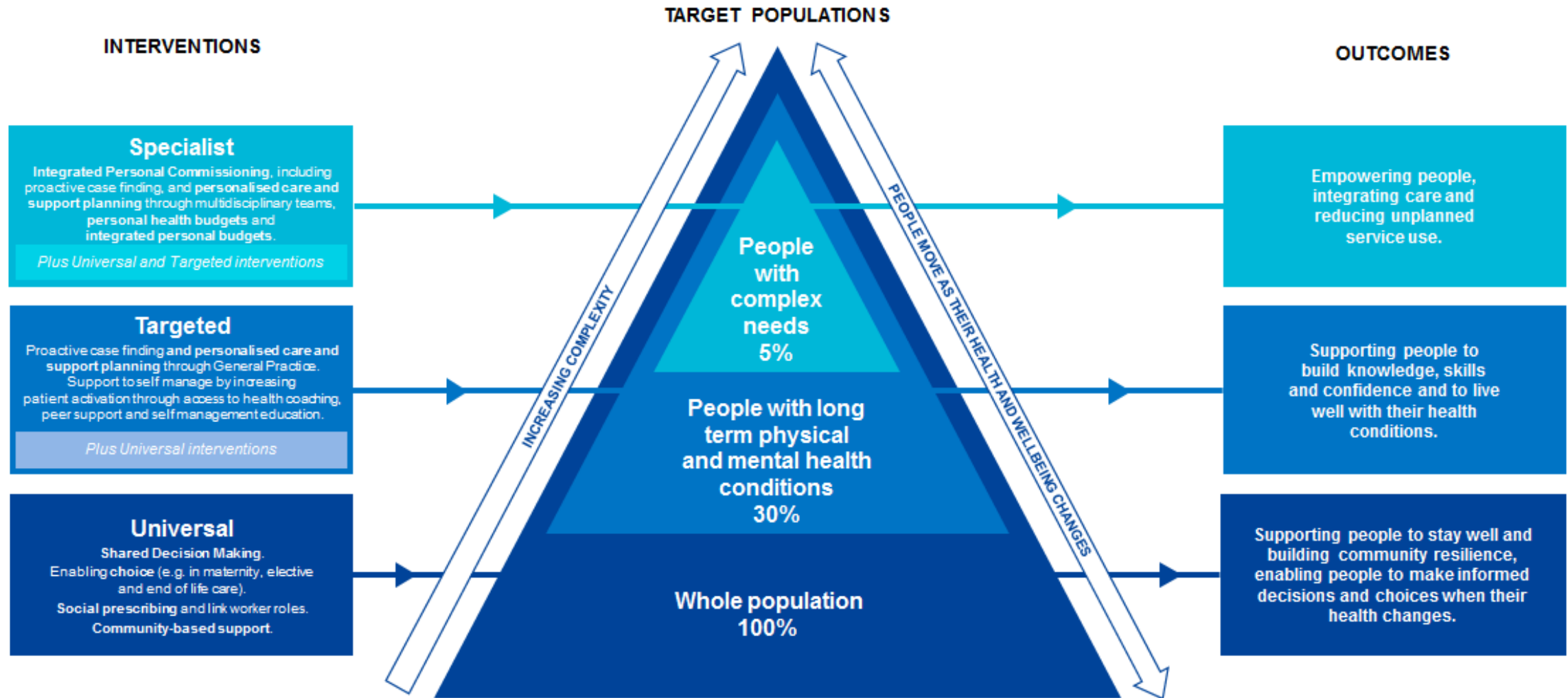
Eileen Mitchell, Senior Manager Personalised Care (EoLC),  
NHS England

19<sup>th</sup> September 2018



# Comprehensive Model for Personalised Care

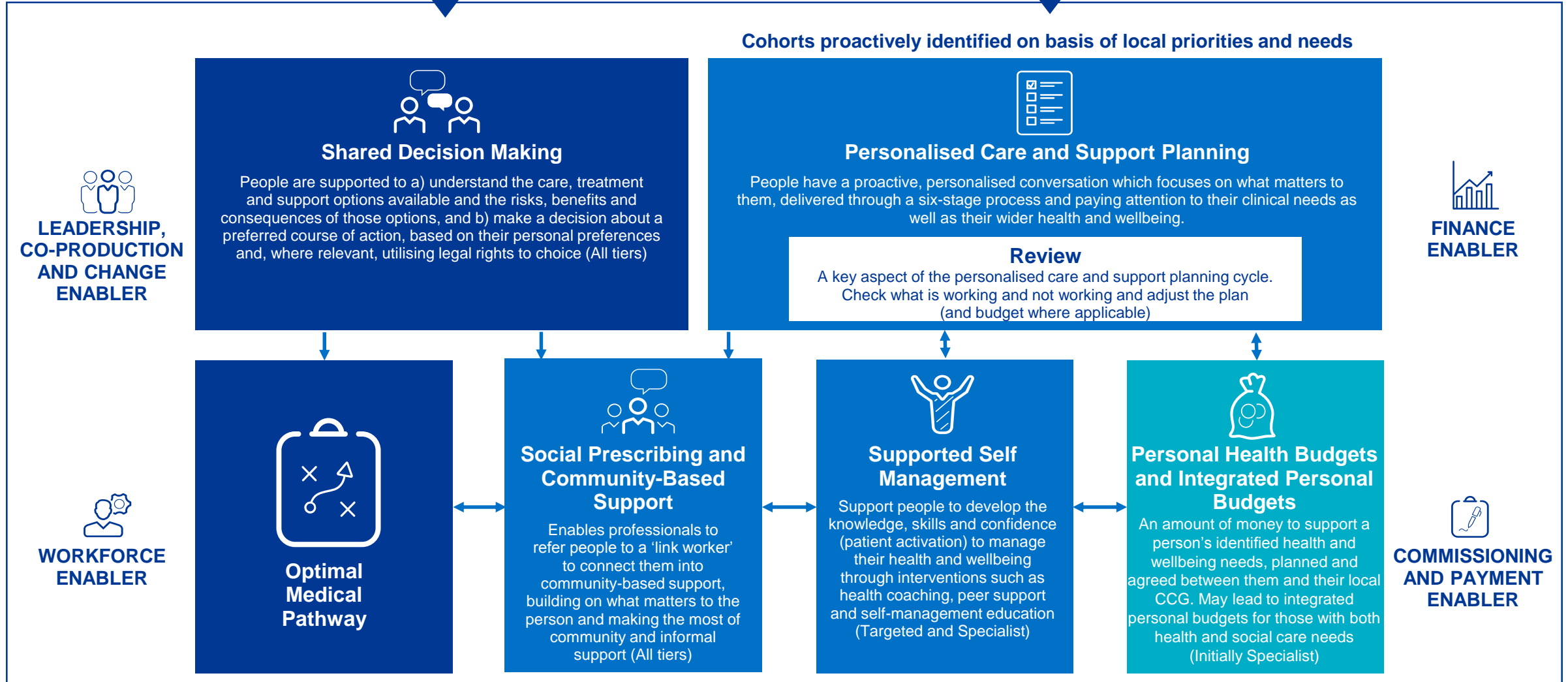
All age, whole population approach to Personalised Care

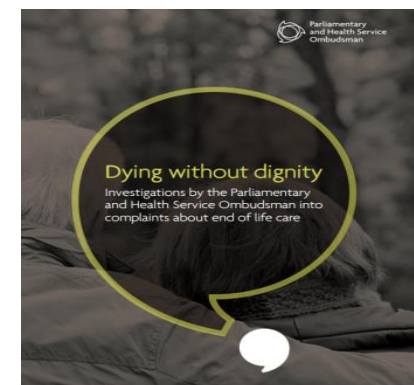
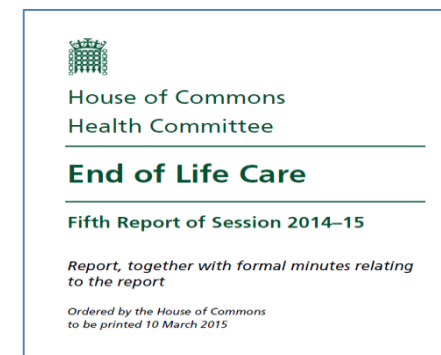
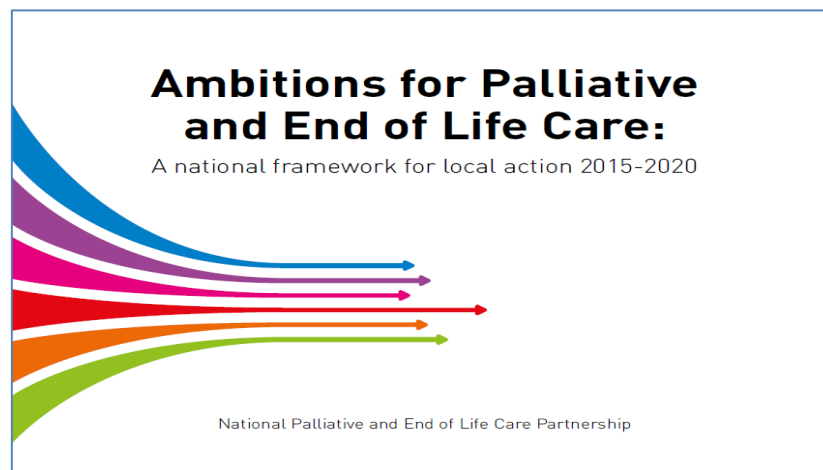
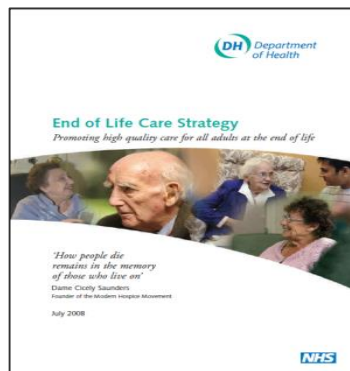
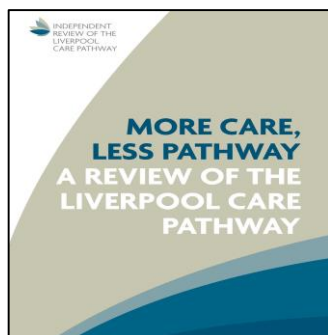
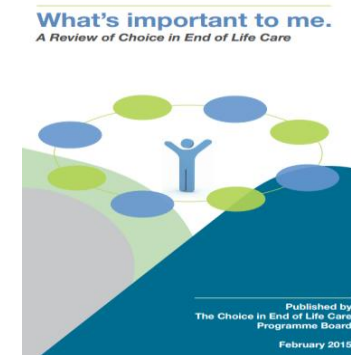
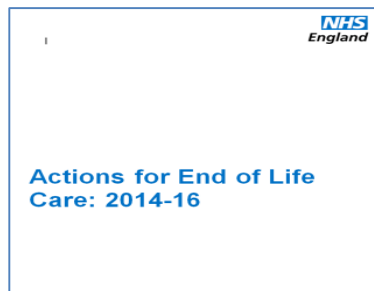


# Personalised Care Operating Model

**WHOLE POPULATION**  
when someone's health status changes

**30% OF POPULATION**  
People with long term physical & mental health conditions





<http://endoflifecareambitions.org.uk/>

# Response to Review of Choice in EoLC

Choice Review: 7 Main Themes – I Want.....	Government Commitment: 7 Actions – We Will...	Ambitions for Palliative & EoLC: 6 Ambitions
To be cared for and die in a place of my choice	Develop more personalised care for people approaching EoL	Each person is seen as an individual
Involvement & control over decisions about care	Put in place measures to improve care quality across settings	Each person gets fair access to care
High quality care given by well trained staff	Identify and spread innovation in delivery of high quality care	Maximise comfort and well-being
Right services when needed	Lead on EoLC nationally and provide local leadership support	Care is co-ordinated
Support for my holistic needs	Ensure we have the right people with right knowledge and skills	All Staff be prepared to care
Right people to know my wishes at the right time	Work together with system partners and voluntary sector	Each community is prepared to help
Those important to me to be involved in my care	Strengthen accountability and transparency to improve	<b>SUPPORTED BY EIGHT FOUNDATIONS</b>

# The brief

- Every year in May, Dying Matters and our coalition members host an Awareness Week, which gives us an unparalleled opportunity to place the importance of talking about dying, death and bereavement firmly on the national agenda. In 2019, the week will run from 13th to the 19th of May.
- Growing numbers of people are affected by serious illnesses. Broadcaster Michael Buerk talks about why it is important for us – as individuals, families and a society – to get better at talking about illness, death and dying so that those affected are more in control and better supported when it comes to their health, treatment and care, and can live fully towards the end of life.
- NHS England Award of £2,000 to raise awareness amongst the public of the importance discussing and planning for personalised end of life care.

# Thank you

ENGLAND.endoflifecare@nhs.net

[www.england.nhs.uk/ourwork/ltc-op-eolc/improving-eolc/](http://www.england.nhs.uk/ourwork/ltc-op-eolc/improving-eolc/)

