



The Welsh NHS
Confederation
2009 Annual Conference



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Cwm Taf Health Board



The Establishment Of The Cwm Taf Communications Hub, Our Experience

Background – Chris Cashmore

- Several years experience in Unscheduled Care
- Joined Cwm Taf LHB in 2007
- Special Interest in Contact Centre Experience's
- Strong emphasis on productivity and value for money

The Mission

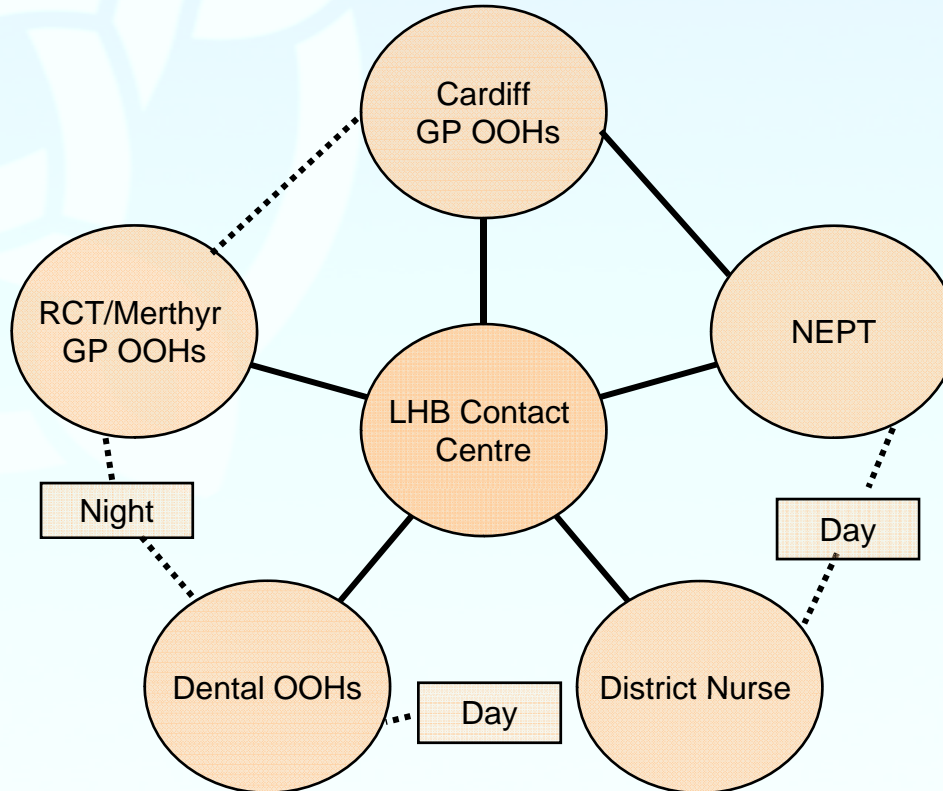
“ To provide a service that ensures patients, no matter how and when they contact any of the emergency or unscheduled care services, are assessed and then seen by the most appropriate healthcare professional at the most appropriate time “

Delivering Emergency Care, July 06

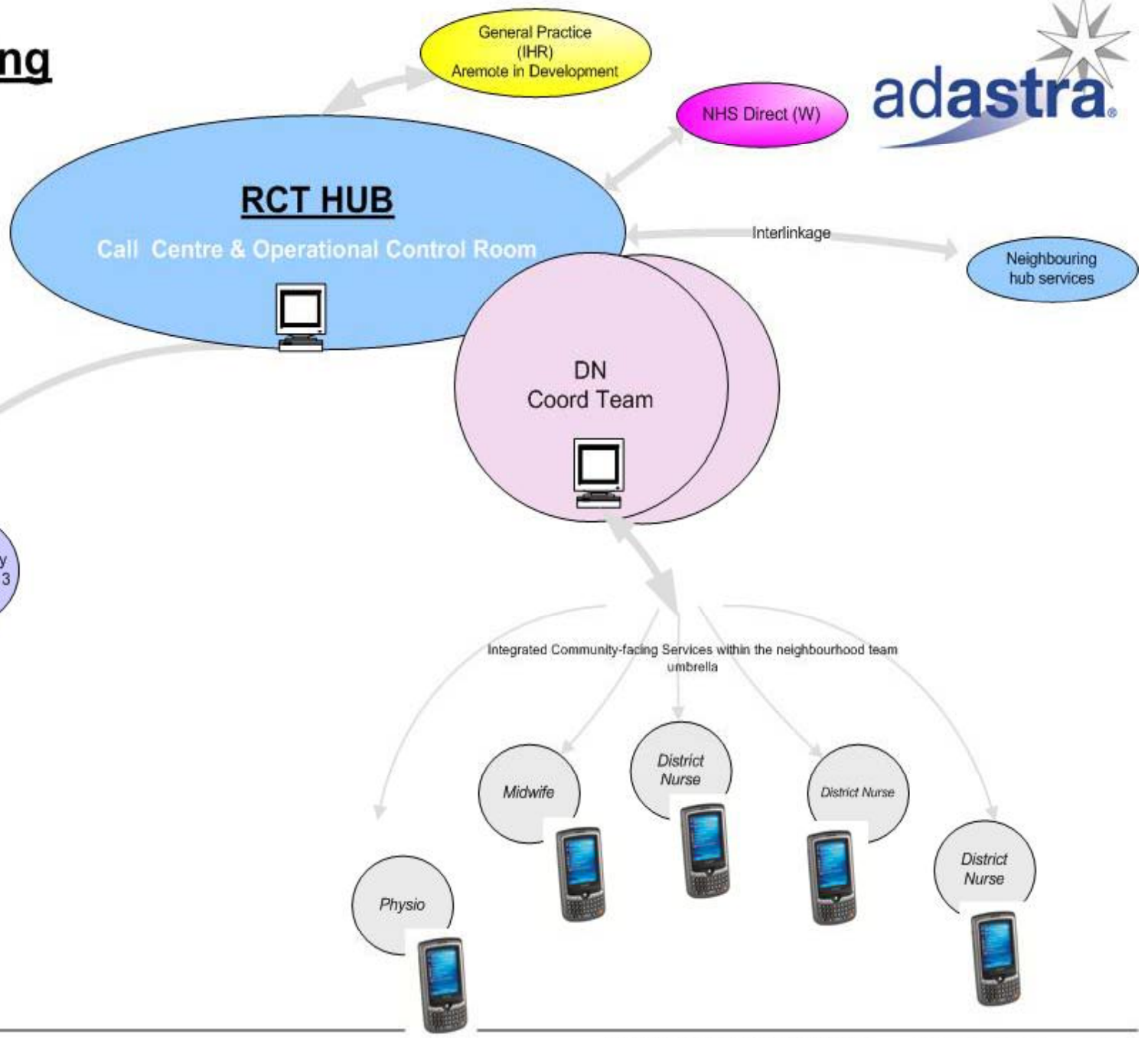
Our Vision – 2007

- To bring in house the RCT/Merthyr out of hours service
- Approx 70,000 calls per year
- To develop the service over a period of three years

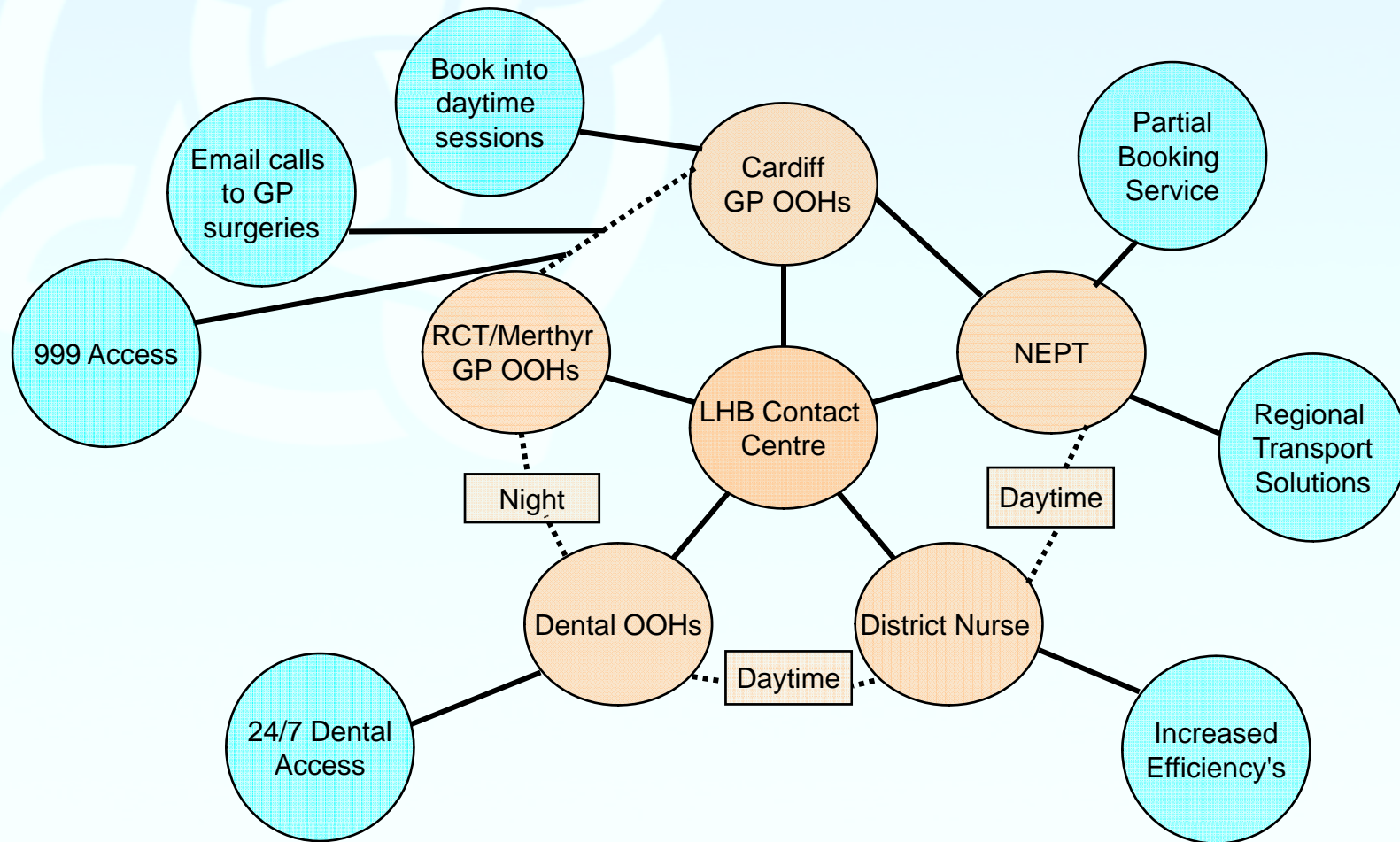
Now - 2009



District Nursing



Future – Mid 2011



Our Growth

- July 2007, 70,000 per year
- Nov 2009, 300,000 per year
- Mid 2011, 600,000 per year

How?

- Productivity and Value For Money
- Performance Culture
- Integration of Services / One Stop Shop
- Common Gateway
- Can Do Approach
- The Vodafone Way

Our Challenges

- Internal Processes
- Managing Growth
- I.T. was not a challenge

Our Thinking

- Don't look to change from the outset
- Establish service problems and remedy
- Involve your clinicians
- Engage with relevant people
- Dovetail
- Do not re-direct
- Multi Skilled disciplinary team
- Be aware of limitations
- Use I.T.