

## myCOPD and Digital Health Champions Project

### Background

In collaboration with the West of England Academic Health Science Network, myCOPD is being rolled out across BNSSG. myCOPD is an app which helps people with COPD to manage their condition effectively and thereby reduce the number of healthcare visits they need. It allows for key aspects of disease management to be provided remotely, based on a person's self-assessment. This particular model of care will utilise 'Digital Health Champions' (DHC) who will not only enrol patients but will also providing coaching/motivational interviewing support to those who need it.

### Aims

The key objectives of the system wide project are to:

- Enhance the activation and maintenance rates of myCOPD from acute, community and primary care through the use of Digital Health Champions.
- Improve self-management of patients with COPD, with subsequent reductions in admission and re-admission rates.
- Improved clinical outcomes:
  - Quality of Life (COPD assessment test score – collected in the app)
  - MRC breathlessness scores.

### Project Phases

This is a 12 month project, however we are only looking to recruit to roles for the initial 6 months in the first instance.

<b>Phase 1</b> Now – December 2021	<b>Phase 2</b> Jan - Mar 2022	<b>Phase 3</b> April - June 2022	<b>Phase 4</b> July - September 2022
<i>North West Localities of BNSSG</i>		<i>Central Bristol</i>	<i>Weston</i>
Primary care: 3 PCNs	Primary care: 9 PCNs	Primary care: 6 PCNs	Primary care: 3 PCNs
Secondary care: NBT		Secondary care: BRI	Secondary care: WGH
Community care: Sirona		Community care: Sirona	Community care: Sirona

### Recruitment

To support implementation and sustainability we are excited to offer the follow opportunities:

- 1) GP Clinical Lead
- 2) Clinical Champions in Primary Care
- 3) A Clinical Champions in Secondary Care
- 4) A Clinical Champion in the Community Respiratory Service

#### 1) GP Clinical Lead

We are looking for a passionate GP to join the core project team implementing myCOPD. This a 12 month project which requires varying levels of commitment as required to meet the implementation plan. This role can be filled by anyone working within the BNSSG region.

Roles and responsibilities:

- Representing primary care at project team meetings
- Communicating progress and feedback to PCNs teams
- Highlighting risks and issues to the project team
- Liaising with colleagues across localities

Funding:

- 0.5 PA per month for 12 months

## **2) Clinical Champions in Primary Care**

We are looking for clinical champions with a background or interest in respiratory care to support the roll-out of myCOPD primary care. We are seeking a clinical champion from any 3 PCNs in the North West of BNSSG in the first phase and a clinical champion from each of the remaining 6 PCNs in the region in the second phase. The clinical champions will support the phase one and phase two 12 week implementation sprint and will provide support in a 12 week maintenance phase.

Roles and responsibilities:

- Representing their PCN at Phase Locality meetings
- Communicating progress and feedback to the practices
- Highlighting risks and issues to the project team
- Working with the practices to develop a pathway for identification and referral of patients with COPD
- Supporting training in myCOPD
- Share learning from implementation phase with teams in subsequent implementation phase

Funding:

- 1 PA/half a day per week for 12 weeks during implementation phase
- 1 PA/half a day per month for 3 months during the maintenance phase

*This role can be completed by GPs, nurses or physiotherapists. If completed by a nurse or physiotherapist, this role will be paid at midpoint band 7.*

## **3) Clinical Champion in Secondary Care**

We are looking for a clinical champion based within the community respiratory team to support the roll-out of myCOPD within the North Bristol Trust. The clinical champions will support the phase one 12 week implementation sprint and will provide support in a 12 week maintenance phase.

Roles and responsibilities:

- Representing the community respiratory service at the Phase Locality meetings
- Communicating progress and feedback to the acute respiratory team
- Highlighting risks and issues to the project team
- Working with the acute respiratory team to develop a pathway for identification and referral of patients with COPD
- Supporting training in myCOPD
- Share learning from implementation phase with teams in subsequent implementation phase

Funding:

- Half a day per week for 12 weeks during the implementation phase
- Half a day per month for 3 months during the maintenance phase

*This role can be completed by a clinical nurse specialist or respiratory physiotherapists and will be paid at midpoint band 7.*

## **4) Clinical Champion in the Community Respiratory Service**

We are looking for a clinical champion based within the community respiratory team to support the roll-out of myCOPD in the respiratory community service and within pulmonary rehabilitation. The clinical champions will support the phase one 12 week implementation sprint and will provide support in a 12 week maintenance phase.

Roles and responsibilities:

- Representing the community respiratory service at the Phase Locality meetings
- Communicating progress and feedback to the community respiratory team
- Highlighting risks and issues to the project team
- Working with the community respiratory service to develop a pathway for identification and referral of patients with COPD
- Supporting training in myCOPD
- Share learning from implementation phase with teams in subsequent implementation phase

Funding:

- Half a day per week for 12 weeks during the implementation phase
- Half a day per month for 3 months during the maintenance phase

*This role can be completed by a clinical nurse specialist or respiratory physiotherapists and will be paid at midpoint band 7.*

## Enquiries

Please send enquiries to [megan.kirbyshire@nhs.net](mailto:megan.kirbyshire@nhs.net), Project Manager, West of England AHSN

**Deadline for application for phase 1: 22/10/2021**

**Deadline for application for phase 2: 13/12/2021**