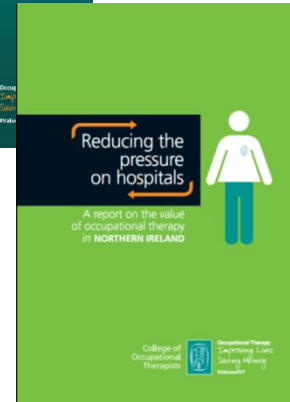
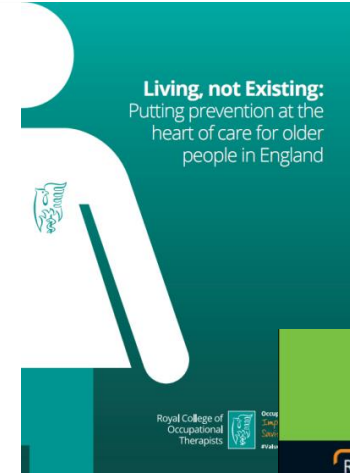




Occupational Therapy
*Improving Lives
Saving Money*

Demonstrating the Impact of Occupational Therapy

Karin Bishop - Royal College of Occupational Therapists UK





DEMAND





Challenges..... or Opportunities?

£1.1bn

Funding gap between demand for care and monies available

1.5m

Bed days lost for the NHS as a result of delayed discharges

£760m

Annual cost of in-patient care for those who have no medical need to be there

40%

Of all ambulance call outs are due to falls. The single biggest cause of death from injury in the over 65s



How was the profession perceived by decision makers?



findings...

Decision makers found it

hard to articulate

impact of occupational therapy

The audit told us that profession
was “neutrally” perceived.

Not essential !



How do we...
influence, market and
promote occupational
therapy to people who are
not occupational therapists?



RCOT took action – a campaign to.....

- **Raise** the **profile** of occupational therapy
- **Restate** occupational therapists role as **leaders**
- **Reclaim** our profession's roles as **facilitators** and **integrators** in health and social care
- **Reaffirm** our **occupation centredness**





How? By demonstrating

- the **impact of occupational therapy** through a **joint campaign** with all four countries of the UK
- **Engaging members** was essential and the next challenge





Campaign title agreed



...to ensure the **impact for people** and **saving money** both played in to the campaign .

Branding agreed. #ValueofOT



If occupational therapy
is the solution... what
is the problem (the
challenges)?





Agreed ILSM Themes

- Reducing admissions to hospital
- Facilitating flow through hospitals
- Enabling safe and timely discharge
- Reducing need for care and support in the community

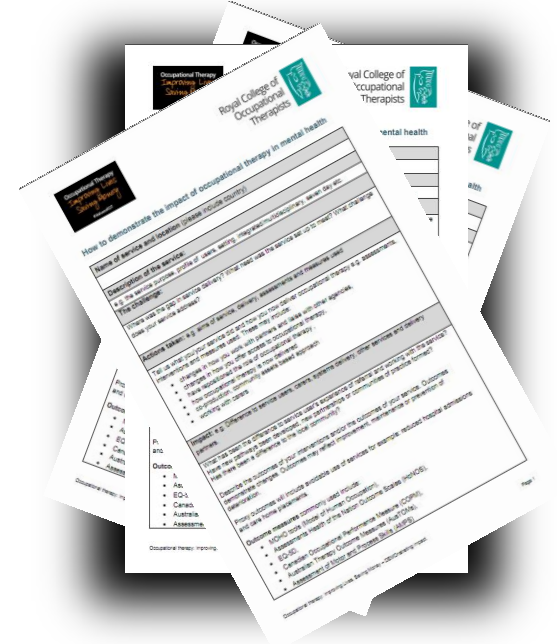




Collecting the evidence: The DEMO Model

- D**escribe the service
- E**xplain all interventions
- M**easure change to capture outcomes
- O**verall return in investment

Template developed for members to complete





Demonstrate cost effectiveness

Impact for the organisation

e.g. Number of bed days saved, delay/avoidance of admissions- hospital, residential care

Impact for society

e.g. Remaining or returning to work, reduction of reliance on benefits, Not re-offending

Impact on the individual - improving lives. The patient's story

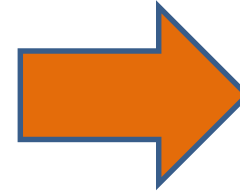
e.g. impact on prevention and wellbeing



Demonstrating potential cost savings

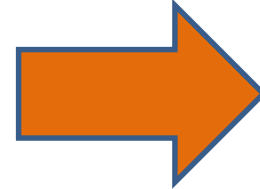


1. Estimate cost of the OT e.g. 6
hours of Band 5 OT is
£33 x 6 hours



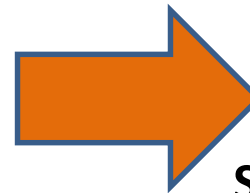
= £198

2. Estimate potential alternative
journey if person had not had
OT, e.g. **not using mental health
bed per day**



= £404

3. **Subtract cost of occupational
therapy from alternative
journey e.g.**



£403 - £198

= £205

Saving per person



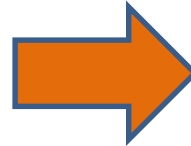
You do
the maths



Demonstrating potential cost savings

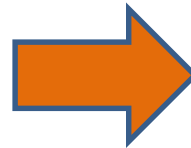
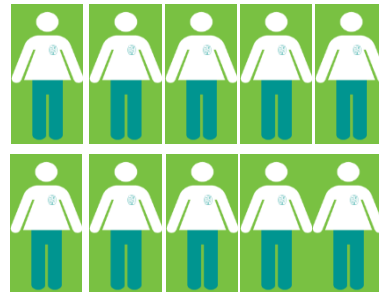
Next scale this up to increase the impact. Remember the saving is **£205 per person.**

If I do this for **ten people** cost savings could be:



$$£205 \times 10 = \mathbf{£2050}$$

If I have **10 occupational therapists** doing this, savings could be:



$$£2050 \times 10 = \mathbf{£20,500}$$



Getting occupational therapists engaged...

- Workshops and roadshows – all four countries
- Online Toolkit
- Examples





- What would be **your service's** infographic?
- What **data** do you need to evidence this?





So what did
we get....





St. Richard's Hospital A & E dept. Chichester

70%

of patient referrals prevented from admission to acute beds saving over

£169,000

Plymouth Community Crisis Response Team

88%

of patient referrals prevented from admission to acute beds potential saving of

£3,000,000



NORFOLK COMMUNITY HEALTH AND CARE NHS TRUST

Improving Lives, Saving Money campaign has led to the development of other services such as the Early Intervention Vehicle (EIV).



IMPACT

75% OF PATIENTS PREVENTED FROM COMING INTO HOSPITAL.

This equates to a Return on Investment of **9.6 to 1**



SOUTHERN HEALTH AND SOCIAL CARE TRUST - Acute Care at Home Service....

accepted **1,110 referrals** in 12 months



IMPACT

80% of patients did not require
further support upon discharge from
the service.



ROYAL FREE LONDON NHS FOUNDATION TRUST

Rapid Response Services - Runs **7 days a week + extended evening hours.**



IMPACT - admission avoidance rate

68% average on weekdays.

69% on weekend days.

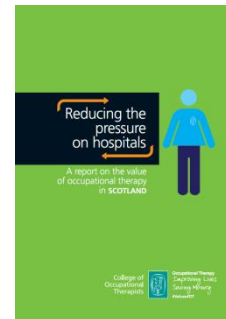
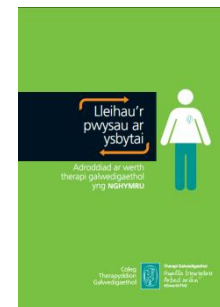
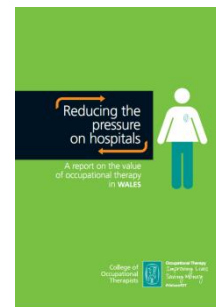
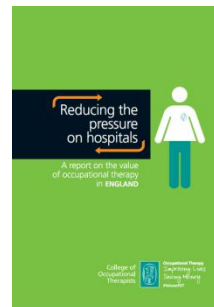
58% after 5pm. The new extended hours have

Saved £220,000 over the first six months.



Reducing the pressure on hospitals

Report for each UK country:
England, Wales, Northern Ireland
and Scotland on the value of
occupational therapy





Reducing the pressure on hospitals: A report on the value of occupational therapy - November 2016 launch events in all four country parliaments





7 new services working with
Ambulance Trusts since publication.
Showed the impact
occupational therapy
has made





**LIVING NOT EXISTING:
Putting prevention at the
heart of care for older people**

Use us differently!

**Demonstrating the
#ValueofOT**



Living not existing: putting prevention at the heart of care for older people - July 2017





Fred's story





Extensive media coverage

- Television
- Radio
- Newspapers
- All four countries





Demonstrating the value of occupational therapy

The reports showed the following...

Flint County Council

Occupational therapists have enabled an average of three people a year to move from residential care to a suitable home.

SAVING: £123,781.32





Demonstrating the value of occupational therapy

Kent Reablement at Home Teams

Nine teams across the country

83% of people seen are able to live independently at home

SAVING: £3.2 million



Stills from the film *Value of Occupational Therapy*. To view the whole film, visit: www.rcotimprovinglives.com



£395,279

saved for Cardiff Council after the occupational
therapy team reviewed

227

packages of care in 2015-16

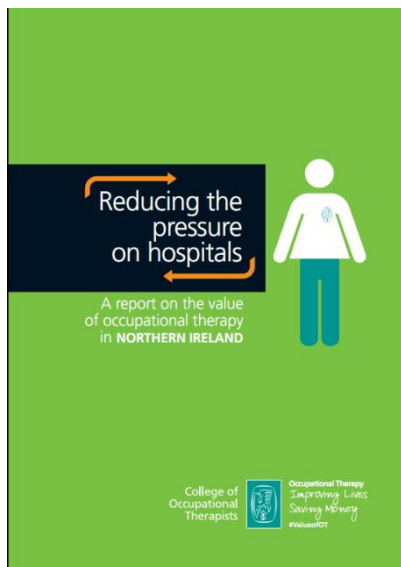
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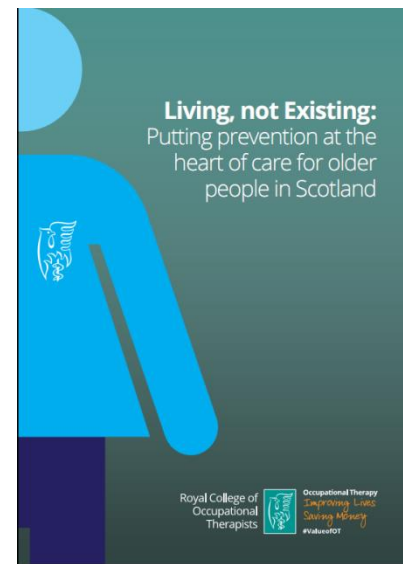




What RCOT is doing?



- Sending reports to stakeholders
- Meeting with stakeholders
- Speaking at conferences and exhibitions
- Promoting via social media and other avenues

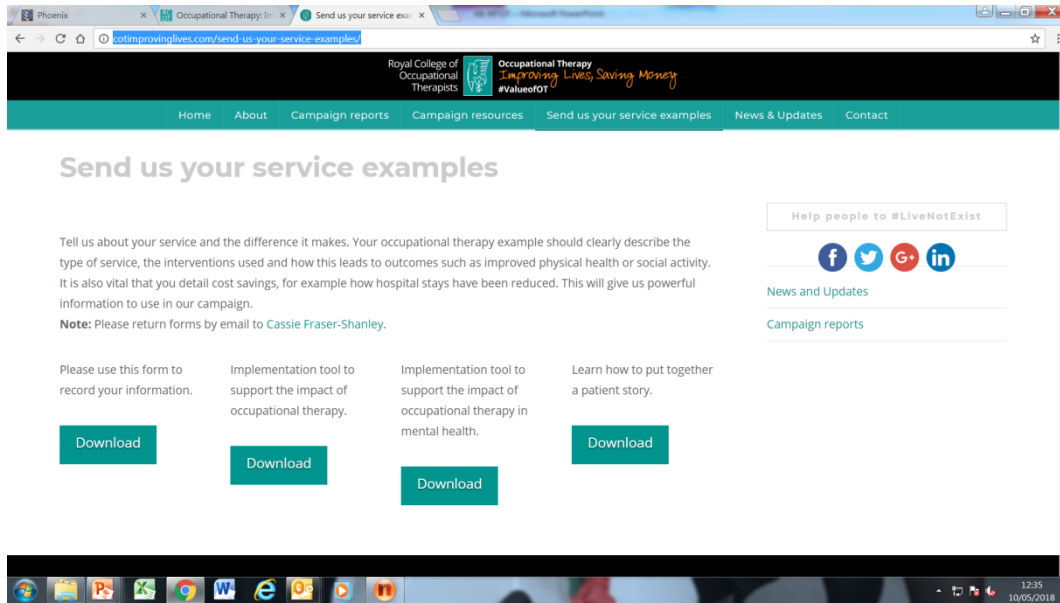




**What we are
asking
members to
do.....**



Send in service examples



The screenshot shows a web browser window displaying the page 'Send us your service examples' on the website 'cotimprovinglives.com'. The page has a teal header with navigation links: Home, About, Campaign reports, Campaign resources, Send us your service examples, News & Updates, and Contact. The main content area is titled 'Send us your service examples' and contains the following text: 'Tell us about your service and the difference it makes. Your occupational therapy example should clearly describe the type of service, the interventions used and how this leads to outcomes such as improved physical health or social activity. It is also vital that you detail cost savings, for example how hospital stays have been reduced. This will give us powerful information to use in our campaign.' Below this is a note: 'Note: Please return forms by email to Cassie Fraser-Shanley.' There are four 'Download' buttons arranged in a 2x2 grid, each with a short description of a resource: 'Please use this form to record your information.', 'Implementation tool to support the impact of occupational therapy.', 'Implementation tool to support the impact of occupational therapy in mental health.', and 'Learn how to put together a patient story.' To the right of the main text is a sidebar with a search bar 'Help people to #LiveNotExist', social media icons for Facebook, Twitter, Google+, and LinkedIn, and links for 'News and Updates' and 'Campaign reports'. The Windows taskbar at the bottom shows the time as 12:35 on 10/05/2018.

to find out how
<http://cotimprovinglives.com/send-us-your-service-examples/>



Key to influencing

Prepare your
headline message



Be prepared to
follow each point
with a **real life
example**

Occupational Therapy
*Improving Lives
Saving Money*

Impact data - Service example

Royal College of
Occupational
Therapists

Name of service and location (please include source)

Describe the service: e.g. profile of users being integrated/multidisciplinary, 7 day etc.

Explain all interventions e.g. assessments, contacts and manual used

Measure change to capture outcomes: e.g. cost, savings, value to the client and staff, Occupational outcomes

Frame your points
as solutions to the
challenges!

Take **stats and figures**





Impact of the Campaign

Greater **visibility** of occupational therapy with politicians key senior health officials and public

Members are **engaged** and want to be a part of the campaign



Occupational therapists talking about **occupation-centred practice**

Raised RCOT profile:
e.g. Increased number of speaker invites, high level strategy group invitations



Key Ingredients

- Understanding the problem (politically)
- Matching the problem with an occupational therapy solution
- Providing examples which show impact (ILSM)
- Occupational therapists engaged and upskilled to help deliver the evidence and messages
- Skills and expertise of HQ team





Questions





Thank You

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@KarinBishopRCOT