

# GP Commissioning and Design

## Enhancing Creativity and Collaboration

8th February 2011

h 3:30 - 7:30 pm

Design Council – Design Conference Room  
34 Bow Street, London, WC2E 7DL

'GP Commissioning and Design' is an event that brings together Service Designers and GPs to exchange views and practices related to the newly developed programme of GP Commissioning. The event will provide an overview of GP commissioning with examples of Design interventions and GP driven projects. We will build upon findings from our recently concluded research project focused on Practice Based Commissioning, which highlighted the need for a collaborative and creative framework defined as 'Community-centred Commissioning'. A practical exercise will explore elements of this framework, demonstrating use of tools and approaches from both disciplines.

### What is GP Commissioning?

GP Commissioning is the recent evolution of Practice Based Commissioning (PBC). Under PBC Primary Care Trusts have held the final authority for service redesign and commissioning, along with budgetary control. Now GPs are being 'liberated' from these external mechanisms of control and have been presented with a huge opportunity to lead change at a local level. This implies though a loss of skill base that may leave a vacuum in the organisational structure of the NHS. Also GP consortia are expected to develop integrated care proposals, developing a 'compact', or formal agreement, with local authorities and the third sector. This involves investing considerable time in building trust and relationships through peer-to-peer dialogue and systemic thinking.

### Why Design?

Design has been increasingly working with healthcare organisations to re-imagine service models and provisions, introducing an experience-based approach to innovation. This 'grass roots' or 'bottom up' approach has been proven to be more effective in promoting behaviour change in individuals, which, when combined with the systems approach of Evidence Based Design, offers an integrated approach which may provide the ideal environment to conceive of, and effectively implement, service redesign proposals in healthcare settings. Also designers have been developing tools and methods to support creative and collaborative change processes, engaging diverse groups of stakeholders.

## Programme:

**3:30 – 4**      **Registration and Introduction**

**4:00 – 5**      **Presentations**

Design in Practice research project

Valerie Carr and Daniela Sangiorgi, Lancaster University

GP Commissioning, an overview

Dr. Muhammed Ali, National Commissioning Champion, Royal College of General Practitioners

Designing a services commissioning model with Barnet Council

Joe Heapy, co-founder and Director, Engine Service Design

Commissioning for a COPD Service

Dr. Richard More, Productive General Practice Design Team, NHS Institute for Innovation and Improvement

**5 – 5:30**      **Discussion**

**5:30 – 6:30**   **Group Activity**

**6:30 – 7**      **Discussion**

**7 – 7:30**      **Buffet**

## About the project

The Design in Practice project aimed to investigate how GP practices were engaging with the Practice Based Commissioning (PBC) framework, how they applied their situated knowledge to the design of new healthcare service models and facilities, and what creative design skills could support them in envisioning and commissioning new services. It has been funded through the Health and Care Infrastructure and Research Innovation Centre (HaCIRIC), an inter-university collaboration, focusing on the underlying built and technical infrastructure for health and social care, and the interaction between this infrastructure and change and innovation in care services.

Event sponsored by EPSRC Pathways to Impact Award

Event supporters:

