

<b>NHS Greater Glasgow and Clyde</b>	<b>Paper No. 25/104</b>
<b>Meeting:</b>	<b>NHSGGC Board Meeting</b>
<b>Meeting Date:</b>	<b>21 August 2025</b>
<b>Title:</b>	<b>Communications and Public Engagement Update – August 2025</b>
<b>Sponsoring Director:</b>	<b>Sandra Bustillo – Director of Communications and Public Engagement</b>
<b>Report Author:</b>	<b>Neil McSeveny – Deputy Director of Communications Daniel Connelly – Deputy Director of Public Engagement</b>

## 1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in July 2025 – August 2025.

## 2. Executive Summary

The importance of effective stakeholder communications and engagement as a key function of Board governance is set out in the Blueprint for Good Governance. This report aims to:

- Inform Board members on the progress and impact of various initiatives and campaigns undertaken to enhance stakeholder engagement and improve service delivery.
- Provide details on key areas such as patient experience, stakeholder engagement, service support, and major communications campaigns and activity.

## 3. Recommendations

The NHS Board is asked to consider the following recommendations:

- To note the content of the report

#### **4. Response Required**

This paper is presented for awareness.

#### **5. Impact Assessment**

The impact of this paper on NHSGGC's corporate aims, approach to equality and diversity and environmental impact are assessed as follows:

- |                        |                        |
|------------------------|------------------------|
| • Better Health        | <u>Positive</u> impact |
| • Better Care          | <u>Positive</u> impact |
| • Better Value         | <u>Positive</u> impact |
| • Better Workplace     | <u>Positive</u> impact |
| • Equality & Diversity | <u>Positive</u> impact |
| • Environment          | <u>Positive</u> impact |

#### **6. Engagement & Communications**

The issues addressed in this paper were subject to discussion within the Communications and Public Engagement Directorate.

#### **7. Governance Route**

N/A

#### **8. Date Prepared & Issued**

Prepared on: 7 August 2025  
Date issued: 13 August 2025

# Communications and Public Engagement Update

August 2025



## 1. Introduction

1.1 This report covers the period July-August 2025 and provides a summary of some of the main activities delivered by the Communications and Public Engagement Directorate in this period.

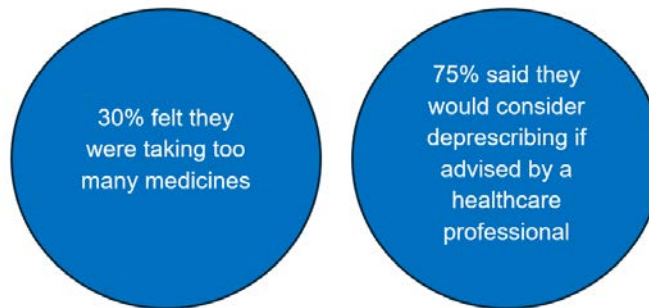
## 2. Engaging Stakeholders



### 2.1 NHSGGC Reducing Medicines Waste

NHS Greater Glasgow and Clyde (NHSGGC) is engaging patients to better understand awareness and experiences of deprescribing—reducing or stopping prescribed medicines.

This initiative supports patient choice, reduces medicines waste and offers environmental benefits. The Patient Experience and Public Involvement (PEPI) team undertook a public survey capturing feedback from over 1,000 respondents, with some high-level feedback highlighted below.



Increasing public awareness of medicine reviews emerged as the main identified area for improvement and these insights are shaping future campaign planning.

The PEPI team has recruited public partners to co-design solutions with pharmacy and prescribing staff through surveys, focus groups, case studies, and a creative workshop with Strathclyde University's Design Hopes Team taking place during August 2025.

## 2.2 Maternity Involvement Event at Royal Alexandra Hospital

NHSGGC has hosted the first joint in-person Maternity Voices Partnership and Third Sector Network Event. The event, held at the Royal Alexandra Hospital, brought together 35 women with recent maternity experience, third sector partners, doulas, and engagement professionals and was designed to foster dialogue around maternity care experiences and service improvement.

Attendees explored themes of ongoing involvement, induction experiences, and shared reflections on maternity journeys, contributing to a co-designed vision for maternity services.

Facilitated by the PEPI team and the Director of Midwifery, the format encouraged encourage open discussion and peer exchange.

## 2.3 Online Healthy Living Hub Testing

My Health Navigator is an online healthy living hub to support Improved Access, Prevention and Self-Management in Primary Care and Planned Care.

It supports key priorities including:

- **Waiting Well:** Supports patients during wait times.
- **Rehabilitation:** Promotes function and independence (e.g. LifeCurve tool).
- **Realistic Medicine:** Encourages shared decision-making through informed questions.
- **Improving Access:** Streamlines navigation to appropriate services

The PEPI team has supported the work being led by the Interim Chief AHP for North Sector to initially test the resource which resulted in feedback from 270 people. This indicated strong support for a centralised health information resource. Key benefits identified include easy access to trusted information and reduced reliance on GP

calls. Ongoing co-design activities will refine the platform's naming, navigation, and content tone to enhance user experience and effectiveness.

## 2.4 Care Opinion Annual Review 2024-2025

This month Care Opinion published its Annual Review of stories told about NHS Scotland Services in 2024-2025. This highlighted that across Scotland, 11,458 stories were received about NHS Scotland services - a 26% increase from the previous year.

Within NHSGGC, 3,050 stories were received, providing 27% of all stories shared across Scotland. Of those shared, 78% were wholly positive compared to 77% nationally.

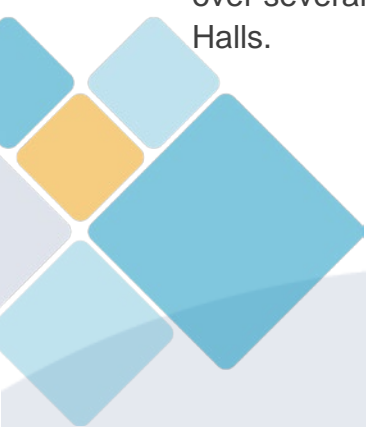
Care Opinion's Annual Report features a case study from NHSGGC's Pulmonary Rehabilitation Team highlighting the proactive patient feedback and engagement undertaken by the service and the actions taken as a result of this.

## 2.5 Non-Executive Board Members' IJB Engagement

Renfrewshire Integration Joint Board (IJB) has been delivering on its Sustainable Futures programme for the last two years, which is focused on identifying and implementing savings options to close the IJB's financial gap. The most recent phase of the programme has involved the completion of a programme of public engagement to gather feedback on a range of proposals so that the views of those who may be impacted by savings can be captured and considered in IJB decision-making.

NHSGGC non-executive directors who are members of Renfrewshire IJB, along with elected member colleagues, participated in a range of face-to-face and online engagement events to hear directly from those impacted by the proposals, including our staff.

Non-executive directors joined a wide range of these discussions to hear feedback and concerns first hand and hugely appreciated people taking the time to attend and share their views on very difficult topics. In addition to the face-to-face discussions, the non-executive directors also participated in six online engagement events, held over several evenings for people who were unable to attend in person at the Town Halls.



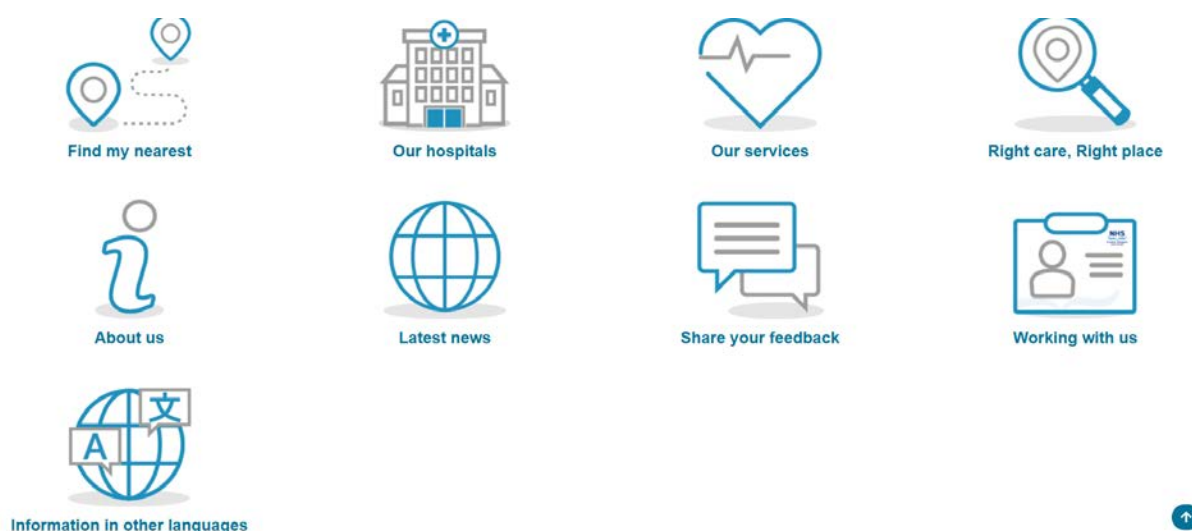
## 3. Communications



### 3.1 NHSGGC website passes UK accessibility compliance checks

In 2021, the Corporate Communications Directorate made the decision to bring the NHSGGC website fully in-house. This would help reduce running costs and allow us to have full control over all aspects of the website and its ongoing development. Up until then, the website had been built and supported by an external agency.

The website was built to a target accessible rating of AA within the Web Content Accessibility Guidelines (WCAG) - a widely adopted standard that helps organisations comply with various accessibility laws and regulations in their countries.



As part of compliance, in April, a random external audit from the UK Government's accessibility monitoring team, identified 16 areas to improve accessibility across the website.

Following a short, intensive period of work, all areas identified were improved within four weeks, well within the 12-week deadline.

We are pleased to report that the return audit which took place in July, demonstrates our website passes requirements, with no issues found and is fully compliant with the UK's accessibility requirements.

The web-team will carry out an annual review specifically focused on accessibility, to ensure the website remains full complaint to the latest standards and governance.



## 3.2 Transforming Together

Helping to set the scene for the Transforming Together agenda, over the past 24 months, we have been telling the story of transformational change within NHSGGC, particularly around the use of new technologies to provide high-quality care to patients both at home and in hospital. Specifically, communications have focussed on in the following areas:

- Research and Innovation
- AI in healthcare
- Virtual consultations,
- New ways of delivering urgent and unscheduled care

In addition to well over 1 million impressions across our social media channels, and 636,000 reads on our Involving People Network, a total of more than 60 pieces of high quality print, online and broadcast pieces of coverage have been secured including on the BBC network – television, radio and online, STV, The Herald, Scottish Sun, Glasgow Times, Courier, Daily Record and a range of technology publications and local media outlets.

More recently, following the announcement of the partnership with Doccla, external media has focused on the launch of the virtual hospital, generating coverage in The Herald, Daily Record, Glasgow Times, Glasgow Live and FutureScot.

### NHSGGC Starts Work To Create New Virtual Hospital To Support Patients In Their Own Homes

06/05/2025 | 3 min read



#### VIRTUAL PLAN TO CUT INPATIENTS

A HUGE 1000-bed virtual hospital is being planned by Scotland's biggest health board to tackle A&E failures.

The facility will support more NHS Greater Glasgow & Clyde patients at home without the need for them to go into an emergency unit.

The health board has agreed a

BY VIVIENNE AITKEN

provides virtual care to NHS Lanarkshire and Truents in England.

It will reduce admissions, shorten hospital stays and increase capacity for those requiring in-person care. Doccla's technology continuously monitors patients. It includes

measurements like blood pressure. NHSGGC promised it will not lead to a cut in the number of physical beds.

Medical director Scott Davidson said: "Many patients would rather be cared for at home and this will allow us to provide appropriate care remotely. It will mean they can avoid

### 'Virtual hospital' created in bid to reduce admissions in Glasgow area

Mark McDougall

PLANS to introduce a "virtual hospital" have been revealed by NHS Greater Glasgow and Clyde (NHSGGC).

The health board has agreed a partnership with Doccla, which already provides virtual care solutions to NHS Lanarkshire and Truents in England, to enable more patients to receive medical support from the comfort of their own homes.

It is hoped it will reduce admissions and shorten hospital stays where appropriate. There will be no reduction in the number of physical beds within the NHSGGC, with the "virtual wards" adding additional capacity equivalent to 1,000 beds.

Doccla's technology allows for continuous remote patient monitoring and clinician interventions where necessary.

It includes supplying patients with wearable devices that record measurements like blood pressure, allowing health professionals to observe them remotely.

Patients will be asked to fill in health questionnaires, and a call would be made to them if it identifies an issue or a community team would be deployed.

Scott Davidson, medical director of NHSGGC, said: "The introduction of new virtual wards in Greater Glasgow and Clyde will allow us to deliver safe, compassionate care to many patients from the comfort of their own home.

"We know that many patients would rather be cared for at home than have to travel to or spend lengthy periods in hospital and this will allow us to provide appropriate care to them remotely.

"It will mean they can avoid or have a shorter hospital stay than previously would have been the case.

"Doccla has been delivering virtual care solutions for health boards in other areas of Scotland and the UK, and we are pleased to have agreed this partnership."

Denise Brown, NHSGGC's Director of Digital Services, said: "The partnership we have agreed with Doccla is an important and exciting step."

"Virtual hospital" set to support patients at home

NHS Greater Glasgow and Clyde (NHSGGC) is creating a "virtual hospital" to support patients in their own homes.

The health board has announced plans to introduce a virtual hospital in partnership with Doccla, a company that already provides virtual care solutions to NHS Lanarkshire and other trusts in England.

The initiative aims to improve patient care by reducing admissions and shortening hospital stays where appropriate. It is also hoped it will increase capacity and flow through NHSGGC hospitals.

said: "Our partnership with NHS Greater Glasgow and Clyde marks a major milestone in the evolution of virtual care.

"Together, we are laying the foundation for the hospital of the future – digitally enabled, patient-focused, and built around delivering care where it's needed most.

"This collaboration reflects our shared ambition to unlock the full potential of virtual healthcare across Europe, starting with meaningful impact for patients in Scotland."



continuous remote patient monitoring and clinician interventions where necessary. Patients are supplied with wearable devices that record measurements like blood pressure, enabling health professionals to make remote observations. The technology also asks patients to fill in health questionnaires.

A call would then be made to them, or a community team would be deployed, if the technology identifies a problem.

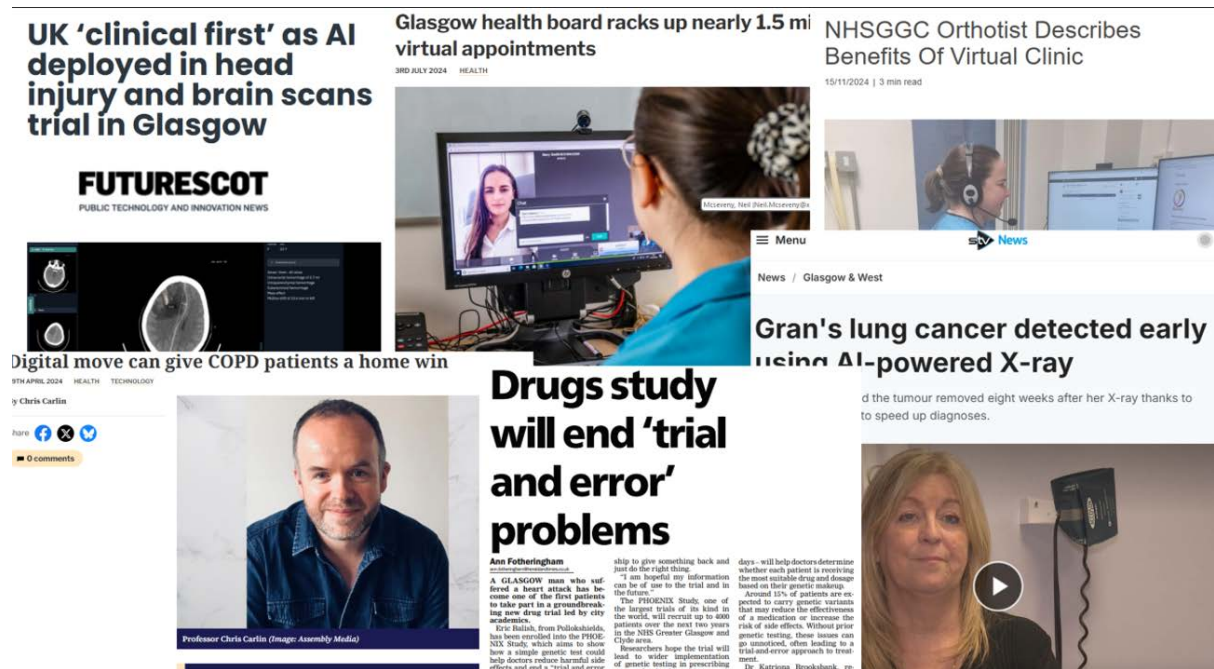
Scott Davidson, medical director of NHSGGC, said: "The introduction of new virtual wards in Greater

hospital and this will allow us to provide appropriate care to them remotely. It means they can avoid or have a shorter hospital stay than previously would have been the case."

Denise Brown, director of digital services at NHSGGC, said: "The partnership we have agreed with Doccla is an important and exciting step forward. It will allow us to deliver the right care in the right place for our patients, helping us to transform our NHS now and into the future.

"The 1000 virtual bed hospital will be embedded

*A sample of virtual hospital print coverage*

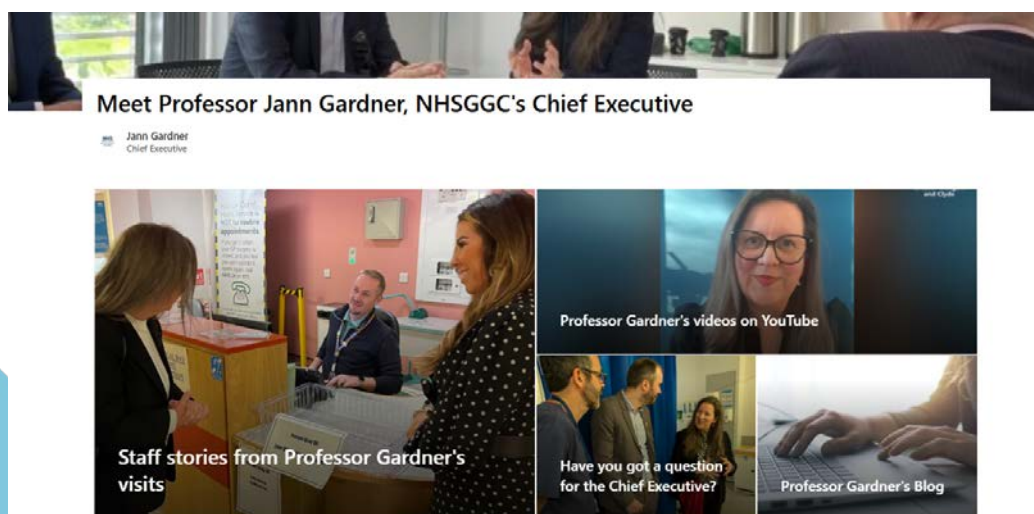


### *A sample of tech and innovation focused proactive media*

The communications and engagement plan that will support the implementation of Transforming Together will build on this activity to further inform and engage the public in the ambitious plans being taken forward.

## 3.3 Listening to our staff

As part of the Chief Executive's ongoing commitment to listen to staff and to hear their thoughts on how we can improve our services, a dedicated Staffnet hub has been launched. The hub includes accounts of Professor Gardner's visits and an 'Ask the Chief Executive' facility, whilst also providing the opportunity to hear more from our Chief Executive directly.



### *The new Chief Executive hub*



