

Michaela Firth DipM MCIM

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Key Projects

National Coach (QIPP LTC & Urgent Care Work streams) at Department of Health
Working at a national level to support health and social care teams with service improvement and transformational change, in line with government policy and reform

- **Key achievements:** Recruitment of locality teams from across England to engage in a national 'Ignition Phase' to embed primary drivers to create large scale change and service improvement, within a very challenging NHS environment
- Coaching and supporting individuals and teams, communicating drivers for change and national best practice, to support achievement of QIPP (Quality Innovation Productivity & Prevention) plans
- Working at a very senior level linking with DH, NHS CEOs, Strategic Health Authority leads with the requirements of high political awareness and confidentiality
- Planning, delivering a 'virtual work stream' e.g. electronic communication, alongside developing and delivering a series of workshops to support spread improvements
- Lead for patient involvement and engagement in the work stream
- Regularly present on national policy and social marketing/ Patient & Public involvement at national conferences / Selected to speak at NHS Kings Fund and Confederation Conference 2010

Engagement Programme Manager at NHS Milton Keynes

- **Key achievements:** *Successfully introduction of a patient experience metrics, created awareness and 'skills transfer' of social marketing skills & techniques to appropriately reduce admissions to urgent care services. Successfully built on existing partnership working NHS representative of multi-organisational Community Safety Partnership team which introduced an innovative 'rescue and information' service for Christmas visitors to Milton Keynes*
- Member of senior management team providing practical support and consultancy services to NHS & social care professionals
- Champion for patient experience and patient and public intelligence, working with LINKs (Local Involvement Networks) and local patient groups to ensure effective public engagement
- Actively sought opportunities to work with partners e.g. Police service, Open University
Regular speaker at regional events, as well as national events including HSJ and SHA events

Lecturer in Social Marketing / Hull University, Hull, Humberside

- Delivering sessions on social marketing for University MBA / Diploma courses.
- Involved with planning present and future courses.
- Contributed to Open University Social Marketing materials (blogs and other web based events)

Patient and Public Intelligence Programme Manager at South Central (SC) PCT Alliance, System Transformation Team

Supported PCTS, providing consultancy, advice and support in relation to patient experience, patient intelligence, social marketing to support commissioning. Used programme management, communication and networking skills to ensure regional vision was implemented successfully

- **Key Achievements:** Successfully programme managed the biggest social marketing research project undertaken by English PCTs.
- Acted as social marketing 'internal consultant' for SC SHA PCTs successfully creating awareness and skills transfer of social marketing.
- Managed the production of a 'PPI Toolkit for Commissioners', Excellent reception both regionally and nationally & the first document to be published on the NHS Institute 'PCT to PCT' portal.
- Link for National Social Marketing Centre (NSMC) Assisted writing of the "Procurement Guide for Commissioners" and delivering training to their associates
- Identified and facilitated improvements in patient experience measurements, evaluation methodologies and creation of patient experience metrics
- Led the definition and scope of what PPI/PPE services are required to support commissioners
- Contributed to key NHS Institute publications (for commissioning support, Annual Report)
- Invited to speak at regional and national events, including HSJ, SHA and DH workshops

Assistant Director (NPDT) at the Improvement Foundation (formerly National Primary Care Development Team)

Managed a regional office of five staff, supporting health economies across South Central, equipping colleagues with tools and techniques to support large scale service improvements

Key Achievements: An active contributor in the National Primary Care Collaborative, which was *'the largest healthcare improvement programme in the world'* (quote – Don Berwick IHI, USA)

NPCC Phase 2 working on achieving the 24/48-hour access target

- A reduction in wait to see a GP from average 5 days to same day access
- A reduction in wait to see a GP from average 3 days to same day access
- Responsible for assisting practices and PCT's to develop PBC in their localities /consortia by various methods, assisting implementation of DH policy including 18 week wait
- Communicated at all levels and managed the complex needs of PCTs, SHA, practices and patients being sensitive to different interpretation and needs
- Marketed and delivered, extremely well evaluated Quality Improvement Skills programmes (QuISP) within the region, equipping health and social care professionals with generic improvement skills to implement their own changes
- Acted as an 'internal consultant' to PCTs and practice teams to assist and facilitate improvements
- Assisted the Prime Ministers Delivery Unit to support poorly performing PCTs
- Trained and presented at local and national events on key relevant topics

Communications Lead at NHS Direct Beds & Herts, Bedford

The site lead for creating awareness, interest and development of the 0845 service to approx. 2 million population including NHS clinicians, devising and planned promotional activities which improved the uptake of the service in local PCTs and local communities

- Key Achievements: Expert media handler; securing interviews on local radio and TV to promote the service, built relationships with press and radio to ensure 'positive' positioning of service locally
- Secured Arsenal football team members (at no charge) to attend an event aimed at promoting service to young people
- Built relationships with national NHS/DH teams and chosen to work on national projects and initiatives inc digital TV and promotion of service to students in colleges and Universities
- In response to local plans, segmented the population and devised appropriate targeted materials for older people, young people, black and ethnic minorities
- Created local newsletter and contributed to national NHS Direct promotional campaigns, promotional literature and reports