



Primary Care Home Case Study



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| Organisation: | Team Winsford |
| Number of PCHs: | 1 |
| Population: | 33,000 |
| GP practices: | 5 |
| Partnership: | The PCH includes five practices, patient representatives, the town and county councils, NHS community and mental health trusts, schools, Vale Royal Clinical Commissioning Group, third sector and many other stakeholders. |
| STP footprint: | Cheshire and Merseyside |

The challenge

Winsford is one of the most deprived areas in the country with significant health inequalities. The overall health of the population is poor and, at the time of applying to become a primary care home (PCH), Winsford had the worst one-year survival rates for cancer in the country.

What they did

The primary care home brought together everyone involved in the health and wellbeing of people in the Cheshire town of Winsford under the banner “Team Winsford”. Five GPs came forward to be clinical champions in areas of interest to them with the aim of increasing access to local services and improving outcomes. A Winsford GP led the design and implementation of a primary care deep vein thrombosis service. The PCH also invested in a mental health support programme for teenagers and co-funded a primary school exercise initiative. During Winsford’s Wellbeing Week, GPs, community staff and members of local voluntary organisations were in town promoting good lung health as part of the PCH’s drive to improve cancer outcomes. This resulted in many people getting advice on respiratory health as well as being signposted to a new PCH-led smoking cessation service and direct access to chest X-rays in the local hospital.

The impact

Winsford no longer has the lowest one-year cancer survival rates in the country and, while this is not directly attributable to the PCH, it was the vehicle that enabled the focus to be placed on respiratory health, demonstrating that improving cancer outcomes is one of Winsford’s key priorities. There are now extra NHS services for people to access. The model has been adopted in four neighbouring towns, bringing the benefits of primary care home to all 280,000 people living in Central Cheshire.

Lessons learnt/success factors

The PCH has shown that working in partnership on a town basis delivers a stronger focus on population health and wellbeing. Having dedicated GPs to lead on service development and redesign has been very positive.

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