

Oxford AHSN case study

Date: Q1 2018/19

Programme/Theme: Mental Health

Title: Spreading best practice in dementia through webinar programme

Overview summary

The Oxford AHSN has established a webinar programme to support the spread of best practice in dementia. So far 46 webinars have taken place covering a wide range of topics. The programme has over 370 subscribers with over 1,000 participants joining live and 900 more viewing the videos later. A 2017 survey found almost half of respondents had changed practice as a result of participating in the webinar programme. Engagement is spreading with a rising proportion of new viewers from outside the Oxford AHSN region.

Challenge identified

The Oxford AHSN's aim – in line with the Prime Minister's Challenges of 2012 and 2015 – is to reduce variation in patient and carer experience and outcomes in dementia services, throughout the memory assessment and post-diagnostic pathway, and support the adoption of innovations that can improve care quality, working collaboratively with clinicians, social care and the voluntary sector.

Actions taken

The Oxford AHSN launched a dementia webinar programme in 2014 to spread best practice, reduce variation and support continuous professional development. The initial aim was to build a culture of collaborative working across the Oxford AHSN region and reduce variation in dementia diagnostic and prescribing practice following initial referral to memory services. The webinars can be watched live at fixed times. These take place on a monthly basis and last about an hour, usually over lunchtime. There is an opportunity for viewers to ask questions. The webinar recordings can also be watched on demand.

Impacts/Outcomes

So far 46 webinars have taken place covering a wide range of topics. These include:

- Diabetes and dementia
- Dementia and driving
- People with dementia getting lost
- The challenge of multi-morbidity in dementia

- How alcohol affects the brain and cognition
- Post-diagnostic support services
- Cognitive behavioural therapy (CBT) and mindfulness for people with dementia

The programme has over 370 subscribers with over 1,000 live attendances and 900 more viewing the videos later. Whole multi-disciplinary teams have taken part on a regular basis and followed up with their own discussions around best practice. A 2017 survey found 46% of respondents had changed practice as a result of participating in the webinar programme. This figure rose to over 50% for some individual webinars. The sessions most likely to lead to a change in practice covered Alzheimer's disease, epilepsy, mindfulness and post-diagnostic support. Engagement has been spreading with the proportion taking part in the live webinars from outside the Oxford AHSN region rising from 5% in 2016 to 15% in 2017.

Supporting quotes

"I've dialed in to a few of the webinars now and they have all been excellent. It's a really convenient way of getting fresh information from a wide range of top speakers – without even having to leave my desk. I've learnt something new every time. Thank you!"

Vicky Cartwright, Deputy Programme Manager, Royal College of Psychiatrists, 2018

"The webinars are always of a consistently high standard and I very much appreciate them."

Anonymous contributor to webinar programme survey, 2017

National NHS priorities addressed

- Care and quality
- Health and wellbeing

AHSN priorities addressed

- Long-term conditions
- Mental health
- Workforce development

Future plans

Future webinar subjects are being chosen based on feedback from participants. There is a desire to increase engagement with primary care and professional groups beyond doctors. A follow-up survey will measure further progress, particularly around changing practice.

Contact

Fran.butler@OxfordAHSN.org