

# ESTHER

# The ESTHER Philosophy

## Housing , Health and Social Care

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# Design & Learning Centre for Clinical & Social Innovation

## Co-Designing Better, Safer, Cheaper and Different Care

**Making out of hospital care safer for both citizens and the professionals**

**Get in the Purple Zone**

An Innovation Space for Professionals, Citizens, businesses & academics

**Join us wherever you are**

**Inspiration for Innovation and transformation**

Removing organisational & professional barriers

Finding the right solutions to make a real difference

**Integrate together**

**A physical space with a virtual presence**

**Design and Learning Centre**

CLINICAL & SOCIAL INNOVATION



# Designing Care for Health and Social Care that is: Better, Safer, Cheaper and Different

- Co-designing solutions with citizens and professionals in less than a year
- Learning – freedom to innovate
- Co-implementing locally after evaluation
- Empowering the citizen – moving away from professionally dominated towards person-centred care and co-production
- Utilising the digital revolution
- Delivering the Innovation Facility for 1.8 million citizens on behalf of the Kent and Medway Health system in collaboration with Kent Surrey Sussex Academic Health Science Network

INNOVATION & TECHNOLOGY

LEARNING & DEVELOPMENT

EXTERNAL & INTERNATIONAL  
FUNDING

CO-PRODUCTION & CO-  
IMPLEMENTATION,  
ENGAGEMENT & RESEARCH



**Design and  
Learning Centre**  
CLINICAL & SOCIAL INNOVATION

## Design and Learning Centre for Clinical and Social Innovation: engaging on many levels especially citizens and communities

- Citizens
- Communities
- Health and Social Care commissioners
- Providers – medical, mental health, social care sector and voluntary sector
- Public Health
- Academia
- Businesses including Small Medium Enterprises

# ESTHER

First developed in Sweden 1997

Bilateral goal

Creating care that is better, safer and  
uses resources more efficiently

Beneficial for the individual AND professional

# ESTHER

What matters to you?

Not just

What is the matter with you?

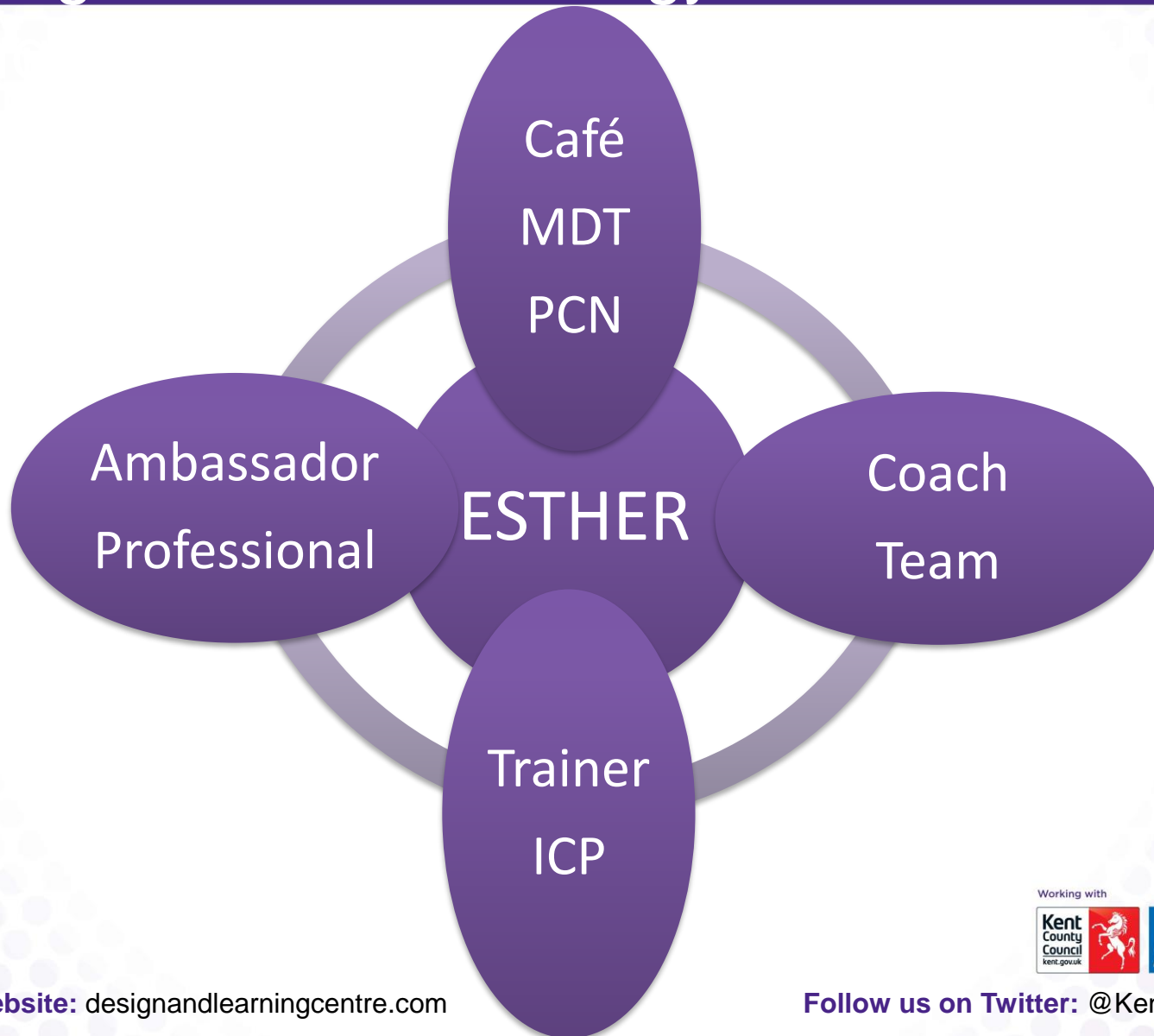
Co-designing care, both at individual and system levels

Personalisation and Quality Improvement



# 5 Levels of Continuous Quality Improvement

## Changing culture and strategy for better outcomes



# ESTHER Journey in Kent

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- Implementing the philosophy with dedicated resources since 2016 across Kent – care providers, social care and health
- ESTHER is included as one of the personalisation delivery methods for Kent and Medway Health system and we are working with the Kent and Medway Integrated Care Partnerships .
- The NHS and Social Care Workforce Board and Health Education England are supporting the roll out
- To date we have: 80 Coaches and 2042 Ambassadors
- Delivered 3 ESTHER inspiration events
- Working with the national NHS Personalisation delivery team and with the social care based Think Local Act Personal team ( TLAP).
- Seen as best practice by the Chief Social Worker in England



# Evolving ESTHER

We have adapted ESTHER for our system, with the aim to aim culture and strategy for better outcomes by developing:

## ESTHER Ambassadors

Aimed at health and social care staff at all levels, care sector, citizens, community services

- ESTHER Ambassadors understand and promote awareness of the ESTHER Philosophy
- Be part of the ESTHER network (virtual and face to face networks) which aims to:
  - Improve the experience for ESTHER
  - Create a common language across the whole system
  - Sharing and learning from good practice
- Act as change and digital champions

ESTHER Ambassadors wear an ambassador badge to demonstrate that they understand the philosophy

ESTHER ambassador overview can be completed via e-learning or attend a face to face session, either option does not take longer than 2 hours

# ESTHER

## ESTHER Cafes

- Cafes working at community level / Primary Care Networks
- Participants MDT + stakeholders
- Proposing quality improvements and reporting good experience
- Ownership at community / PCN level
- Reporting to Integrated Care Partnerships (ICPs) including system change proposals
- Cafes can also take place in individual organisations

# ESTHER Engagement

## ESTHER Roadshow

- Engaging ESTHER by visiting and speaking with communities
- Target areas, spend time going to local venues and talking to people and connecting with community roles
- Approach allows us to work with hard to reach communities and recruit to our ESTHER network

## ESTHER Cafes

- Refreshing our approach to include a toolkit and simulation cafes
- Themed ESTHER cafes, which include technology sessions

## Place Based Wellbeing

The “Breaking Barriers” collaborative led by Lord Patel of Bradford is working with us developing a “Playbook” for community based prevention and wellbeing. The engagement of ESTHERs is key to this in the development and implementation of the good practice.

# ESTHER Engagement

The Kent and Medway Health system set us a challenge to find new and innovative solutions with a focus on local care to support people with:

- Asthma
- Cardio Vascular Disease
- Chronic Obstructive Pulmonary Disease
- Diabetes

*Elaine and I would just like to say thank you for arranging the excellent workshop today. We found it very useful, informative and well organised. Time well spent. Best Wishes Bill'*

## Approach

- 4 engagement events across Kent and Medway – different times of the day in local venues
- Electronic Survey
- Visiting community groups to get feedback
- Event at the start of February with 130 people (citizens, health, care providers, staff, community services, leisure facilities) to explore different solutions and vote on the best ideas and agree how they need to be implemented

Development of e-learning and virtual platforms to engage people

Empower Care EU project – Technology Lab and Digital Leads

Working with our care providers to implement digital

Horizon scanning for examples of good practice

Work with Industry and Academia to develop technology ideas

ESTHER Café to focus on digital and learn from ESTHERs

Innovation Events and Methodology

Various technology projects: carers app, digital medication,

Skills development



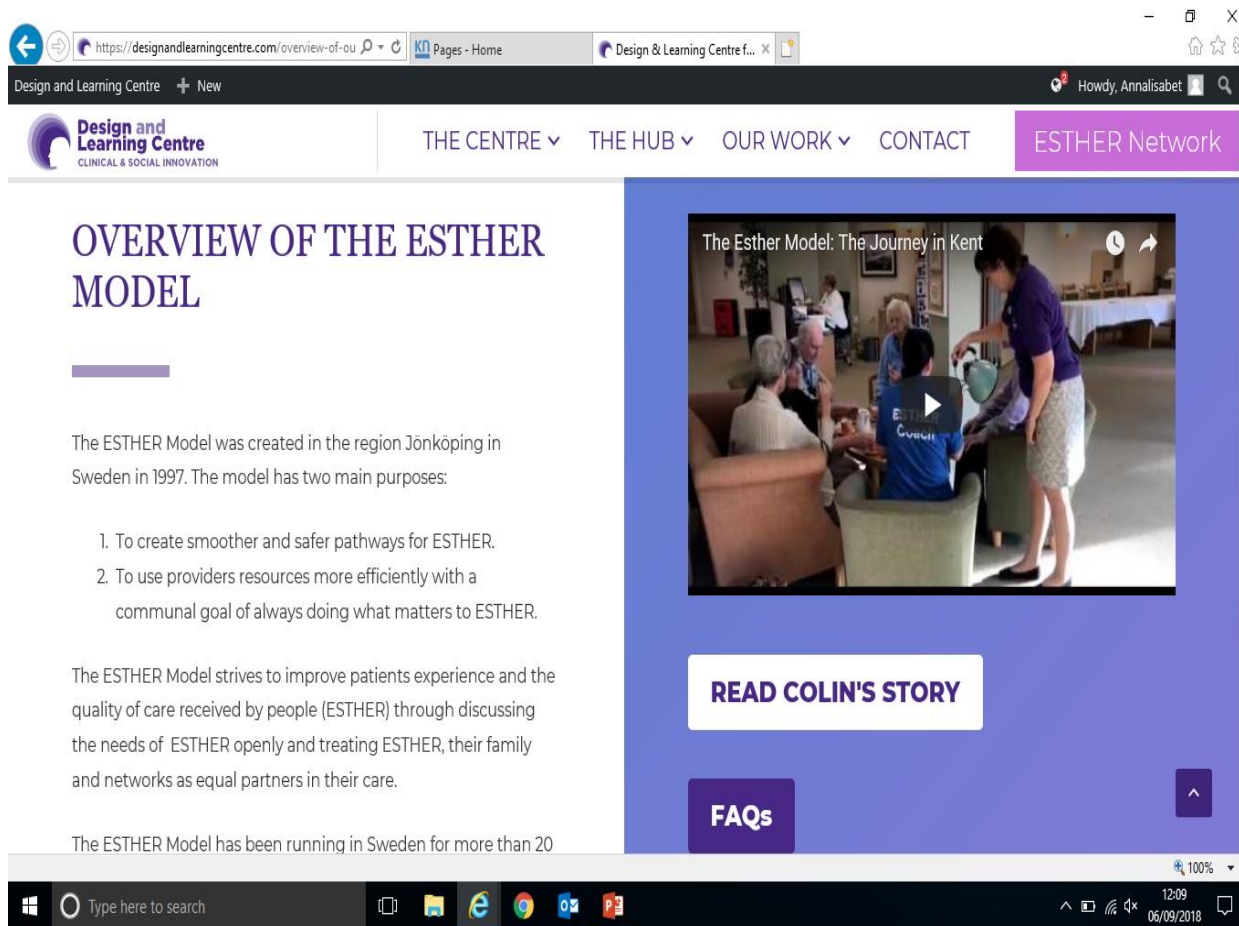
**Design and Learning Centre**

CLINICAL & SOCIAL INNOVATION

**Interreg**   
2 Seas Mers Zeeën  
**EMPOWERCARE**

European Regional Development Fund

# Digital Support for our ESTHER Network



The screenshot shows a web browser displaying the Design and Learning Centre website. The URL bar shows <https://designandlearningcentre.com/overview-of-ou>. The website has a navigation bar with links: THE CENTRE, THE HUB, OUR WORK, CONTACT, and ESTHER Network. The main content area is titled "OVERVIEW OF THE ESTHER MODEL". Below the title, it states: "The ESTHER Model was created in the region Jönköping in Sweden in 1997. The model has two main purposes:

1. To create smoother and safer pathways for ESTHER.
2. To use providers resources more efficiently with a communal goal of always doing what matters to ESTHER.

Below the list, it says: "The ESTHER Model strives to improve patients experience and the quality of care received by people (ESTHER) through discussing the needs of ESTHER openly and treating ESTHER, their family and networks as equal partners in their care."

At the bottom, it says: "The ESTHER Model has been running in Sweden for more than 20

On the right side of the page, there is a video player titled "The Esther Model: The Journey in Kent" showing a group of people in a meeting. Below the video is a button labeled "READ COLIN'S STORY" and another button labeled "FAQs".

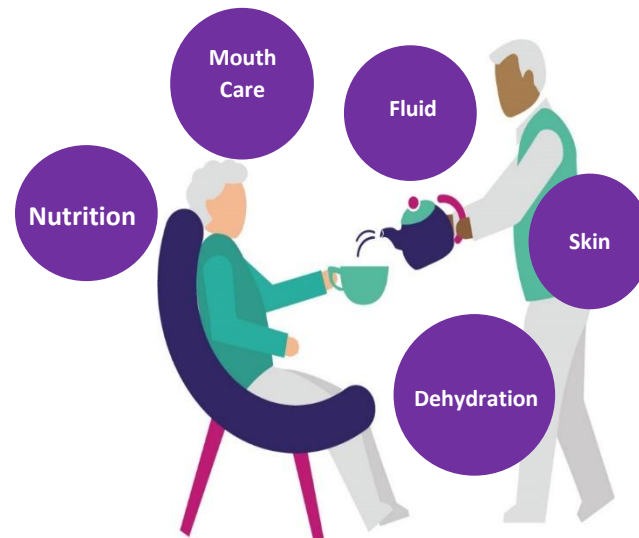
Connecting ESTHERs and providing a virtual way in which they can engage in our work. We also use this network for ESTHER coaches to share learning, information and improvement projects.

# Carers App



Care workers and unpaid carers provide an invaluable role supporting the health and wellbeing of people across Kent and Medway.

The carers app contains the fundamental care elements to keep ESTHERs well and out of hospital, signposting to services where appropriate





# Further Information & Contact

## Further information:

**Website:** <https://designandlearningcentre.com/>

**Get live Updates as they happen by following us on Twitter:** [@KentDLC](https://twitter.com/KentDLC)

**Email:** [designandlearningcentre@kent.gov.uk](mailto:designandlearningcentre@kent.gov.uk)