

# the **BIG** conversation

## RESULTS

### What was it all about?

The BIG conversation was created by the Cambridgeshire and Peterborough Clinical Commissioning Group (CCG), the people who buy healthcare services locally, to find out what matters most to our local community when it comes to healthcare in Cambridgeshire and Peterborough.

Here at the CCG we put our patients at the heart of our decision making processes, so we wanted to go out and speak to as many people as possible about both the financial challenges we are facing as an area, and ways in which healthcare services could evolve in the future.

The feedback we received from almost 6,000 people will create a framework that our Governing Body Members (who ultimately sign off any big decisions at the CCG) and our teams can work from when developing future healthcare solutions. However, it's important to note that this wasn't a formal consultation, so we won't be making any big changes without speaking to you again about our proposals.

### Who did we speak to?

Anyone who lives in Cambridgeshire and Peterborough was invited to join the BIG conversation.

We held events; ran a social media campaign; advertised in the local newspapers; spoke on the radio; had medical students canvassing the views of local people; wrote out to schools, colleges, businesses and other local groups; mobilised our staff and people who work in healthcare to encourage people they know to share their views; distributed copies of the BIG conversation to all of our GPs, hospitals, pharmacies and libraries; asked Healthwatch to run Community Panels to discuss key issues in greater detail; spoke to patients and visitors at our hospitals, and so much more.

### What did you say?

The feedback we received was amazing, and we thank you for sharing your thoughts and ideas with us so openly. Here we are sharing the headlines with you, but if you'd like to read more you can visit [bit.ly/NHSBIGConversation](http://bit.ly/NHSBIGConversation) to find out more.



#### Use technology more

People told us we should use technology more - from appointment reminders and bookings through to follow up appointments via telephone or video call.

78.7% Would like to have the opportunity to access healthcare services faster via technology.

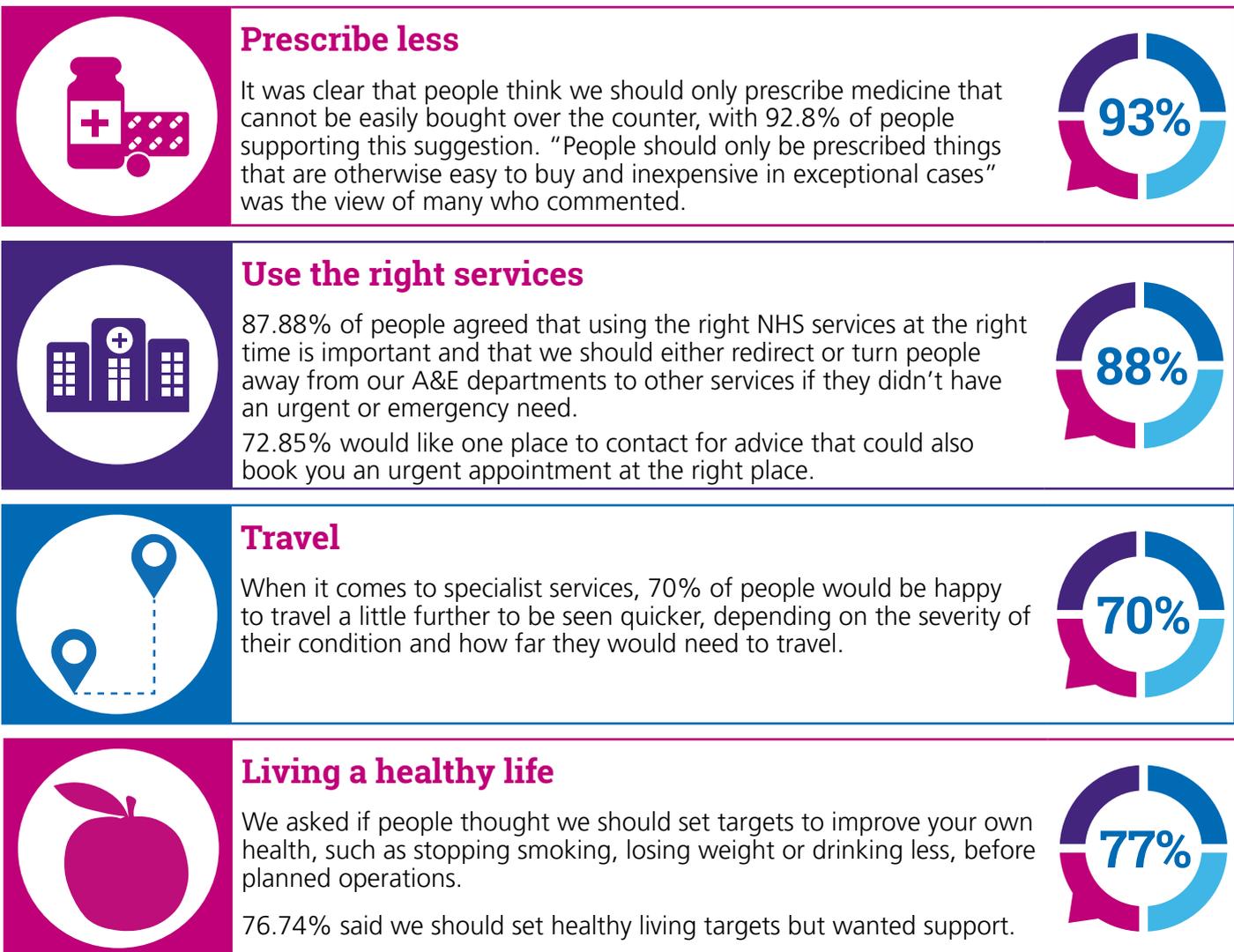


#### Get tougher on missed appointments

Unless there is a valid reason, we should get tougher on people who consistently miss appointments. Some even suggested charging.

72.5% think that the NHS should be tougher on people who miss appointments.





## What else did you tell us?

Alongside responses to our ten short questions, we asked our community for their views, ideas and feedback about healthcare services in Cambridgeshire and Peterborough. We received a wealth of feedback. You told us ...

- to 'improve access to mental health services'
- to 'buy everything you need and ask the government for more money'
- to 'train and recruit more NHS staff, from GPs to midwives'
- to 'improve GP services'
- 'you don't want to wait longer for referrals'
- to 'Eliminate regional differences in services'.

## Want to find out more?

You can find out more around the feedback received on the BIG conversation by reading the full BIG conversation feedback report on our website at: [bit.ly/NHSBigConversation](https://bit.ly/NHSBigConversation)

## Contact us

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