Occupational Therapy
Improving Lives
Saving Money

Demonstrating the Impact of Occupational Therapy

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DEMAND
Challenges....... or Opportunities?

£1.1bn Funding gap between demand for care and monies available

1.5m Bed days lost for the NHS as a result of delayed discharges

£760m Annual cost of in-patient care for those who have no medical need to be there

40% Of all ambulance call outs are due to falls. The single biggest cause of death from injury in the over 65s
How was the profession perceived by decision makers?

findings...

Decision makers found it hard to articulate the impact of occupational therapy.

The audit told us that profession was “neutrally” perceived. Not essential!
How do we... influence, market and promote occupational therapy to people who are not occupational therapists?
RCOT took action – a campaign to......

• **Raise** the *profile* of occupational therapy
• **Restate** occupational therapists role as *leaders*
• **Reclaim** our profession’s roles as *facilitators* and *integrators* in health and social care
• **Reaffirm** our *occupation centredness*
How? By demonstrating

- the **impact of occupational therapy** through a **joint campaign** with all four countries of the UK

- **Engaging members** was essential and the next challenge
Campaign title agreed

...to ensure the **impact for people** and **saving money** both played in to the campaign.

**Branding agreed.** #ValueofOT
If occupational therapy is the solution... what is the problem (the challenges)?
Agreed ILSM Themes

• Reducing admissions to hospital
• Facilitating flow through hospitals
• Enabling safe and timely discharge
• Reducing need for care and support in the community
Collecting the evidence: The DEMO Model

D escribe the service
E xplain all interventions
M easure change to capture outcomes
O verall return in investment

Template developed for members to complete
Demonstrate cost effectiveness

**Impact for the organisation**
e.g. Number of bed days saved, delay/avoidance of admissions - hospital, residential care

**Impact for society**
e.g. Remaining or returning to work, reduction of reliance on benefits, Not re-offending

**Impact on the individual - improving lives. The patient’s story**
e.g. impact on prevention and wellbeing
Demonstrating potential cost savings

1. Estimate cost of the OT e.g. 6 hours of Band 5 OT is £33 x 6 hours
   = £198

2. Estimate potential alternative journey if person had not had OT, e.g. not using mental health bed per day
   = £404

3. Subtract cost of occupational therapy from alternative journey e.g.
   £403 - £198 = £205

Saving per person
Demonstrating potential cost savings

Next scale this up to increase the impact. Remember the saving is £205 per person.

If I do this for **ten people** cost savings could be: 

\[ £205 \times 10 = £2050 \]

If I have **10 occupational therapists** doing this, savings could be: 

\[ £2050 \times 10 = £20,500 \]
Getting occupational therapists engaged...

- Workshops and roadshows – all four countries
- Online Toolkit
- Examples
• What would be your service’s infographic?
• What data do you need to evidence this?
So what did we get....
Royal College of Occupational Therapists

St. Richard’s Hospital A & E dept. Chichester

70% of patient referrals prevented from admission to acute beds saving over £169,000

Plymouth Community Crisis Response Team

88% of patient referrals prevented from admission to acute beds potential saving of £3,000,000
NORFOLK COMMUNITY HEALTH AND CARE NHS TRUST

Improving Lives, Saving Money campaign has led to the development of other services such as the Early Intervention Vehicle (EIV).

IMPACT

75% OF PATIENTS PREVENTED FROM COMING INTO HOSPITAL.

This equates to a Return on Investment of 9.6 to 1.
accepted **1,110 referrals** in 12 months

**IMPACT**

**80%** of patients did not require further support upon discharge from the service.
ROYAL FREE LONDON NHS FOUNDATION TRUST

Rapid Response Services - Runs 7 days a week + extended evening hours.

**IMPACT** - admission avoidance rate

- 68% average on weekdays.
- 69% on weekend days.
- 58% after 5pm. The new extended hours have

Saved **£220,000** over the first six months.
Reducing the pressure on hospitals

Report for each UK country: England, Wales, Northern Ireland and Scotland on the value of occupational therapy
Reducing the pressure on hospitals: A report on the value of occupational therapy - November 2016 launch events in all four country parliaments
7 new services working with Ambulance Trusts since publication. Showed the impact occupational therapy has made
LIVING NOT EXISTING: Putting prevention at the heart of care for older people

Use us differently! Demonstrating the #ValueofOT
Living not existing: putting prevention at the heart of care for older people - July 2017
Fred’s story
Extensive media coverage

- Television
- Radio
- Newspapers
- All four countries
Demonstrating the value of occupational therapy

The reports showed the following…

Flint County Council
Occupational therapists have enabled an average of three people a year to move from residential care to a suitable home.

SAVING: £123,781.32
Demonstrating the value of occupational therapy

Kent Reablement at Home Teams
Nine teams across the country

83% of people seen are able to live independently at home

SAVING: £3.2 million
227 packages of care were reviewed saving Cardiff Council £395,279
What RCOT is doing?

- Sending reports to stakeholders
- Meeting with stakeholders
- Speaking at conferences and exhibitions
- Promoting via social media and other avenues
What we are asking members to do......
Send in service examples

Send us your service examples

Tell us about your service and the difference it makes. Your occupational therapy example should clearly describe the type of service, the interventions used and how this leads to outcomes such as improved physical health or social activity. It is also vital that you detail cost savings, for example how hospital stays have been reduced. This will give us powerful information to use in our campaign.

Note: Please return forms by email to Cassie Fraser-Shanley.

[Download]

http://cotimprovinglives.com/send-us-your-service-examples/
Key to influencing

**Prepare** your headline message

Be prepared to follow each point with a **real life example**

Frame your points as solutions to the challenges!

Take **stats and figures**
Impact of the Campaign

Greater **visibility** of occupational therapy with politicians, key senior health officials, and public.

Members are **engaged** and want to be a part of the campaign.

Raised **RCOT profile**:
- Increased number of speaker invitations
- High-level strategy group invitations

**Occupational therapists** talking about **occupation-centred practice**.
Key Ingredients

• Understanding the problem (politically)
• Matching the problem with an occupational therapy solution
• Providing examples which show impact (ILSM)
• Occupational therapists engaged and upskilled to help deliver the evidence and messages
• Skills and expertise of HQ team
Thank You
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