**Invitation and Explanation for Proactive Care**

**‘Finding the Words’**

**Top Tips**

As the proactive care pilot programme developed it became clear that proactive care teams needed to carefully consider how they approached people about the offer of personalised care and support planning, and that not all people would welcome this.

We explored some of the perceptions and intricacies around language, particularly around the first phone call to patients. First impressions are important!

Here are some of the ideas that were developed about the words that might be used:

**Say who you are:**

* Introduce yourself
* Explain you are from the person’s GP surgery and that you are working with their local GP

**Let people know how they have been identified:**

* Help people see that you have ‘done your homework’ and understand the complex care they have to navigate, *“we have noticed you have been having to come to the see the GP/nurses a lot/ attending A&E recently/ been in hospital and wanted to see if we could try and join things up a bit better”*.
* *“Your GP thinks it might be of benefit to you”.*

**Making it personalised with words such as:**

* A chance to explore how things are with your health and what could make a difference to you.
* An opportunity for us to listen to your concerns/what’s important to you/what matters to you.
* An opportunity to think about your health and how you can stay well at home.
* Time to think about how we could support you differently.
* Offer support to join up or coordinate your care and make sure nothing has been missed.
* As part of the process, we will make sure you have had all of your bloods done and also ask you and your GP to check your medicines.
* We are offering to come and see you at home and spend a bit of time looking at things with you.

**Make sure that:**

* People know they can have a friend or relative with them.
* People know they are going to be sent a preparation prompt to help them identify the topics they want to discuss.
* They know when you are coming, what you plan to do and how long it will take.