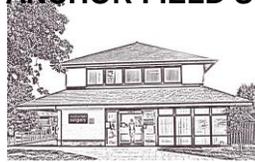


## RIVER LODGE SURGERY



## ANCHOR FIELD SURGERY



# Patient Newsletter

Spring 2018



## HOW ARE THE PLANS FOR THE MERGE COMING ALONG?

By Spring 2020, all going to plan, Lewes will have a new **Super-surgery**, which promises to offer more wide-ranging services and improved efficiencies, and will replace the 3 existing surgeries, whilst Ringmer branch remains.

River Lodge Surgery is one of the three practices involved in what is much more than just a merger, along with School Hill Medical Practice and St Andrew's Surgery.

The site proposed is directly opposite the river from Tesco. The plan includes underground parking. The practice itself along with other new buildings will be built from first-floor height up, making it safe from flooding. The surrounding transport infrastructure will be improved to ease access to and from the site for both car and public transport users.

### More than just a merger?

This will be a state-of-the-art centre providing a much wider access to health and social care than the existing surgeries can. It will offer a broad spectrum of services to cater for both

physical and mental health problems, and enable other key services such as district nursing, midwifery, counselling, audiology, physiotherapy etc to be located on the same campus. Being in one place will improve delivery of care and serve what is a growing population into the next generation. **There are also plans to open a GP staffed urgent treatment unit based at The Lewes Victoria Hospital.**

One reason for the modernisation is to alleviate the 'GP bottleneck' whereby patients see the GP first, even if there is someone else just as well, or better placed to help them: to this end Lewes receptionists are already being trained to become 'patient navigators', to signpost patients to the most appropriate care options, such as open access support to children or young people with mental health worries, benefits advice, or direct access physiotherapy.

### Is this a cost-cutting measure in disguise?

The overall cost to the NHS for the surgery will be slightly higher than the current facilities are costing, which are no longer fit for purpose and stretched beyond capacity.

## WHAT WILL OUR NEW SURGERY BE CALLED?



Adapted from an article written by Jenny Barret and Diana Roden Patient Participation Group representatives from River Lodge and School Hill practices:

### **BRANDING - AN INTERESTING EXERCISE**

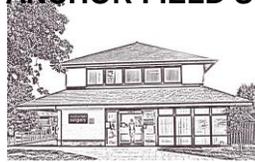
'When the Patient Participation Groups (PPGs) from the three GP Practices in Lewes were asked to participate in the process of establishing a 'brand' for the Hub, we were somewhat at a loss as to what our role would be and what we were being tasked to 'brand'. However, it soon became clear that what was referred to as the Lewes 'Hub' needed a logo and a name that would fulfil all of the above criteria. It would need to be memorable, eye catching and descriptive.

The three Practices had selected a company, Madison Solutions to lead the process of branding and produce a logo and name for the Hub in consultation with staff from the three GP Practices, and with ourselves as patient representatives. A "branding committee" was set up with representatives from each of the GP Practices and

## RIVER LODGE SURGERY



## ANCHOR FIELD SURGERY



# Patient Newsletter

Spring 2018



one from each of the PPGs. We met over a total of four meetings which entailed a great deal of thinking and discussion. The initial exercise set for staff and the PPGs was to complete a questionnaire devised by Madison Solutions, which asked our opinion about the strengths and weaknesses of the surgeries and what brands we felt were effective. Using this information and having had some initial discussion with Dr Heath at St Andrews practice, Madison Solutions showed us successful brands and some of their ideas for a logo.

From his research, Dr Heath, had discovered that the site on which the new building was to be erected, was where the Lewes Foundry had been located. Evidence of its work is still seen all over Lewes, particularly the distinctive manhole covers and it was these that prompted the concept of a circle to represent perfection, inclusion, and within it, many elements working together in harmony. This concept encompassed the themes that were emerging from our discussions and appeared to fulfil the aspirations of the planned merger. Madison Solutions was sent away to devise a logo based on this concept.

A list of suggested names for the Hub had been produced by Madison Solutions and staff from the three Practices as well as ourselves were asked to choose from this list and add any more we felt would be

appropriate. From this it was possible to draw up a short list of three favourites, 'Lewes Health Centre', 'The Foundry' and 'Ouse Caring'. As a committee we felt that although the Ouse is a landmark in Lewes, as a word it has other connotations not really suitable for a health centre! The decision was then between the other two and the one favoured after much discussion was 'The Foundry', although there were a few reservations as to whether this was indicative of a health establishment. However the next task was to choose a 'strap line' and it was this that would identify it as a centre for health excellence. Once again we were all asked to send in our suggestions or choose from a list supplied by Madison Solutions.

The task of the final meeting of the committee was to choose from a number of designs and short list of strap lines which also involved the colour of the logo. And so our task was completed other than discussion as to where 'NHS' would appear.

There will be those who love what has been chosen and those who loath it, but we realise that it is impossible to please all of the people all of the time!

## ONE YOU EAST SUSSEX

Whether you'd like help to lose weight, stop smoking, drink less or get active, One You East Sussex is a FREE service to help you look at your lifestyle choices, put yourself first and do something about your own health. You can work with one of our Health Coaches at a clinic near you, join our Adult Weight Management classes or have one to one stop smoking support.

All our services are FREE and held in various locations across East Sussex. Whether we are eating the wrong things, drinking more than we should, continuing to smoke despite everything we know, or just not being active enough, these small things can add up to an unhealthy you.

Making better choices today can have a huge influence on our health, and could prevent conditions like type 2 diabetes, cancer and heart disease, and reduce our risk of suffering a stroke or living with dementia, disability and frailty in later life. But it's not easy in our busy lives.

The good news is we can fight back. One You East Sussex can help you get back to a healthier you, and support you to make simple changes towards a longer and happier life.

We will provide one to one support and encouragement every step of the way with your own personal health plan. You are not alone –

Call on: 01323 404600

Email:

[hello@oneyoueastsussex.org.uk](mailto:hello@oneyoueastsussex.org.uk)

[www.oneyoueastsussex.org.uk](http://www.oneyoueastsussex.org.uk)