



**Integrated  
Care System**  
Nottingham & Nottinghamshire

# POPULATION HEALTH MANAGEMENT

## 10 tips!

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1. PHM is complex, but you can choose not to boil the ocean.. Create a simple approach.. Choose little steps to achieve big transformations.
2. Begin the IG process as early as possible. There is a lot of data out there that is useful. Start the conversations within your system. (don't forget wider determinants!)
3. Be clear on your outcomes. if you don't have clear outcomes, you cannot target your interventions... simples!
4. Don't get hung up on the segmentation process. it is a means to an end, and can be sliced anyway your system feels is relevant..
5. Pilot PHM on a test area, but ensure you have an integrated membership. Health only influences up to 11% of an individuals health and wellbeing, so wider stakeholders is imperative.
6. We cannot afford to buy fish from our own pond! Use and develop local resources... Research, Public Health, develop local resources wherever possible – You want a rod, not a fish!
7. Ensure the data you produce is meaningful. Commissioners and providers want to do the right thing, but at the moment financial pressure is on... Use PHM to help, not hinder.
8. Leave finance until last (sorry guys)... this way you will sustain clinical engagement, and will be focussing on where variation is, not where money is! (hold your nerve.. money will follow improvement)
9. Have a clear 12 month plan and ensure your PHM decisions support group are updated on a regular basis.
10. Be prepared to be ignored. It's not personal.. Your system has a million priorities.. You are one of them, but lower down the food change. The nudge theory works... slowly slowly!