

Action: Reduce screening waiting times

Country: UK

Theme: Capacity

Project Lead:

Objective(s)

- Reduction of waiting times for screening
- Earlier diagnosis
- Timely treatment
- Prevention of blindness

Strategy/Activities

- Optional clearing process for screening
- Training of extra screening staff
- Screening in the community (bring it to people and bring to a local place and build a collaborative network)
- Forming local collaborative network

Timing

- 1 year (In house training for medical staff in NHS – lots of optometrists training in different aspects)

Audiences (Decision Makers/Influencers)

- National Screening Committee
- Royal College of Ophthalmologists
- Commissioners
- Patient Groups

Messages (Supported by Barometer Data)

- Earlier diagnosis, earlier treatment (29.9% say waiting time is a barrier)
- Easier access to screening (community)

Resource requirements

- In house training for medical staff (CPD)
- Campaign and learning development
- 50 K

Audience Specific Message Development:

Country: UK

Patient Audience

- Screening will be easier , quicker and in your local area

KOL/Medical Societies

- Reduce overcrowding in clinics

Media

- Long waiting times can lead to blindness
- Patients Disadvantaged
- Early diagnosis, through screening, can save sight
- Community screening plan launched

Theme:

Policy Maker/Payer Audience

- Reduced screening times means earlier diagnosis leading to cost avoidance

Health Care Professionals

- Reduce overcrowding in clinics

General Public

- Screening Saves Sight
- 1 in 3 people with diabetes in the UK are diagnosed with eye disease, which can lead to blindness
- Diabetic Retinopathy rates are increasing, early diagnosis can save sight