



# PRIMARY CARE PAIN SUPPORT

*Pain, function, independence*



# LONG-TERM MUSCULOSKELETAL (MSK) PRESSURE IN PRIMARY CARE

Chronic pain affects up to 50% of the UK (BMJ, 2019) and persistent musculoskeletal pain takes up to 30% of a GP's caseload (HEE, 2020).



**THAT'S OVER 20  
MILLION PEOPLE!**

This means that a large portion of the population have an MSK condition such as arthritis or back pain, resulting in disability, affecting quality of life and independence.

Poor MSK health has a huge impact on:



**INDIVIDUALS**



**NHS & SOCIAL  
CARE SYSTEM**



**EMPLOYERS &  
EMPLOYABILITY**



**THE  
ECONOMY**



# CHALLENGES FACED BY PRIMARY CARE



Limited GP time to support this patient group.



LTC pathways often have long waits and highly variable outcomes.



Higher frequency of front line visits (between 7-10 per annum).

## OUR FOCUS

Reduce the burden on GPs and primary care.

Provide an easily accessible service for all patients.

Reduce dependency on opioids and high dose analgesia.

Deliver a bespoke service consistent with 2021 NICE guidelines.

Linked to local services and resources, integrating and utilising ARRS where appropriate, in an MDT approach.

Direct access to experienced healthcare professionals specifically trained in pain management.

De-medicalise and improve quality of life with supported self-management strategies.

Individual, person-centred approach by building a social and psychological background, utilising relevant outcome measures to capture data.

## WHY PURE HEALTH & WELLBEING?



### Confidence

Specialist pain management practitioners.



### Experience

30+ years in primary care pain management.



### Resources

Integrated digital platforms and innovative delivery.



### Education

Working with PCNs to optimise patient support.

# OUR LONG TERM PAIN SERVICE

Persistent pain and complex MSK conditions represent some of the most complex challenges for primary care; behaviours and beliefs of this patient cohort are often ingrained and difficult to influence. We deliver a comprehensive modular service based on patient needs to facilitate long term, meaningful change.

We do this in several ways:



## **FLEXIBLE SERVICE**

Each PCN/  
organisation will have  
their own specialist  
pain management  
team.



## **INTEGRATED APPROACH**

Integrating with ARRS  
and other roles, local  
health and community  
services to strengthen  
primary care teams.



## **IMPROVE WELLBEING**

Optimising and  
maintaining  
wellbeing and  
quality of life for  
our patients.



## FULLY INTEGRATED SERVICE

- ✓ We collaborate with, and enhance existing roles (e.g. social prescribers & clinical pharmacists).
- ✓ Add demonstrable value to patients presenting with long term conditions.
- ✓ Expert assessment and individualised goals and care plans.
- ✓ Empower patients to be more confident and facilitate self-management.
- ✓ We compliment existing healthcare and community services.
- ✓ Accept referrals from all partners in primary care.
- ✓ Self-referral pathway encouraged.
- ✓ Integration with local community services (e.g. walking groups, help the aged & social groups).
- ✓ In line with 2021 NICE Guidelines.



**WORKING IN PARTNERSHIP**



**Health Education England**

# WORKING IN PARTNERSHIP



We form strong links with existing primary care resources to deliver effective inter-disciplinary working. **We work to help create/facilitate the integrated neighbourhood team's approach to care.**

## PRIMARY CARE

We integrate with social prescribers, pharmacists, care coordinators, GPs, nurses, and other members of the Primary Care MDT.

## PURE HEALTH & WELLBEING

Our fully managed, long-term condition pathway includes specialist pain and functional physiotherapists, Health & Wellbeing Coaches with specialist training, psychological support.



## SECONDARY CARE

As part of the pathway, we recognise the value that secondary care can bring to specific cases. However, we believe that most patients are far better supported in primary care, away from acute medical services.

## COMMUNITY CARE

We integrate with communities, local charities, social enterprises, community help and activity groups, etc.

## GOAL RELATED OUTCOMES

We use a combination of patient related and validated outcome measures. This allows us to measure improvement specific to the patient's individual agreed goals.



**The Patient  
Specific  
Functional  
Scale**



**The Pain  
Self-Efficacy  
Questionnaire  
(PSEQ)**



**Medication  
Review &  
Analysis**



**Patient  
Interviews  
&  
Feedback**



**Monitor  
GP Surgery  
Attendance**

## MONTHLY KEY DATA

We provide monthly data on the service activity and impact. This allows us to actively review, improve and adapt the service to suit the local need.

We report on:

- ✓ Patient demographics
- ✓ Body site
- ✓ Attendance
- ✓ Completed episodes of care
- ✓ Patient satisfaction
- ✓ Service utilisation
- ✓ Waiting times
- ✓ Onward referral
- ✓ Outcome measure data
- ✓ Source of referrals

# PURE HEALTH & WELLBEING RESTORATION PATHWAY



Pure Health & Wellbeing has been supporting patients with persistent pain and functional limitation for over 15 years. This experience has informed the way we have developed our primary care focused pathway, allowing:



Management of persistent pain, showing reduced pain levels, improved daily function, and reduction in dependency on painkillers (particularly opioids and gabapentinoids).



Marked improvements in patients' functional ability to carry out key tasks of daily living. Other improvements include engagement in wider societal activities and increased independence.



We utilise validated clinical outcome measures of pain, function, mental health and long-term behavioural change.



# BIOPSYCHOSOCIAL APPROACH

We take the biopsychosocial approach to long-term conditions - a holistic approach that considers **all the factors that contribute to a person's pain experience**. This approach has several benefits:



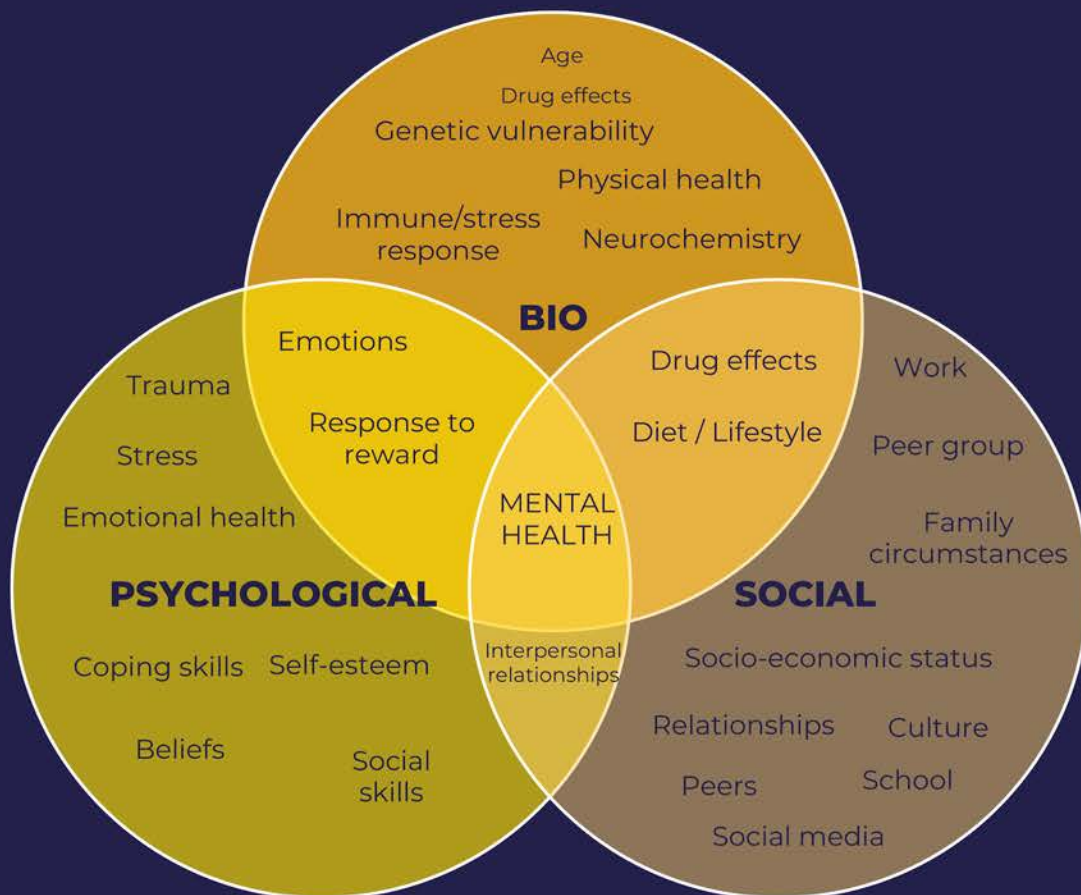
It provides a more comprehensive understanding of 'pain' in its widest sense.



It leads to more effective treatment and improved quality of life.



It improves the patient-provider relationship, which can lead to better outcomes and sustained positive change.



# BENEFITS OF COLLABORATING WITH PURE HEALTH & WELLBEING



We provide training for Pain Specialist Physios and Health & Wellbeing Coaches, aligned to Health Education England requirements



Quality assured clinical governance structure

  
Health Education England



Tackling health inequalities:

- Translation of resources upon request to ensure all patients can use the resources guided and unguided
- Use of realtime translation services
- Hard copy resources and materials for the very small group of patients who cannot access the internet
- Providing equity of care through remote telephone/video service.
- Tailoring pathways to suit ethnicity/cultural needs.



Reports outlining:

- Outcomes relating to functional improvement, reduction in healthcare attendance (GP, urgent care, etc.)
- Utilisation and demographic area
- Patient feedback and testimonials



Reduction in chronic pain patients attending GP consultations up to 80% (based on 350 patients reported data)

## DIRECT EMPLOYMENT

## USING PURE HEALTH & WELLBEING

Identification and recruitment process (difficult to attain an appropriate mix of skills and experiences).



Extensive team of highly qualified and experienced clinicians with a specialist interest in chronic pain.

Specialist training needs (issues surrounding identification and implementation).



Comprehensive training and CPD in-service structure, linking to the competency of the role.

Long term sick pay and liability issues.



Our issue.

HR costs directly held.



Our issue.

Ongoing CPD training to meet HCPC, statutory body requirements.



Multidisciplinary team of clinicians who contribute to CPD, advancing knowledge and skills of the team.

Difficult to provide peer support to ensure high competency and safe practice.




We have a supervision structure to enable staff to feel supported throughout their work.

Need for non-clinical managerial/admin to manage service and service development.



We provide training for all partners to integrate our services.

# PATIENT FEEDBACK:



"I have been able to attend a party for the first time in 8 years and am starting to enjoy outings with family and friends again. I am exercising every day and enjoying it - I am living better despite pain"

**Karen, Doncaster**

"I cannot thank you enough for helping me on my journey to obtain the tools necessary to reduce and manage my chronic pain."

**Mohammed, Lewisham**

"The Pain Service has left me feeling so much more able to manage my pain. I feel physically and mentally stronger which has led to improvements at work and in my home and social life."

**Bhini, London**

"I always really look forward to the calls, they have made a huge difference to both my mental and physical health and I would recommend this service to anybody suffering from Chronic Pain - I am really pleased my GP referred me to your service."

**Jackie, Worcestershire**

"Your service has helped me to cope better and manage my pain. I found mindfulness really helpful and I am glad you introduced it to me, it helps me manage my anxiety and when I feel worried I know to listen to one of the mindfulness resources you sent me and it helps - this has given me back some control and hope

for the future"

**Katie, Devon**

# GP FEEDBACK:

“Since adding the service to our PCN we have seen a great improvement in patients ability to manage their own health issues more effectively. I genuinely think that with time having access to this derive will have a long term impact on improving the lives of many or our most vulnerable patients.”

**Dr Small (London)**

“I would strongly recommend this support for patients as it seems to have a supportive and effective way of coaching people to be more resilient and take more positive ownership of their health.”

**Dr Khan (South Yorkshire)**

“We have been really impressed with the quality and reach of the support that our patients have received. Very happy to recommend this service to any PCN or practice looking to help patients with chronic pain, social isolation and associated mental health concerns. Thank you”

**Dr J Chang (Lancashire)**



# LONG TERM PAIN SERVICE MOBILISATION

## START

- Agreement to use Pure Health & Wellbeing to deliver primary care pain support.

## AGREE WORKING MODEL

- Agree numbers and service specification.
- Define referral pathways.
- Agree memorandum of understanding.

## SET UP TRAINING FOR STAFF

- Meet local service providers to agree referral pathways and understand services.
- Ensure Pure Health & Wellbeing practitioners are familiar with local services and resources.
- Provide service overview to practice teams.

## DIARY TEMPLATES AGREED

- Liaison with local EMIS/SystemOne teams to organise diaries and templates.

## FINISH

- Completed mobilisation of a fully supported pain service.
- Estimated time frame 4-8 weeks.

# HOW WE HAVE EVOLVED OUR SUPPORT

## OUTCOMES

The PSEQ is a 10-item questionnaire that measures confidence in performing activities while in pain. It is a valid outcome measure for patients with persistent pain and is well-suited for chronic pain settings. (Dubé MO et al, 2021)

### PRE-PATHWAY

28.33

PSEQ\* Initial (Mean)

Both mean and median scores started at under 30. This demonstrates:



Poor resilience



Absence from work



Increased dependency on medical intervention



Decline in functional ability

### POST-PATHWAY

44.61

PSEQ\* Final (Mean)

A score of 40+ indicates:



Improved self resilience



Increased likelihood of return to work



Better self-management of pain symptoms



Maintenance of functional gains

80%  
reduction  
in GP visits

Your assessments are very detailed, thorough and well documented. I found them extremely helpful in understanding the patient journey and perspective. If I've had any queries about a patient, you have always provided a timely response.  
**GP, South Yorkshire**

Before the pain programme I would have gone under during a flare up. The programme has completely set me up to cope with pain. I have not been abroad in 11 years and have just booked a holiday to Germany to see some old friends.  
**Annie, London**



This service is so good, I have completely stopped my medications, done a couple of 3k runs and started eating healthier. I struggle less with physical activity, now I have learnt to take breaks and pace myself better. The calls are so supportive, and I look forward to receiving them along with the resources.  
**Rafael, South Yorkshire**



Steve has been in pain for years and to see him enjoying life again is fantastic. He is now looking to the future and is excited about what is to come as through your pain service he has learned to pace himself which has given him lots more confidence. Thank you, you have massively impacted our lives through your programme.  
**Aida (Steve's Wife), Worcester**





WORKING IN PARTNERSHIP

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