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London Borough of Croydon: GP Profiles

Croydon Public Health Intelligence Team produce statistical profiles for 60 general practices and for six GP networks in Croydon. The profiles include key practice data for more than 250 health indicators from a range of data sources, and summarise the main achievements and challenges that each practice and GP network may want to consider from the data.

Croydon's profiles include a wider range of indicators than alternative tools which are available nationally, and summarise the information in a format that is easier to digest – for example, by pulling out the key achievements and areas for development for each GP practice.

The profiles include an interactive Excel tool, allowing GPs to compare their practice with others locally. This feature was specifically requested by GPs. They are improved each year with the best national and local data and indicators.

Based on 50 responses to an evaluation survey over the last two years:

- 100 per cent of practice staff surveyed found the profiles useful and two-thirds of those surveyed rated them "very useful"
- 43 per cent of practice staff surveyed said their practice had done something differently in the last year as a result of the profiles.

Further developments were made following feedback recieved from GPs, practice managers, Clinical Commissioning Group (CCG) directors and clinical leaders through an evaluation survey, workshops at GP network meetings, and focus groups with GPs. There was further consultation with Croydon Referral Support Service (CReSS), the prescribing team in the CCG; public health leads and CCG leads for certain disease areas.

Comments received on last year's profiles included:

- "Excellent piece of work which will be very helpful to the networks"
- "We find the profiles extremely useful and a valuable tool that we use to identify areas for improvement."

The Deputy Chair of the CCG decribed the profiles as "brilliant".

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In April 2013, responsibility for public health was transferred to local authorities. This case study is part of a series highlighting the innovative work London local authorities have done to promote healthier lifestyles and reduce health inequalities since taking on this new role. For more information, email addicus.cort@londoncouncils.gov.uk

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