



Northumbria Healthcare  
NHS Foundation Trust

**THE NORTHUMBRIA WAY**

PEOPLE CARING FOR PEOPLE

# Using insights to improve Colposcopy attendance

*Allison Cowling – Public Health Registrar*

*Nicol Bradley – Public Health Communications Officer*

[www.northumbria.nhs.uk](http://www.northumbria.nhs.uk) | building a caring future

HOSPITAL | COMMUNITY | HOME

# What is Colposcopy?



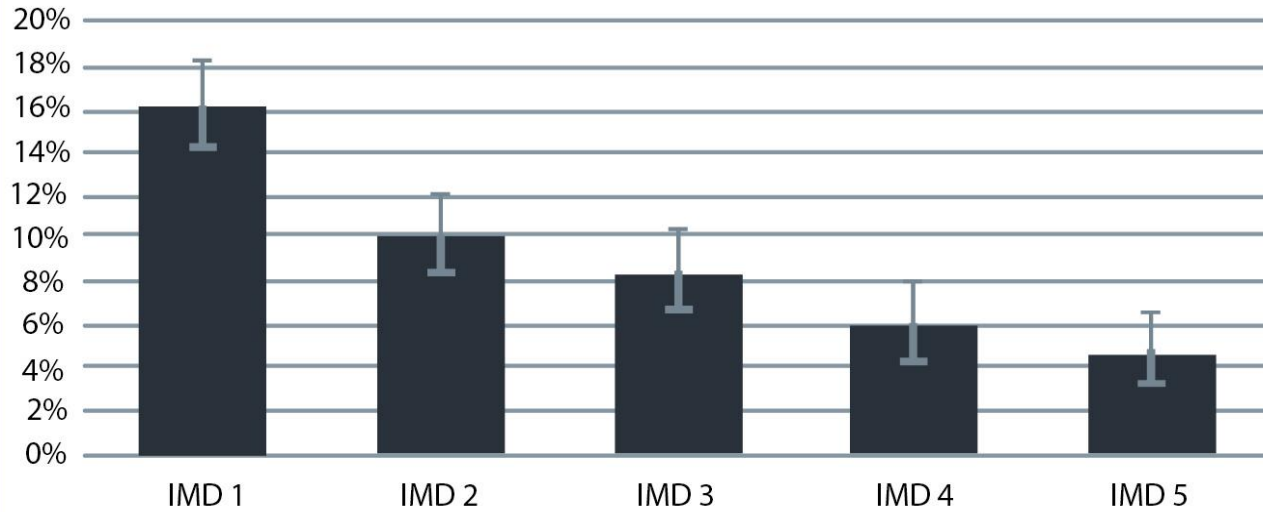
# Why Colposcopy?

	Average DNA rate
Northumbria	6 - 7%
Gynaecology	8 - 9%
Colposcopy	10% (2 outlier clinics with 11% and 14%)

### Colposcopy non-attendance rate by deprivation quintile

April 2020 - December 2021

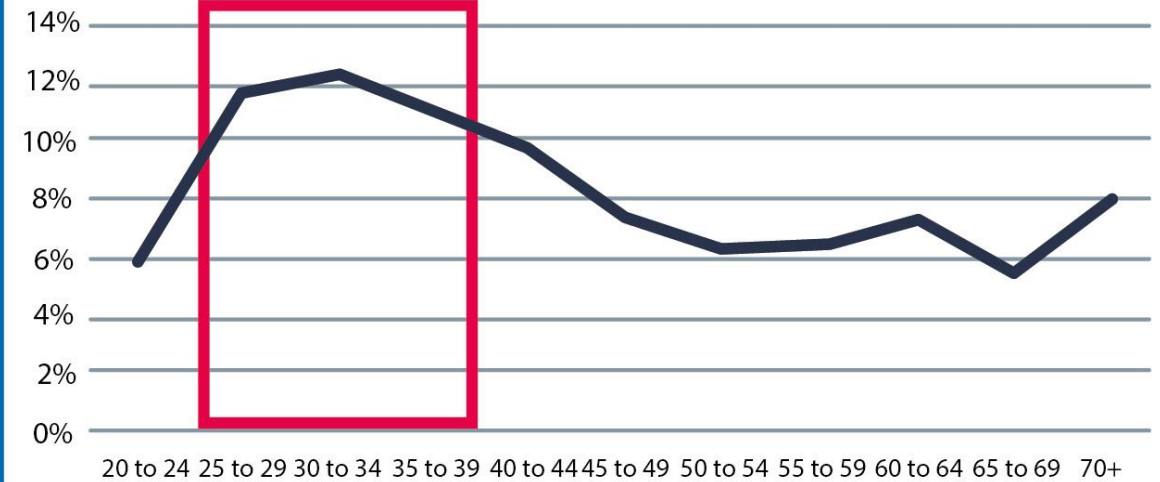
Northumbria NHS Foundation Trust



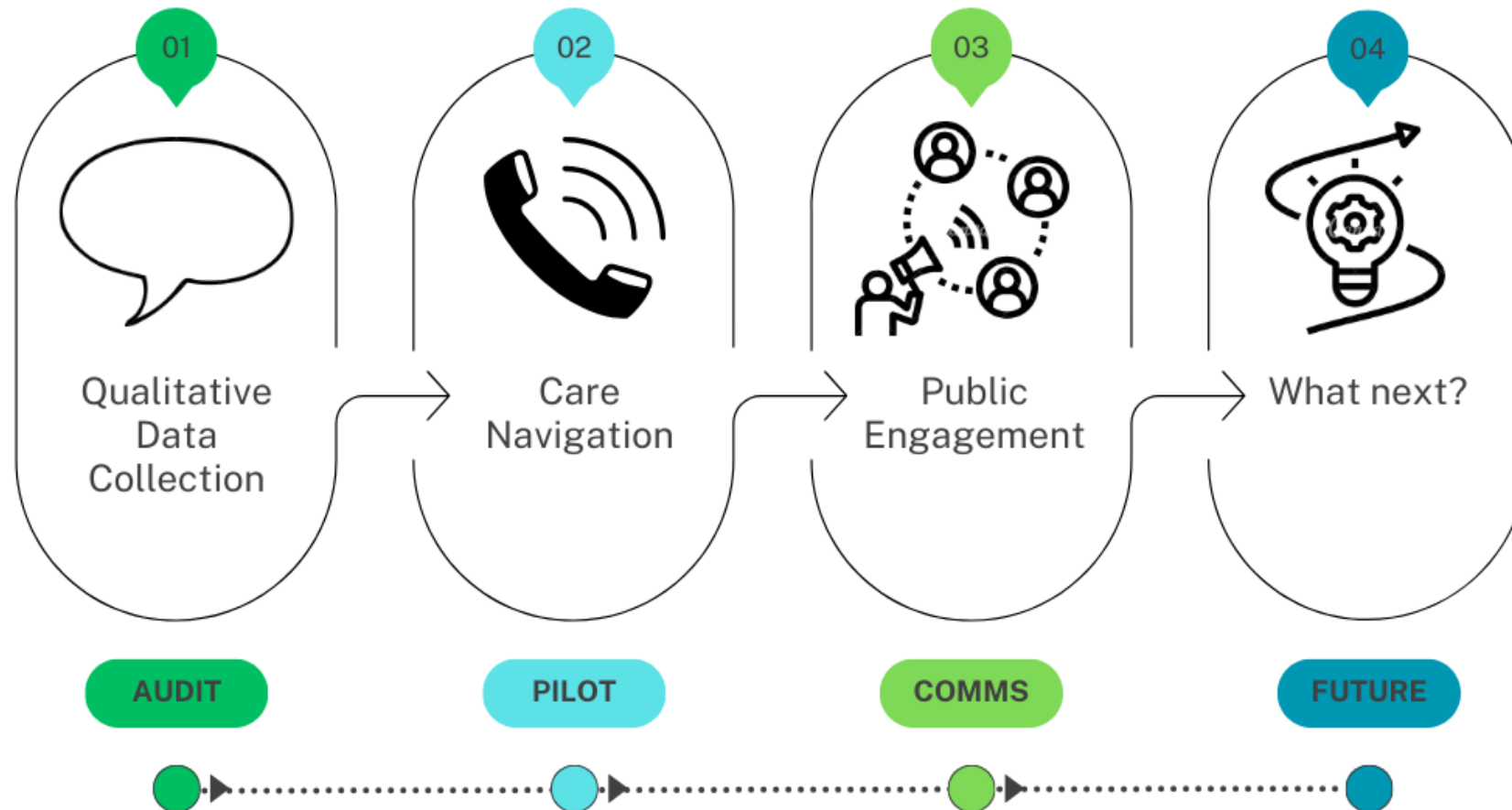
### Colposcopy non-attendance rate by age group

April 2020 - December 2021

Northumbria NHS Foundation Trust



# Project Overview



# Qualitative Data Collection

## Patient DNAs

*Weekly phone calls to all patients who did not attend.*



## Patient Cancellations

*Data gathered by secretaries when patients phoned to cancel.*



## Patients in Clinic

*Discussion with patients in colposcopy clinic waiting room.*



## Colposcopy Staff

*Survey to all members of colposcopy staff.*





# Key Themes



Forgetting/Not  
aware of  
Appointment



Work



Caring  
Responsibilities

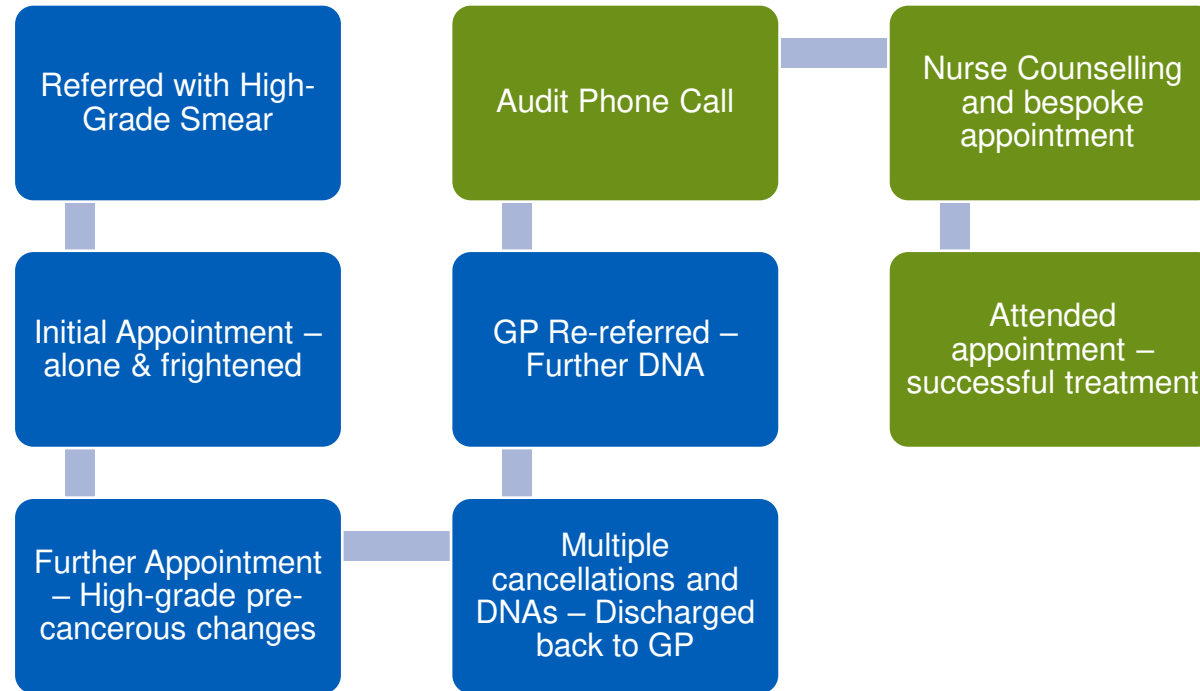


Anxiety



Transport

# Case Study





# Phone Call Pilot

2022											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pre-intervention period							Intervention		Post-intervention period		

	Attendances	Non-attendances	Total	DNA Rate
<b>2022 Pre-Intervention</b>	<b>1,736</b>	<b>195</b>	<b>1,932</b>	<b>10.1%</b>
<b>2022 Intervention</b>	<b>494</b>	<b>45</b>	<b>539</b>	<b>8.3%</b>

	Pre-Intervention DNA rate (2022)	Intervention DNA rate	Change (PP)
<b>Women in 20% most dep</b>	<b>16.2%</b>	<b>11.1%</b>	<b>-5.1</b>
<b>Women aged 25-39</b>	<b>11.7%</b>	<b>9.3%</b>	<b>-2.3</b>
<b>Women in 20% most dep aged 25-39</b>	<b>20.1%</b>	<b>11.5%</b>	<b>-8.6</b>

# Comms Strategy

Used learning from audit to review and simplify patient letter and produce a new webpage.



Got a question about colposcopy? Our team has answered some of the most common questions, check out the video below...



If you would like to talk to one of our team or if you will find it hard to attend your appointment please call or email us.

## Patient stories...

Aimee has needed regular colposcopies since her first smear at 25, watch her short video to hear her story.



# Engagement

Our local voluntary and community sector was key in helping us reach those who are seldom heard...

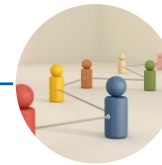




Deprived areas



BAME



Cancer Networks



Domestic Abuse



Learning Disabilities



Antenatal/Postnatal



# What's next

Business Case  
for Patient  
Navigator

Framework  
developed to  
apply to other  
specialties

Learn from public  
feedback

Campaign

Health  
Psychology:  
Trauma-Informed  
Consultations

Transport

Digital  
Platform/Text  
Messaging

Public Health  
metrics in routine  
data sets

Health Literacy





Northumbria Healthcare  
NHS Foundation Trust



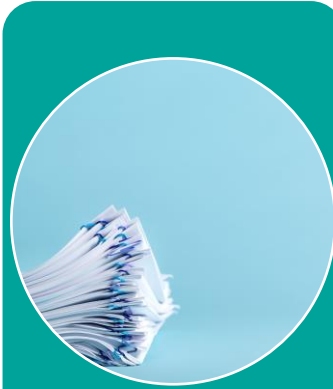




Is healthcare  
one-sized fits  
all?



How can we  
support our  
most vulnerable  
patient groups?



Should we  
reconsider two-  
strike DNA  
policies?



How can we  
build  
relationships  
with the VCS?



How can we be  
pro-active to  
help people  
access  
healthcare?



How can we  
embed Public  
Health and  
awareness of  
health  
inequalities in  
clinical practice?



# Questions