

Questions from the public

Two questions were received ahead of the meeting, the queries and answered are on the following slides:

Question 1: As the adoption of AI continues to shape the delivery of mental healthcare, what is the ICB's approach to leveraging these tools to enhance outcomes, improve efficiency, and ensure equitable access to services? Additionally, if you are a third-party that is able to support the ICB's strategy and priorities, who would be the best person to contact regarding this matter in the first instance?



Questions from the public

Norfolk and Waveney
Integrated Care Board

Answer 1: Local health and care organisations in our Integrated Care System work together to plan and deliver digital initiatives. We are looking at the promotion and advancement of AI technology. The use of AI to date has been directed at administrative productivity and it is planned that the opportunities presented by the technology are further leveraged in the coming months.

In respect of engaging with suppliers, the ICS has to follow procurement rules and would specify requirements before seeking a provider. Any potential supplier would be advised to ensure their services can be purchased via one of the frameworks used by the NHS. Further details of how to do this can be provided by NHS SBS. Any technology product has to meet the NHS digital technology assessment criteria for health and social care.

A more informal opportunity to engage with Digital Leads and innovators locally is presented by Digital Connect, an event that will be held on 7 May 2025 at the Norfolk Showground.

Questions from the public



Norfolk and Waveney
Integrated Care Board

Question 2: Please can you inform everyone what you have delivered with the £590,000+ you have received for Women's Health Hubs.

Questions from the public



Norfolk and Waveney
Integrated Care Board

Answer 2: NHS Norfolk and Waveney Integrated Care Board (ICB) agreed to allocate the non-recurrent funding to strengthen our offer in the community and to ensure wider access to local services using a virtual hub approach. Due to the high levels of health inequalities across Norfolk and Waveney and the challenges faced by living in a rural community, it was agreed that the funding would be better used across our system to improve access to local services rather than building a physical hub in one location. Our approach is to prepare a strong foundation so that we have the right skills and expertise to continue to deliver change beyond the two-year period. We will focus on expanding services via a Primary Care Network hub approach with services moving out of secondary care into community and primary care settings.

The ICB ran a stakeholder workshop in October 2023, and it was agreed the approach would be to use the funding to ensure a strong foundation for women's health care by focusing on training and education in menopause and contraception in primary care, alongside a desire to support our most vulnerable residents by using mobile service via Wellness on Wheels bus and use of Community Champions.

Questions from the public

Answer 2 (contd): The national specification sets out eight key women's health hub services, which are being delivered with our local partners and GP practices. The ICB has allocated the first year funding on the following areas:

- Menopause management training for primary care staff
- Long-Acting Reversible Contraception (LARC) – training primary care staff to fit and remove LARCs
- Extension of provision of breast pain assessment training and clinical placements
- Pessary fitting training for primary care staff
- Supporting contraceptive and sexual health training for Pharmacists
- Development of digital health hub site for patients
- Menopause education sessions for patient and community champions
- Supporting a community menopause project in Norwich

Questions from the public

Answer 2 (contd):

- Funding a women's health champion to travel with the Wellness on Wheels bus to link with areas of high inequality and raise awareness on women's health issues
- Funding a Community Voices scheme to work with CORE20plus communities to identify barriers to accessing health services and encourage women to attend screening programmes and engage with women's health services.

As such, the ICB is delivering an innovative offer that will help woman across Norfolk and Waveney. We are using the money effectively and efficiently to ensure we have trained staff in place to support local access to services and delivering care closer to home.