

Case Studies

Red Whale Commissioned Learning

Red Whale

Case Study Red Whale Commissioned Learning

Supporting primary care teams in
Lancashire & South Cumbria



Boyana Konar, Programme Manager for Lancashire and South Cumbria Training Hub, began working with Red Whale in 2021. She commissioned a series of courses and, following good feedback, ran additional courses in 2022 and is planning further training for 2023. She explains how she came to work with Red Whale:

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“The local CCGs had previously bought licenses for clinicians to Red Whale courses. As there was high demand to continue offering Red Whale updates, the Training Hub was initially able to support with some underspent funding. We started discussing different learning options with Red Whale and decided to commission some live online courses (Study Day Live). We were later able to secure dedicated funding to continue to provide access to Red Whale updates and after the CCGs disbanded, took on the organising of this training for local clinicians.”

Working together to ensure the key topics are covered in training:

In terms of training needs, clinicians in the Lancashire & South Cumbria area were looking for a high quality general update, with a focus on topics which applied most to them. Boyana tells us how the two organisations worked together to make sure the needs of the clinicians were best met:

“The Red Whale In House Courses team got in touch with a Clinical Lead from each locality in my Training Hub patch, so that they could guide them on what topics are most relevant for their clinicians.”

Sales & admin support from Red Whale has made working together easy:

Lancashire & South Cumbria Training Hub had a large cohort of clinicians to train and needed to commission several course dates. Red Whale was able to support their brief:

“Red Whale have been able to provide all the courses we needed for the number of clinicians in our area. They continued to support clinicians after the live event by offering 12 months on demand access to the learning. This helped us make sure that no-one lost out on any content.”

Boyana's busy role in the Training Hub means the customer service support she receives is very important to her. She tells us she has really enjoyed working with the In House Courses team:

“With Red Whale it has been easy, because the support from the team is fantastic and we don't have to do all the leg work ourselves. I've really valued having a dedicated support person and found that the team is always very helpful and responsive. They have been wonderful in supporting and making sure that everyone gets the information that they need.”

Choosing to stay with Red Whale after great feedback in 2022

Boyana tells us that commissioning Red Whale courses again in 2023 was an easy choice after the success of the previous year, with lots of clinicians having told her how valuable the learning was:

"The feedback from these courses last year was great and people told us they want us to continue to offer them, so this year we have commissioned more places! Last year, all GPs in the Lancashire & South Cumbria area were offered places on the courses and this year we have also opened it up to Advanced Clinical Practitioners, Advanced Nurse Practitioners and Physician Associates as well as GPs."

Tips for commissioners to get the most from their training packages

According to Boyana, the key to getting the best from training with Red Whale is to work together to find the best option to suit your needs:

"Get in touch with the team to explain what you need because they are great at finding the right product to suit your needs and the right type of training. Red Whale have always been flexible in finding what is a good balance between cost and hitting the needs of the customer for whatever budget that they have. I feel that we've always been very well taken care of as a client. They offered practical solutions to any issues, and worked with us to figure out what the best process was."

Positive feedback from GPs

Here's some of the comments from some of our courses:

GP Update Study Day Live Delegates, Feb 2023 and 2004

"Amazingly fun, interactive and very engaging."

"Easy to listen to. Highlight key points clearly. Excellent visuals."

"The effort put into the presentations is amazing... there is no better learning platform in the country"

"Excellent update. Concise , speakers are very knowledgeable. Biggest advantage is online yet interactive. Loved it."

"Very easy to understand explanations, no irrelevant information and comprehensive pictorial explanations."

"Really interesting subjects -- addressed few issues I was feeling not too strong on. Primary care centered."



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Case Study Red Whale Commissioned Learning

Supporting primary cancer care in
Lincolnshire ICB – collaborative working



Cath Koutna, a Cancer Project Manager, explains how Lincolnshire ICB partnered with Red Whale to support primary care at a practice level.

Trusted and engaging training

Cath's role involves supporting primary care and helping integrate primary and secondary cancer care across Lincolnshire.

When it came to providing further training for local GPs, she turned to Red Whale for support.

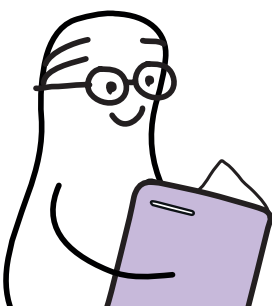
"A big challenge for us is that it's really hard to get information into primary care - it's difficult for us to communicate with GPs in a way that is engaging. A colleague told me about Red Whale when I moved into this role. The training in our region was very well attended and had a good reputation – previous (face to face) courses had to have a waiting list. Not being affiliated with a pharmaceutical company meant that GPs in the area respected and trusted the training offered."

Supporting GPs with cancer care

The ICB wanted to support GPs with their ability to deal with vague symptoms, and cases that don't fit the criteria for urgent cancer pathways.

"We wanted to provide GPs with an opportunity for a general cancer update, alongside information about local support pathways and Community cancer care coordinators that they can link in to. One of our Community Development Project Managers had the opportunity to speak on the course so the training could be woven into a local context."

The Red Whale team worked closely with Cath to develop a course which included localised content on the two-week wait breast pain pathway, direct enhanced services agreement, rapid diagnostic services and vague symptoms, the Lincolnshire personalised stratified follow ups, and local cancer care coordinators. relationship between those working in the ICB and the colleagues they aim to support.



Cath collaborated with Red Whale presenter Jackie Dominey to ensure an appropriate balance of information and education (in a range of formats) was achieved for the live digital event. Cath and a colleague travelled to the Red Whale studios to take part in the live course, giving GPs tuning in a chance to put faces to local names. This has helped them get greater awareness amongst primary care colleagues about how the ICB can support them in their roles and strengthened the relationship between those working in the ICB and the colleagues they aim to support.

Hints and tips for ICBs

Cath shared some tips for other ICBs looking to take a similar approach:

- Understand the needs of GPs and healthcare professionals in your area – this will help you tailor and develop the training programme with Red Whale.
- Be organised well in advance! This approach needs close working with the Red Whale GP presenter and you have to put in the time to get things right for your area.

- Discuss the options for taking bookings with the Red Whale in house courses team to work out what works best for you from an admin point of view.

Collaboration and tailoring to local needs

Part of the appeal of the package Red Whale was able to offer the ICB was their flexible approach to tailoring the course content to the specific needs of local clinicians.

“Working with Red Whale offered us this chance to collaborate and tailor the training to our local needs, which we haven’t done before. It was a learning curve for us all, but ultimately gave us here at the ICB a chance to enhance the support we give our GP colleagues – they have a relationship with us from seeing us as part of the Red Whale course. They could also interact with us directly on the day by typing questions into the chat box.”

Positive feedback from GPs

With positive feedback from GPs, Cath and Lincolnshire ICB are now working on a further course for this year. Cath says:

“The Red Whale team were easy to get hold of and responsive to my queries. This year we’ve also made some changes to make the admin smoother and easier for everyone,”

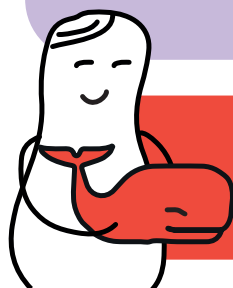
“Inspires you to look at current practice and make improvements/do things differently. Genuinely feel this course will instigate positive change and help prove the service of our local population”
Lincolnshire GP delegate

“Wonderful to have local information included rather than having to plough through the hospital services information to see what the Lincolnshire patients have access to. Fab idea to have the patient scenarios within the presentations. Love the accompanying book and website links for later use. Brilliant to be able to revisit bits you needed to.” Lincolnshire GP delegate

“Really impressed with the input from local teams - I’ve learned of loads of local services that I’ve never heard of before”
Lincolnshire GP delegate

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Case Study Red Whale Commissioned Learning

A bespoke training programme designed to support primary care clinicians in **mental health care for young people**



Tamsin Robinson, GP and Clinical Lead for children and young people's mental health, explains how North West London ICB worked with Red Whale to support primary care clinicians across 8 London boroughs.

"I'm a GP and I'm also the named GP for safeguarding children in Ealing, I'm a designated doctor for looked after children, and I'm the children's lead for Ealing, which covers both physical and mental health, and I'm really interested about where those two areas meet.

I'm also the GP Clinical Lead for Children and Young People's Mental Health for North West London ICB - which is the role that led to commissioning the Red Whale training. I'm really interested in how mental and physical symptoms are interlinked in children and the importance of recognising and seeking to support and treat both in Primary Care. And also how children's environments affect their mental wellbeing."

Rising demand for mental health support driving a need to upskill

Prior to - and to an even greater extent since COVID - Tamsin noticed a rise in mental health issues affecting children and young people. Mental health and wellbeing seem to be discussed much more openly than in the past and more people are coming forward with mental health issues.

Tamsin said:

"I'm not alone in noticing the massive rise in the numbers of children and their parents presenting to us as GPs with mental health, wellbeing and behavioural issues. I can often feel overwhelmed, and that I have limited know-how and skills to properly support them. Knowing what I can do as a GP in a 10 min consultation for children and their families in distress and what other services are available is vital. My training as a medical student, hospital doctor and GP did not cover children and young people's mental health, paediatrics was all physical health and psychiatry all adult focused. Colleagues told me they felt the same."



Supporting primary care with child and young people's mental health issues

Tamsin and her ICB colleagues felt that primary care clinicians in their area needed more support to build their skills around mental health issues in children and young people, and signposting to all of the resources available to them. It was important to the ICB that the training they commissioned focussed on practical things that clinicians could do for young people in their area, and was not full of abstract research. Waiting for assessments and referrals can be long so GPs need support to understand what services are available while patients wait. Tamsin said:

"Mental health isn't just the job of CAMHS (Child and Adolescent Mental Health Services)... All of our society plays a part, as a system we all need to work together to pool our resources and offer care to children and young people which is needs lead."

Being a GP herself, Tamsin was drawn to Red Whale - having personally attended our courses and knowing they have a good reputation amongst primary care colleagues.

Tailoring the training to the needs of the area

North West London ICB approached Red Whale with an idea of topics they wanted to cover and the audience it was aimed at (all primary care clinicians, such as GPs, Advanced Nurse Practitioners, Practice Nurses, Pharmacists or Social Prescribers). They found the approach very open and professional. Tamsin commented that:

"It seemed like the approach I was looking for was really valued by Red Whale. And it was easy to get buy-in to working with Red Whale as they had a good reputation amongst my colleagues."

Mental Health Course Director at Red Whale, Lee David, worked with the ICB to put together a half day course on Children and Young People's Mental Health. The two parties collaborated to review course content and make adjustments as needed.

Hints and tips for ICBs

Tamsin shared her thoughts on how to get the best from commissioning a Red Whale course:

- Discuss with the Red Whale team how you can get involved in putting a local spin on the training content and including information about available services in the area.
- Talk to the Red Whale presenter about tools they can share for GPs operating in a 10 minute consultation window.
- Ask Red Whale to give colleagues access to the training on demand so that people can watch the course content again later.

Positive feedback from delegates

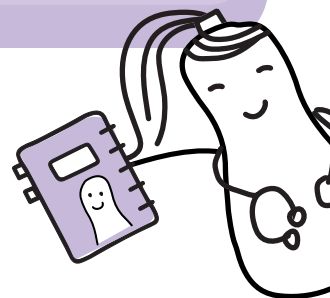
Colleagues have fed back to the ICB team that they really valued the training. On the day, Red Whale encouraged colleagues to give their feedback on the training, and shared this with Tamsin.

"Really informative handy tips and frameworks that can be used in everyday practice. Good assessment tools and signposting for help."

North West London GP Delegate

"This course was good for reminding us of what we need to know as well as give good tips on how to tackle what we are faced with."

North West London GP Delegate



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Case Study Red Whale Commissioned Learning

Supporting Paramedics in London Ambulance Service NHS Trust



London Ambulance Service NHS Trust started working with Red Whale in 2021.

Their staff have been using the Red Whale PCN Programme - a multi-disciplinary education programme with new clinical modules released every month - to support their ongoing learning.

Georgette Eaton, Clinical Practice Development Manager - Advanced Paramedic Practitioners (Urgent Care) for London Ambulance Service NHS Trust, tell us about how she came to work with Red Whale...

"The Advanced Paramedic Urgent Care Practitioners in Urgent Care all complete a 3 year Masters in Advanced Global Practice as part of their role. But we were finding that there was a bit of a disconnect between the clinical learning on the Masters and the reality of their practice in primary and urgent care, and on telephone consultations."

Recommendation from an Ambulance Service in a different area brought them to Red Whale

Georgette felt that additional training was needed to bridge the gap between the Masters degree training her staff were doing and working in real-life general practice. She turned to colleagues for advice.

"A colleague in the Welsh Ambulance Service told me they were using Red Whale and that they highly recommended it. I observed them using the one year PCN Programme and thought our staff would really benefit from it. We looked at a few other training providers but felt Red Whale was more orientated towards the whole primary care team, rather than just physicians."

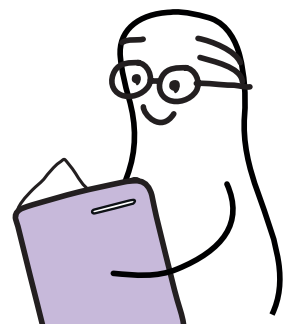
Support for their daily practice and flexible learning to meet their needs

Staff at London Ambulance Service NHS Trust have been finding the PCN modules really useful for their daily practice. Georgette tells us...

"The clinical modules really do bridge that gap between master's degree and primary care because the learning is based on grassroots primary care."

London Ambulance Service NHS Trust staff take the opportunity to watch some of the PCN modules together and discuss the learning as a group afterwards.

They also enjoy the option to watch modules on demand in their own time and love the convenience of being able to learn anywhere, at any time.



Working collaboratively with the Red Whale In House Courses team

Red Whale and London Ambulance Service NHS Trust have worked closely together to make sure the training meets the needs of the staff it is being offered to. Georgette explains...

"[Our Account Manager] Mel has been amazing and so helpful. We started by exploring the different learning options available and she was careful to make sure that the training would meet our needs. As Red Whale has been focused on GPs, I was given access to the training whilst making the decision so I could gauge whether the training was right for my audience."

After using the training for some time, the two organisations identified changes they could make to optimise how London Ambulance Service NHS Trust Advanced Paramedic Practitioners in Urgent Care use it. Georgette tells us...

"I had commissioned the training for all my staff and Red Whale shared feedback with me around which of my staff were using the training and which weren't. We found that staff members who are working on their Masters degree didn't have enough time to fully engage with the Red Whale training, so we decided to offer it to everyone after they finished their masters. By this point, they also have a bit more experience in primary care so the training works better for them. This was really useful so I can make sure our money is being well spent!"

Effective training for non-GP roles in primary care

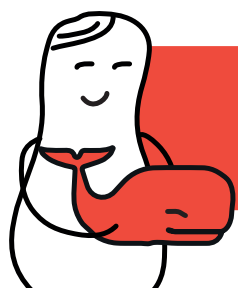
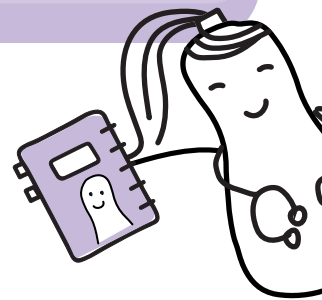
Georgette's verdict on Red Whale training for primary care paramedics? She believes the programme has been really useful for developing the skills of her staff...

"I thoroughly recommend Red Whale for paramedics in primary care. I think the fact that an ambulance service has signed up, which is a bit outside of the traditional audience for Red Whale, demonstrates how useful the content is across the whole primary care team. It really works for us!"

Great feedback from the London Ambulance Service staff

The London Ambulance Service NHS Trust judges the success of training they commission based on feedback.

"Our staff tell us they enjoy how the training works and they enjoy the content. The training definitely fits in for us when staff have had a bit of primary care experience. That's the optimal time for it working for our programme."



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Case Study Red Whale Commissioned Learning

Meeting the training and development needs
for primary care clinicians in Staffordshire



Navrose Chappell, Staffordshire Training Hub Manager and team, look after the learning & development, wellbeing and educational needs for the clinical and non-clinical workforce in the Staffordshire and Stoke-on-Trent region.

The Staffordshire Training Hub is commissioned by NHS England and hosted by GP First Ltd. She tells us about her experience of working with Red Whale.

Identifying training needs of their primary care clinicians

Navrose has brought a methodical approach to identifying the learning needs of primary care colleagues in the Staffordshire area, to the Training Hub.

“We undertake an annual Training Needs Analysis (TNA) which we use to formalise the following years’ training. We listen to what our own clinical leads are telling us that their colleagues want or what they feel will be beneficial to the workforce when deciding what kind of training we plan to deliver.”

The Staffordshire Training Hub uses this TNA as a basis to seek educational opportunities for their clinicians and wider workforce.

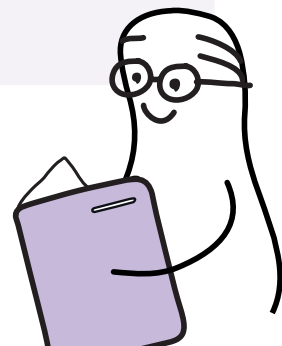
Choosing the right training provider

The Staffordshire Training Hub approached Red Whale based on a recommendation from the GP Clinical Lead and Primary Care Nursing Leads. They had previously attended Red Whale training events and had a positive experience.

Navrose has worked with a number of training providers and explains what she looks for when choosing who to work with:

“Red Whale are subject matter experts on the clinical side and the reputation of a company is really important to us in making a decision about which training providers to choose. We want to give the best support to our clinicians, so we respond to and research recommendations they give us – and in the case of Red Whale they said they liked their ethos and how they globally support healthcare.

We also take information from the ICB and other Training Hubs, as well as clinician led feedback. If a clinician suggests something they would find useful for their development and it’s also in the TNA, we are responsive to that and accommodate where possible.”



Building a strong relationship

A good working relationship between the Staffordshire Training Hub and Red Whale has helped both parties get the best from working together and was a key factor in Navrose's decision to commission a series of courses with Red Whale this year. She tells us:

"Customer service is an important part of the overall value we get from a training commission. The Red Whale team have been really responsive and they were flexible around tailoring course content to our needs, as well as working around days and times for training events that suited our local practices."

Positive feedback from delegates

Red Whale ran 3 courses for Staffordshire Training Hub in 2022. Positive feedback has encouraged them to plan a series of further training courses with Red Whale throughout the coming year.

Navrose feels that the key barometer for success for Staffordshire Training Hub is the feedback they get from local clinicians who attend the courses. She tells us:

"We see value in the training if we receive positive comments from clinicians via the end of course surveys. After each course, for us it is important that participants feel confident and competent in their role. The most important factor for me in evaluating how successful any training we commission has been, is the informal and formal feedback we get from our primary care colleagues. Their time is precious and we're taking people out of practice for a day, so it's crucial that the training gives them valuable skills in order to make it worthwhile."

Delegates have given lots of positive feedback, such as the following comments...



"Excellent course, very informative
Very concise and enjoyable, pitched at perfect level to ease understanding and assimilation of knowledge"

Women's Health Online Course delegates, 2023

"Very interactive and rich in new information
I was very impressed with the presentation, slides, and all the hard work put in the presentation
Excellent delivery of practicable skills"

Men's Health Online Course delegates, 2022

"Excellent - the presenters are so friendly and down to earth. They really empathise with grassroot GP's and aren't afraid to share their own anxieties and experiences."

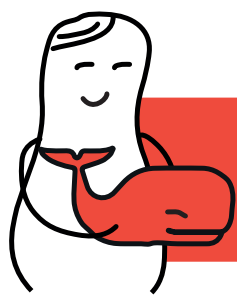
"I love the visuals and the clarity is far better than other courses I have been on."

Face to face GP and GP Nurse Update delegates, 2022

Tips for other Training Hubs

Navrose tells us:

"My best piece of advice when commissioning training is from the outset to be open and transparent with the training provider about your budgetary constraints, delivery timeframe, target audience, key aims and objectives, in order to ensure value for money and achieve the best outcome for your delegates."



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