

Case study: Tower Hamlets PCT

Encouraging more efficient use of
A&E services



Client

Tower Hamlets in east London has a problem with the mounting cost of inappropriate use of Accident and Emergency departments. People are going to A&E with minor symptoms, such as headaches, diarrhoea and vomiting and fainting, which could be better treated outside hospital.



“To ease the pressure on A&E, Tower Hamlets is launching a campaign to educate patients about common symptoms and about what treatment they should expect from their GP.”

Challenge

The Tower Hamlets Primary Care Trust area has a very diverse population but it had never been able to consistently analyse the ethnicity of A&E users.

Solution

Mosaic Origins was used to pinpoint the ethnic, cultural and linguistic backgrounds of A&E users. Mosaic Origins is a software application that classifies people according to the part of the world from which their forebears are most likely to have originated. Every person is placed into one of 195 Origins types, which can be grouped by type of name, religion, language or geography. The analysis found

that while many groups – including white British people – were using A&E inappropriately, repeat users (who used A&E several times a year for minor symptoms) were most often of Bangladeshi origin and in the 20-30 age group. In fact, 30% of Bangladeshi A&E attendees had visited the department three or more times in the past year.

Results

As a result of this learning, Tower Hamlets PCT is launching a communications campaign designed by Dr Foster Intelligence to educate patients about common symptoms as well as what treatment they should expect from their GP. The campaign will launch later this year.

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