



**Moorfields
Eye Hospital**
NHS Foundation Trust



Innovation at Moorfields and patient benefits

Elena Bechberger, director of strategy and partnerships



People's sight matters

- Increasing burden of disease
- Biggest outpatient speciality
- People are suffering avoidable sight loss
- We have more people thinking about eyes than anyone else



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Our mission:

People's sight matters

Our purpose:

Working together to discover, develop & deliver excellence eye care, sustainably and at scale

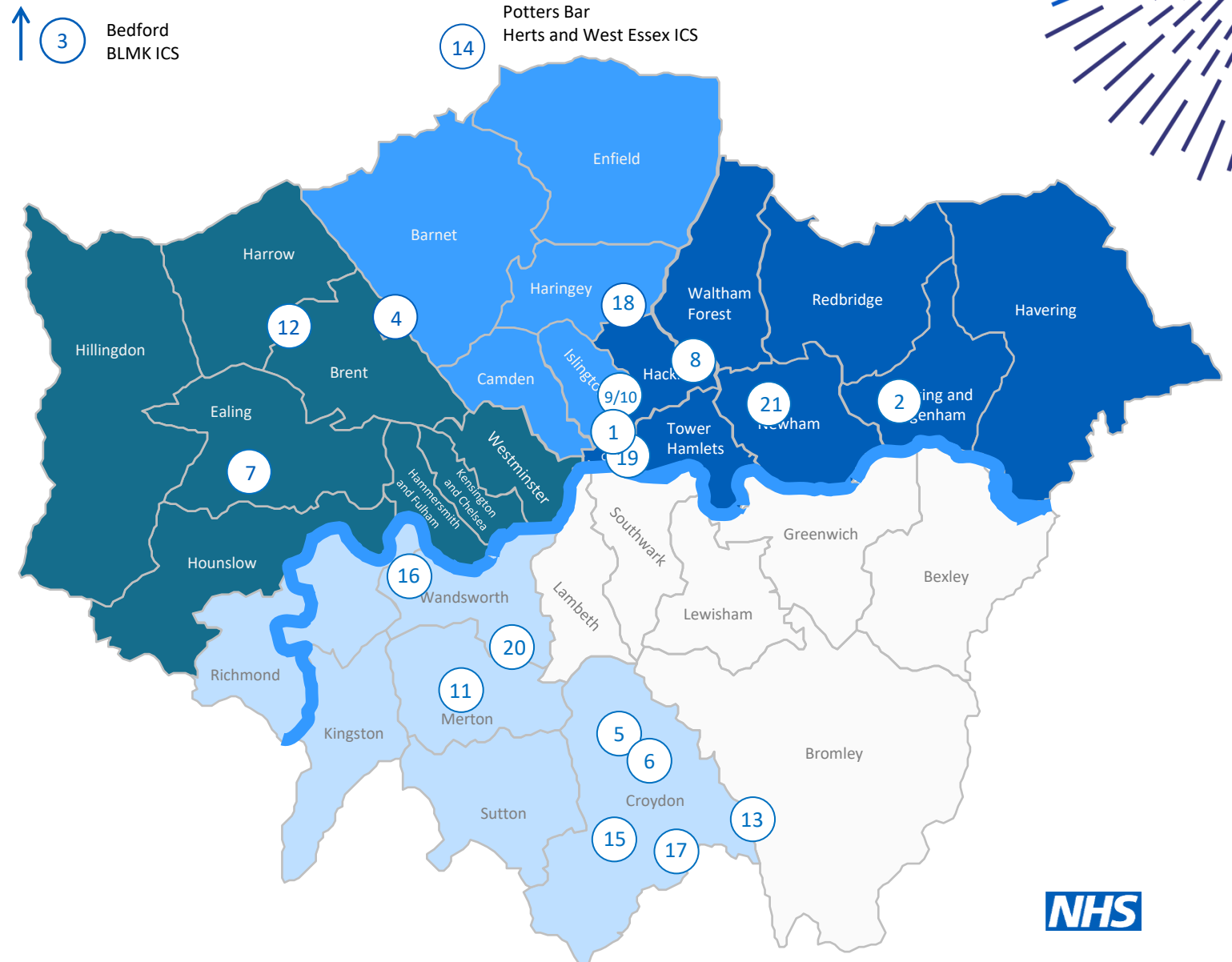
Our values:

Excellence | Equity | Kindness

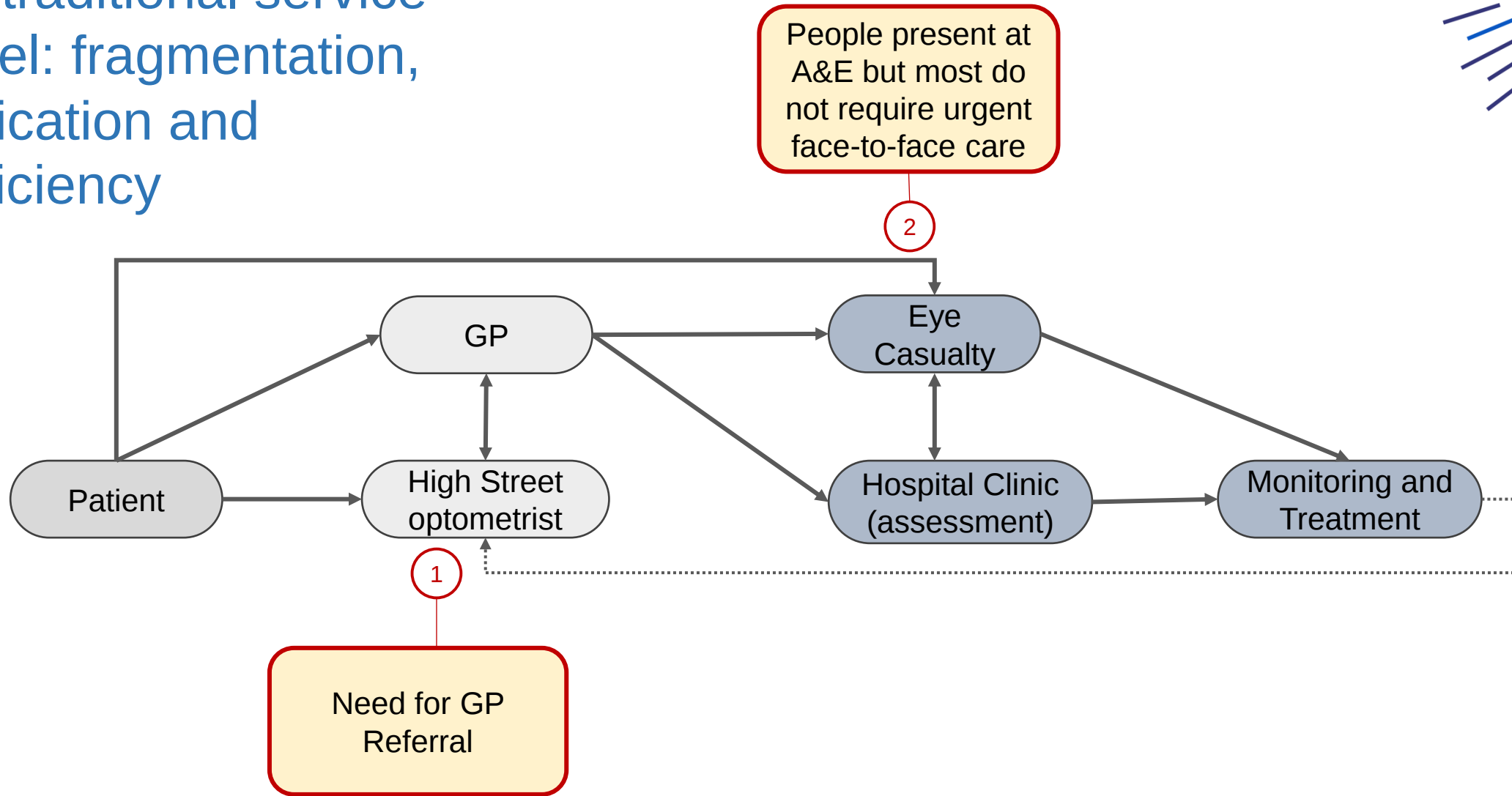


Moorfields and the eye care landscape

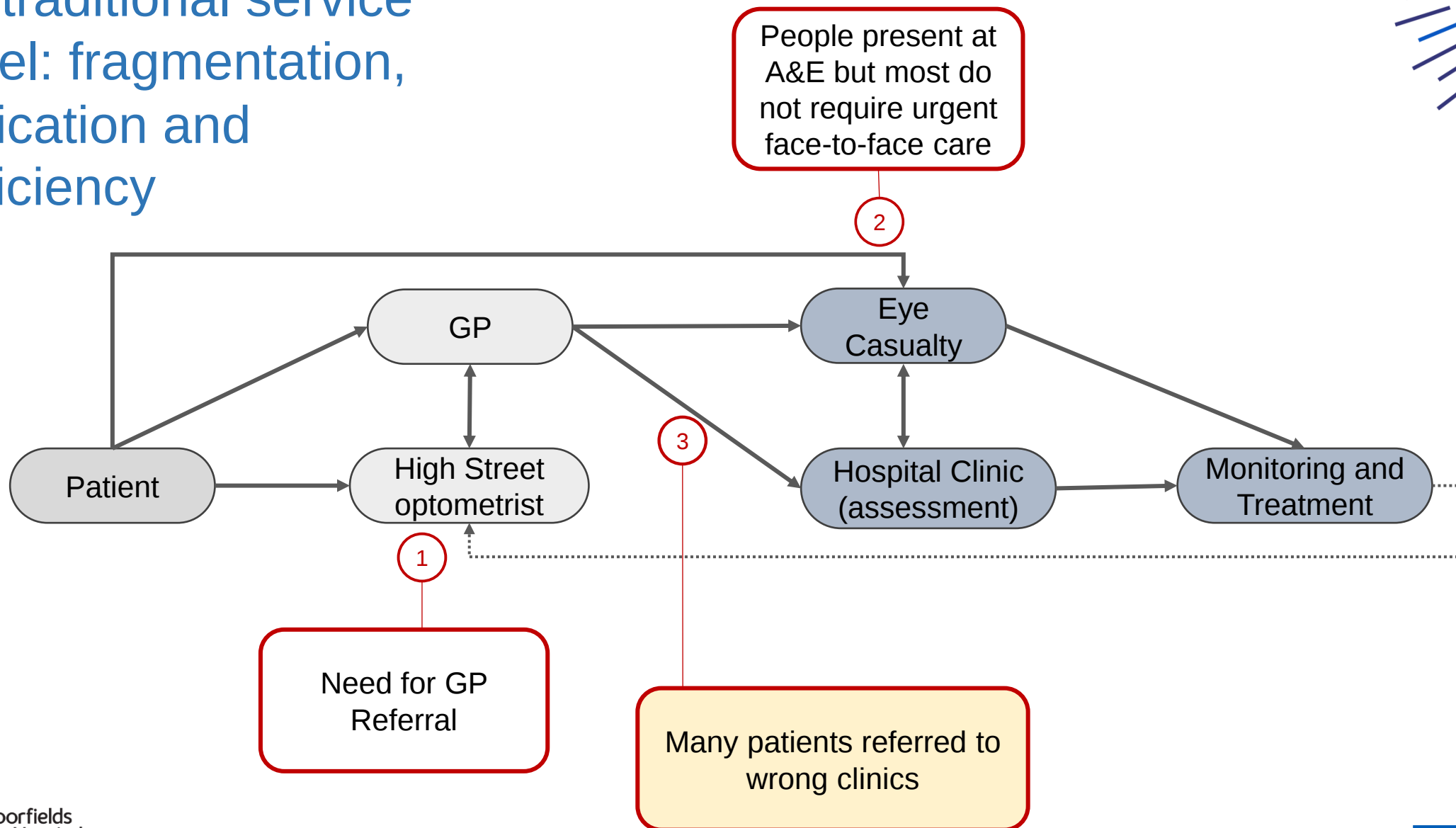
- Secondary and tertiary services across London and the South-East at 21 sites.
- High-quality eye casualty service (A&E) across London, plugging into 111 services and offering virtual consultations.
- Lead provider status in North Central London
- Nearly 100% of consultations require imaging – service ideally suited for digital innovation



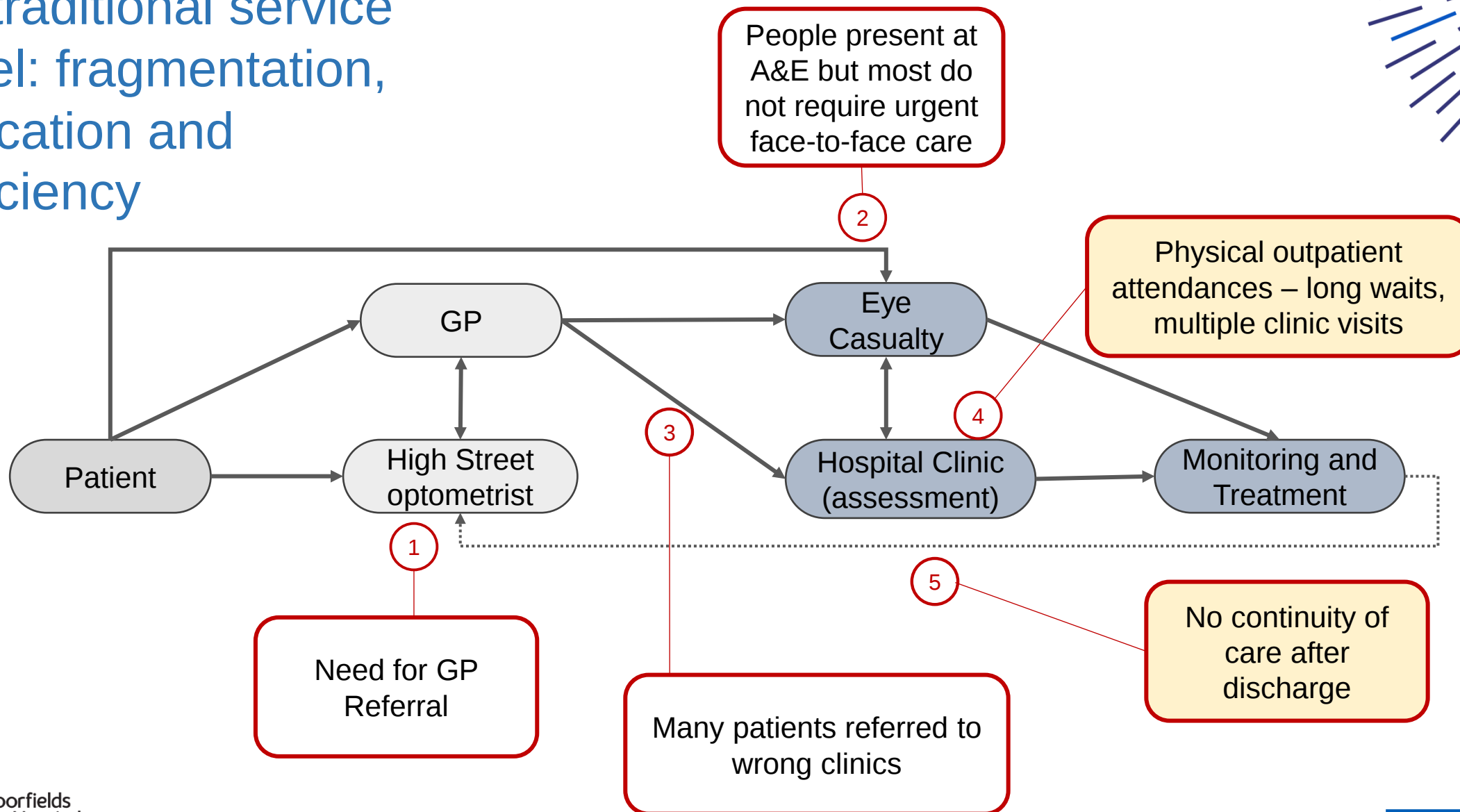
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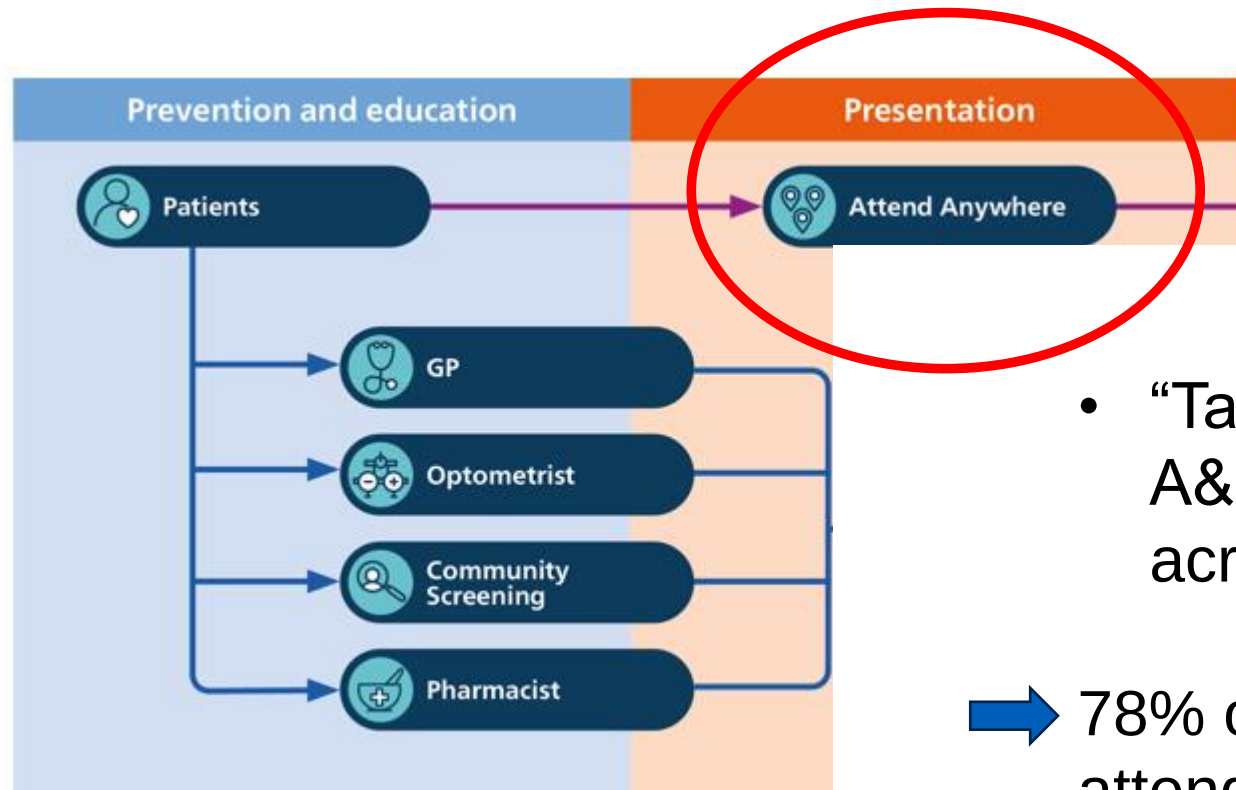


Our fully integrated, digitally enabled Moorfields pathway



- National change: direct referrals from optometrists now encouraged to release GP time
- In future, other points of care such as pharmacists will also be able to refer

Our fully integrated, digitally enabled Moorfields pathway

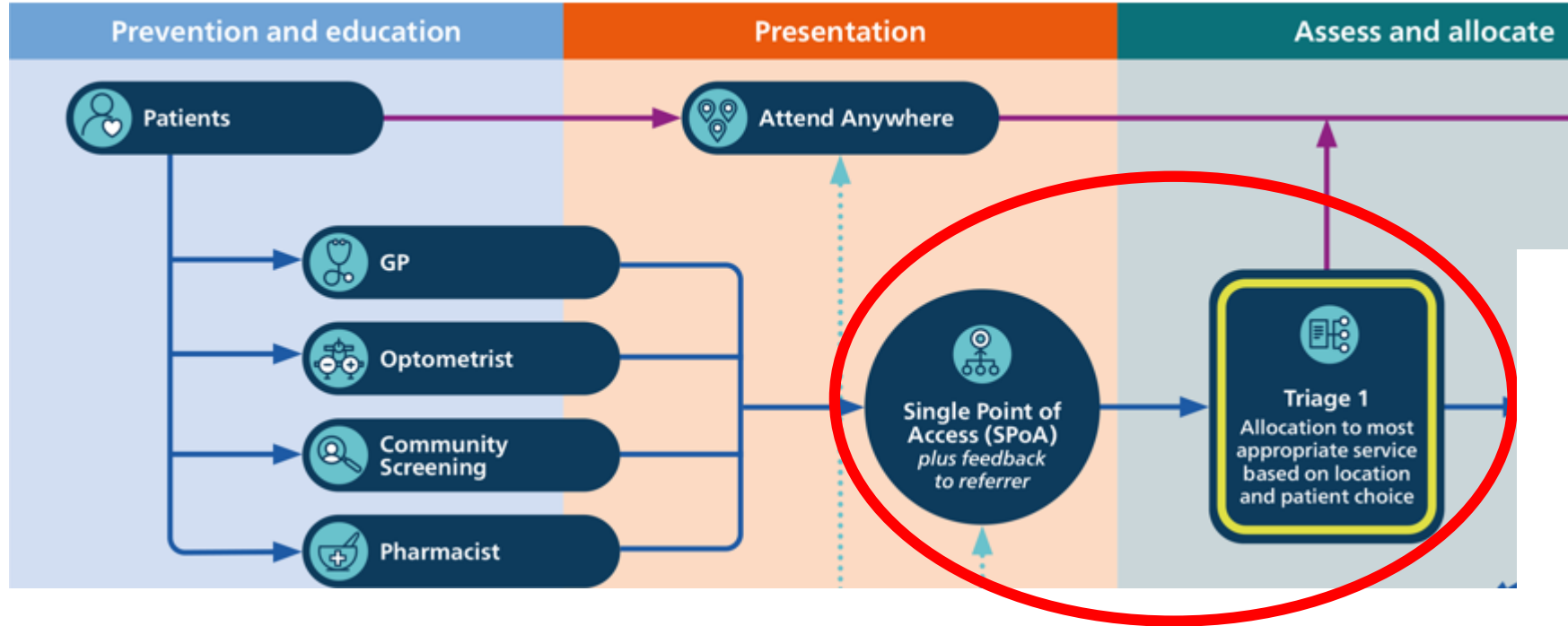


- “Talk before you walk” virtual A&E (“Attend Anywhere”) across all our sites

➡ 78% of patients do not need to attend A&E on same day

➡ 50% do not need to attend hospital at all

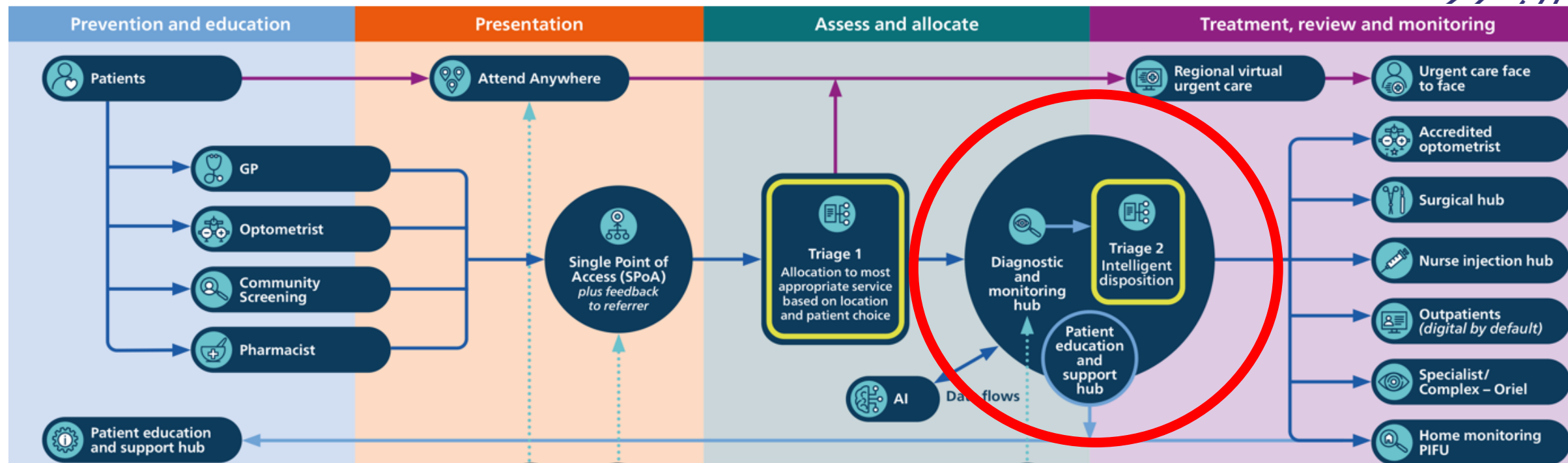
Our fully integrated, digitally enabled Moorfields pathway



- Single Point of Access for all referrals in North Central and Inner North East London
- Right Patient, Right Place, Right Time
- Informed Patient Choice

- ➔ 40% of referrals re-directed to correct service
- ➔ 9.4% dealt with by giving advice
- ➔ 58% of urgent referrals moved to routine

Our fully integrated, digitally enabled Moorfields pathway



- Localised hubs with efficient 'diagnostic lanes'
- Stable patients managed in hubs with virtual consultant review

- ➡ Patient journey times: -50%
- ➡ Appointments take 47 minutes rather than 102 minutes (median)
- ➡ 3 in 5 attendances managed in hubs

Delivering the best eyecare, today and for the future

- Opened our new site in **Stratford**.
- We are now offering **surgery, including cataract surgery, at ten of our sites** meaning more patients can receive treatment closer to where they live.
- Been appointed as **lead provider** for ophthalmology in North-Central London.
- Our **Biomedical Research Centre** and **Clinical Research Facility** help put us at the forefront of global eye research.
- Our **A&E was rated best in the country** by patients in the 2024 CQC urgent and emergency care survey, including our online Attend Anyway emergency care video consultation service. Feedback included our improved welcome for patients, better triage and better patient information available.



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Widely recognised and highly respected leaders

- 11 Moorfields staff were named on **The Ophthalmologist Power List 2024**, a list of the 100 most influential people in the world of ophthalmology including Louisa Wickham, Gus Gazzard and Pearse Keane.
- Moorfields won a prestigious award by scooping the **Acute Sector Innovation of the Year** award at the 2024 HSJ awards for our Single Point of Access service.



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Improvements in patient experience

We have created a set of **patient experience principles** in a new framework which underpin the work we are doing to improve patient experience and ensure staff 'see the whole patient'. This means we have:

- **Streamlined Accessible Information Standard flags** on our systems and regularly recording patients' needs on their records, so we are providing their healthcare information in accessible formats.
- Created a **new training module**, which provides a broader view on accessible needs and replaces the former sight loss awareness training module.
- Provide **clinical outcome letters digitally** so more and more patient information is being offered in various formats.
- Other initiatives include helping **improve communication with patients in clinics**, using clearer guides on what to expect when you are there and updating patient waiting times on screens.



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Any questions?



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