Optimising AF Clinical Outcomes Whilst Maximising Practice Income
Overview

Our client was looking to commission a year-long programme of educational content on atrial fibrillation (AF) and stroke prevention, for over 600 primary care clinicians across the UK.

They had already engaged clinical speakers, but required Oberoi Consulting’s expertise to communicate the financial aspects of AF Quality of Outcomes Framework (QOF) to motivate, and inspire, the audience.

The brief for Oberoi Consulting was to deliver informative, motivational and thought provoking content, around primary care data management.

Solution

Oberoi Consulting’s years of experience and in-depth knowledge of data quality and analysis, QOF coding of the GP clinical systems and strategies to increase QOF income has proved to be invaluable to many Healthcare Organisations.

Whilst data management and understanding has improved significantly, since the inception of QOF, there is still a huge opportunity for improvement, as many gaps still exist, both clinically and financially.

In addition, Oberoi Consulting identified discrepancies between AF NICE guidelines and AF QOF which could mean high risk patients are not anticoagulated.

The client’s brief and Oberoi Consulting’s track record formed an ideal match.

Oberoi Consulting developed a speaker session and materials, to compliment the clinical speakers to help translate both AF QOF and AF NICE guidance into simple actions, at primary care level.
**Speaker**

**Session Objectives**

- **Communicate** what the national QOF data tells us about AF and stroke prevention.
- **Raise the awareness** of exception reported patients who could be treated.
- **Share local cost implications**, of preventable strokes, based on patients not anticoagulated.
- **Provide a rationale** to how the NICE guidelines translate into primary care actions.
- **Highlight the gaps** between AF NICE guidance and the AF QOF Framework.
- **Case finding** and the impact on the value of an AF QOF point.
- **Deliver strategies** to support increased QOF related income, whilst delivering the best clinical outcomes for patients.
- **Introduce primary care resources** to support AF & stroke prevention.

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**Results and Outcomes**

Our sessions:

- Increased the number of delegates that registered for the sessions.
- Inspired the audience of clinicians to take a more pro-active approach to implement AF NICE guidelines.
- Enabled the clinicians to transfer the learnings to other areas of QOF.

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"Absolutely excellent meeting. I will go back to my practice this week and use this information."

"Eye opener; lots of information to take home and work on."

"I have much better understanding of the importance of prevalence, accurate coding and how to maximise our QOF achievement."

"The lecture had a wealth of information and a step-by-step guide. Excellent."

"As a GP, and QOF Lead, this session has been absolutely invaluable."