Practising personalised care

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The NHS Long-Term Plan sets out a commitment to rolling out the comprehensive model for personalised care so that it reaches 2.5 million people by 2023/24 (NHS England and NHS Improvement, 2019). This model aims to support a more individualised approach to health care by reframing the relationship between people/patients and clinicians. It advocates a better balance between ‘what’s the matter with you?’ and ‘what matters to you?’. It focuses on wellness, not just illness, and the social determinants of health. Although personalised care is not new, by drawing together different approaches—shared decision-making; personalised care and support planning; supported self-management; choice; social prescribing and community-based approaches; and personal health budgets, the model seeks to fundamentally change the way that care is planned and delivered (NHS England and NHS Improvement, 2019).

Personalised care helps a range of individuals, from those with complex needs to those managing long-term conditions, mental health issues, or struggling with social issues that affect their health and wellbeing. It helps decision-making about managing health, so people can live the life they want to, working with information from the professionals who support them. It represents a fundamental shift in the traditional patient–clinician power balance.

Nurses are professionally bound to deliver personalised care. The Code (Nursing and Midwifery Council, 2018) states we should prioritise, listen and respond to people’s preferences and concerns and in doing so:

- Work in partnership with people to make sure you deliver care effectively.
- Recognise and respect the contribution that people can make to their own health and wellbeing.
- Encourage and empower people to share decisions about their treatment and care.
- Respect the level to which people receiving care want to be involved in decisions about their own health, wellbeing and care.

Why is this matters?

- People want to have control over their care. They are the experts about who they are and what they want and what clinicians think they want can be very different (The King’s Fund, 2012).
- Nurses are professionally bound to deliver personalised care, but the infrastructure to enable them to do this isn’t always there.
- The £50 billion NHS Long-Term Plan commits to 75,000 new posts for nurses andcare staff will be trained by 2023/24 to use the approach. We will be offering a range of learning opportunities which nurses will be able to access from April 2020. We are also working to support the system infrastructure, so staff are better able to put skills and behaviours into practice in an environment which sustains personalised care.


