1. Appendix 7: Glossary of Terms and Definitions

1 Engagement:

Engagement is a term we use to describe two-way communication between the NHS and our stakeholders in order to keep them informed and develop an understanding of their opinions and needs. Engagement helps the PCT to put decision making powers in the hands of our patients and public.

1 Stakeholder:

- A person or group with a direct interest, involvement, or investment in something.
- Stakeholders are individuals or organisations that have a direct interest in a service being provided.

1 Commissioning:

The process by which the health and care needs of local people are identified, priorities determined and appropriate services purchased.

Commissioning is the way of obtaining the best value and health outcomes for local citizens by understanding their needs, and then specifying and procuring services that deliver the best possible health and social care provision and outcomes within available resources.

1 Social Marketing

The systematic application of marketing along with other concepts and techniques to achieve specific behaviour goals for social good. The primary aim is to achieve “social good” whereas the primary commercial marketing aim is financial. Social marketing techniques began to be used in health promotion campaigns in the 1980s.

Unlike commercial marketing which seeks to influence purchasing behaviour in choice of product social marketing deals with goals (like reducing cigarette smoking) and works with populations.

1 Better Healthcare Programme

In March 2008, the Government appointed Independent Reconfiguration Panel (IRP) rejected proposals from the Oxford Radcliffe Hospitals NHS Trust’ (ORH) to change some services at the Horton General Hospital in Banbury. NHS Oxfordshire was asked to take forward a project to ensure services are retained and developed.

As a result, the PCT’s Better Healthcare Programme was formed and is working in partnership with local authorities, local GPs, the ORH, patients and the public in planning sustainable health services for the people of Banbury and the surrounding areas.

References

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