



Our advice for clinicians on the coronavirus is here.

If you are a member of the public looking for information and advice about coronavirus (COVID-19), including information about the COVID-19 vaccine, go to the NHS website. You can also find guidance and support on the GOV.UK website.

Personalised care

Personalised Care will benefit up to 2.5 million people by 2024, giving them the same choice and control over their mental and physical health that they have come to expect in every other aspect of their life. A one-size-fits-all health and care system simply cannot meet the increasing complexity of people's needs and expectations. Personalised care is based on 'what matters' to people and their individual strengths and needs. See this video for more details and sign up to our bulletin to stay informed about recent personalised care news. The NHS Long Term Plan says personalised care will become business as usual across the health and care system and Universal Personalised Care confirms how we will do it.

What is personalised care?

Personalised care represents a new relationship between people, professionals and the system. It happens when we make the most of the expertise, capacity and potential of people, families and communities.

Comprehensive model of personalised care

People access personalised care through six key components or programmes and this model demonstrates how these come together to deliver an all age, whole population approach to personalised care.

Universal personalised care

Universal personalised care is the delivery plan towards making personalised care 'business as usual' for 2.5 million people by 2024.

Patient choice



Shared decision making



Patient activation and supported self-management



Social Prescribing and community based support



Personalised care and support planning



Personal health budgets



Be sure to stay informed about recent personalised care news.

Sign up to our bulletin

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Personalised Care bulletin

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NHS recruitment drive to help tackle loneliness and improve lives

5 August 2020

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The NHS is recruiting a growing army of social prescribing link workers to combat loneliness and isolation fuelled by coronavirus. More than 1,200 are already helping people to improve their mental health and get more exercise by taking part in activities from gardening to ballroom dancing. And now the NHS is fast-tracking recruitment of an [...]

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