 Connecting for Health	Use of SCR central mail house: Guidance document			
	Programme	NPFIT	Document Record ID Key	
	Sub-Prog / Project	SCR	NPFIT-SCR-SCRDOCS-0030.03	
	Prog. Director	James Hawkins	Status	Approved
	Owner	Nic Fox	Version	6.0
	Author	Lucy Killick	Version Date	4 August 2011

Use of SCR central mail house: Guidance document

Amendment History:

Version	Date	Amendment History
0.1	30 Nov 2009	First draft for comment
1.0	10 Dec 2009	Incorporating comments from reviewers
2.0	16 Dec 2009	Updating a link
3.0	01 Mar 2010	Updates according to FAQ's
3.1	30 Nov 2010	Updated with new PIP pack materials post the SCR ministerial review. Addition of the free post (business reply) paid opt out form and associated process. Subsequent updates to the MarketPower® site.
4.0	16 Dec 2010	Updated incorporating comments from reviewers.
5.0	7 Jan 2011	Addition of section 1.3 document updates
6.0	4 August 2011	Updates as outlined in section 1.3 following amendments to opt out process, estimates and updates to the MarketPower site.

Reviewers:

This document must be reviewed by the following:

Name	Signature	Title / Responsibility	Date	Version
Siobhan Roberts		SCR Programme Manager - Business Development and Communications		
Nic Fox		SCR Programme Head		
Phil Nixon		Senior Project Manager		
Jon Calpin		SCR Implementation Lead		
Matt Watson		SCR Interface Manager – London		
Fintan Grant		SCR Interface Manager – Yorkshire and Humber		
Helen Warren		SCR SHA Lead – South West		
David Sellers		SCR SHA Lead – North West		
Mark Leonard		SCR SHA Lead – East of England		
Ray George		SCR SHA Lead – Yorkshire and Humber		

Approvals: This document must be approved by the following:

Name	Signature	Title / Responsibility	Date	Version
Siobhan Roberts		SCR Programme Manager - Business Development and Communications		
Nic Fox		SCR Programme Head		

Distribution:

SCR website and via SCR communiqué – targeting SHA and PCT SCR teams.

Document Status:

This is a controlled document. Whilst this document may be printed, the electronic version maintained in FileCM is the controlled copy. Any printed copies of the document are not controlled.

Contents

1-	About this Document	5
1.1	Purpose	5
1.2	Audience.....	5
1.3	Document updates.....	5
2-	Central mail house call off facility.....	6
3-	Automated slot booking and mail management system.....	7
3.1	User profiles, new mailing project and slot booking	9
3.2	Mailing requirements.....	12
3.2.1	Patient Letter	12
3.2.2	View approved patient letter	13
3.2.3	Seed list	14
3.2.4	GP Addresses	14
3.3	Reporting	14
3.4	Data Management	15
3.4.1	Data extract.....	15
3.4.2	New patient process.....	15
3.4.3	Data transfer – secure FTP	16
3.4.4	Data processing – deceased screening service	17
3.4.5	View counts.....	18
3.5	Returned mail and suppression data	18
3.5.1	Returned mail process	18
3.5.2	Deceased suppressions and returned mail reports	18
3.5.3	Final Invoice: Important please read	19
3.6	Free post (business reply) opt out process & GP address.....	20
3.6.1	Opt out form	20
3.6.2	GP addresses	20
3.7	Cancelled mailings and amendments	21
4-	Security.....	22
5-	Support and Troubleshooting.....	22
	Appendix A: Patient demographic data format requirements.....	24
	Appendix B – How to download secure STP software	25
	Appendix C – How to configure secure FTP software.....	26
	Appendix D – Postage and data processing costs.....	27
	Appendix E - GP address data (format and content)	28

1- About this Document

A key part of the implementation of Summary Care Records (SCRs) is the patient mailing stage which forms part of the Public Information Programme (PIP).

Each Primary Care Trust (PCT) is required to implement a PIP to support SCRs in their area.

This guidance has been developed to support those PCTs wishing to undertake PIPs using the central mail house call off facility.

This document includes the process for booking and managing SCR PIP mailings by the PCT¹.

1.1 Purpose

This guidance pack details the process for:

- Booking mailing dates and obtaining estimates through the central mail house facility
- Managing the end to end process for undertaking patient mailings through the central mail house
- The invoicing process

1.2 Audience

This document has been written for SHAs and PCTs wishing to undertake Public Information Programme Mailings through the SCR central mail house.

1.3 Document updates

The 'Use of the SCR central mail house' guidance document has been updated with the following:

- Details around inclusion of HealthSpace paragraph in the patient letter
- Revised cost information for mailing projects of less than 5,000 letters
- Revised information on estimates generated by the MarketPower® system (in line with updates to MarketPower®).
- Additional information on requirements with regard to purchase orders.
- Updates to the deceased screening process:
 - Reinforcing the importance of data quality of PCT mailing file

¹ Note that NHS CFH fund the PIP pack materials (printing the opt out form, the SCR leaflet and the outer envelope) and the cost of the opt out process, including the return of opt out forms to the GP practices. PCTs will fund the cost of postage, letter printing, enclosing and fulfilment and additional HealthSpace leaflet, if required.

- Guidance on action to take should a living patient have been screened due to living at the same address and having the same first name and surname as a deceased patient.
- Improvements to the free post opt out process:
 - Opt out forms are now returned to practices on a fortnightly basis
 - PCTs should ensure that the GP address file must be kept up to date
 - GP Address file now processed against Postcode Address File (PAF) by the mailhouse and any anomalies queried with the PCT
- Updated information on new postage rates in Appendix D
- Clarification that PCTs ensure they do not duplicate file names on the FTP site as this will prevent the sweeper system from working

2- Central mail house call off facility

The central mail house call off facility has been procured through the government group - Central Office of Information (COI).

The aim of COI is to enable central government and public sector bodies to secure policy objectives through achieving maximum communication effectiveness and best value for money.

NHS CFH and COI have worked in partnership to procure a central mail house call off facility to undertake SCR PIP mailings. The contract for the central mail house is with The Lateral Group through COI.

The Lateral Group are a multi-channel communications company. The site carrying out the SCR PIP mailings is based in Nottingham. They have experience of critical and personalised mailings for the NHS and comply with best practice Government standards and the Data Protection Act.

The Lateral Group hold the following accreditations:

- ISO9001 and14001 approved.
- ISO 27001 approved.
- FSC (Forestry Stewardship Council), PEFC (Programme for the Endorsement of Forest Certification Schemes) and EMAS (Eco Management and Audit Scheme) accreditations.
- Data Strategy Award – Winners – best use of data in HealthCare

PCTs choosing to use the central mail house call off facility: As part of the central mail house process, the materials for the PIP pack will automatically be ordered. These will include:

- Patient Letter (Template with sections for local tailoring).
- Free post (business reply) opt out form.
- SCR patient summary leaflet.

- **Optional** HealthSpace leaflet (there is a small cost to include the leaflet) and / or paragraph introducing HealthSpace (at no extra cost).
- All of the above collated into an outer NHS branded envelope.

3- Automated slot booking and mail management system

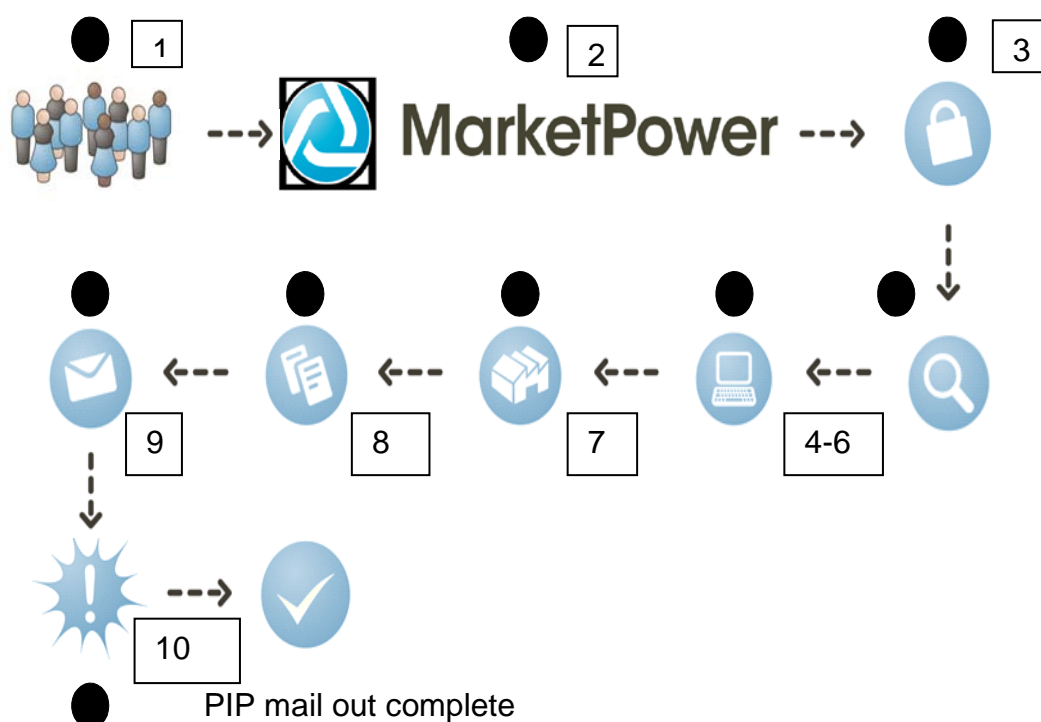
A software application (called MarketPower®) has been configured specifically to support the end to end process for booking SCR mail slots and preparing for the mail out.

The system will guide users step by step through the process of booking a mail slot and the appropriate guidance and pre-requisite activity along the way.

The main elements of the MarketPower® system are:

- User profiles (contact details of those placing an order)
- Generate estimate and book new mailing (and selecting preferences)
 - Mailer name
 - Quantity
 - HealthSpace leaflet Y/N
 - Central NHAIS demographic data extract Y/N
 - Deceased screening service Y/N
 - Enter Purchase Order (PO) details (to confirm costs)
- Edit mailing project
 - View and edit mailing details
 - Data management
 - Enter demographic data file names and data counts
 - Enter GP address file name
 - Select dates and book mail slot
- Mailing requirements
 - Demographic data file names and data counts
 - GP address file name for opt out process
 - Create Patient Letter (standard template)
 - Upload function for 300dpi signature file
 - Patient letter approval
- Manage Existing Mailers (where you can view all pending, live and cancelled mailings for your PCT)
- Reporting

Below is a representation of the process from start to finish



1. SHA/PCT generates PIP plan
2. Access MarketPower® to create mail plan (with email notification confirming the slot booking)
3. Upload demographic data and GP address data via secure FTP (15 working days prior to mail date)
4. Create and approve patient letter text and signature file (at least 300dpi) via MarketPower®² (15 working days prior to mail date)
5. Data analysed against deceased suppression files (if this service is selected)
6. Data quantities updated
7. Production of the patient PIP pack commences
8. Graphical representation of final letter available to view online
9. Mailing occurs (second class)
10. Suppression records (list of deceased screened patients) and returned mail reports available to PCT (via secure FTP) and data destroyed³.

² This **must be** the final approved patient letter. Once the letter is approved on the mail house MarketPower® system no further changes can be made.

³ Data is securely destroyed after 60 days. Returned mail reports are available on a weekly basis after 10am every Friday.

11. Project complete.

3.1 User profiles, new mailing project and slot booking

The MarketPower® system will be used to book preferred mail dates.

<http://nhsscr.market-power.co.uk/>

Please contact your NHS CFH Interface Manager to request your login details.

On first use of the system PCTs will be prompted to fill out primary and secondary contact details, along with the SHA SCR lead contact details.

With this information, the system will allow the user to create an estimate and then book a new mailing. The New Mailing Project section is where a user will provide the required information and check availability for a new mailing for their PCT.

By default, the new mailing request section will pre-populate information from the User Profile section. The user will be required to confirm the following information:

- Mailing name (suggested naming convention - PCTNAME WAVE X)
- Mailing quantity
- Option to include the HealthSpace paragraph and leaflet, or just the HealthSpace paragraph
- Select whether central NHAIS demographic data extract is required
- Select whether PCT would like to use the deceased suppression service (Refer to 3.4.4 for further details)
- Purchase Order (PO) number
- Proposed mailing date (on the edit mailing project page)

Please ensure that an individual slot is booked for each PCT and per wave of mailing.

On entering details for a new mailing project and clicking 'save & check availability', the MarketPower® system will display indicative costs which include a basic unit cost of the SCR PIP pack (based on standard rate tariff and quantities required) and a standard set up cost (applicable to each mailing campaign in excess of 5000 letters). Please note that the estimate is for the PCT cost only which is postage, printing the patient letter, fulfilment and managing the returned mail process (the cost of other materials including managing the opt out returns process are funded by NHS CFH).

Where a mailing project consists of less than 5000 letters a fixed rate of £600 will be charged for the completion of the project, including set up, production and fulfilment costs, but excluding postage.

At this stage this is an indicative cost for the PCT and may need to be adjusted slightly to account for variable data processing costs (see Appendix D and section 3.5.3 for details). A mailing over 20,000 packs will receive an estimate based on two cost scenarios that include:

- An estimate based on the lower postage rate being achieved (Mailsort 70 @ 0.19702p per pack). A mailing qualifies for this rate if 90% of addresses and postcodes supplied are accurate and there are in excess of 20,000 records (addresses).
- An estimate based on a slightly higher postage rate (25.9p per pack) will also be supplied so that the PCT can ensure funds are available to cover this should the Mailsort 70 rate not be achieved. This higher rate is still significantly discounted from standard 1st and 2nd class postage rates.

A mailing of less than 20,000 packs will receive one estimate for the higher rate postage only. A further estimate can be obtained through Market Power should the PCT feel they may exceed the 20,000 pack threshold. Please refer to Appendix D for details.

The MarketPower® system will prompt users for a Purchase Order (PO) number, which will need to be entered to accept the estimated price prior to the slot being confirmed. Where a PCT has obtained an estimate containing two costs (based on both higher and lower postage rate scenarios) it is the responsibility of the PCT to decide the value of the PO number. The PCT must ensure that in the event of the mailing project incurring additional costs above the value of the original PO number, either the PO can be amended, or an additional PO number provided to cover the additional amount upon receipt of notification of the final costs. The system will not allow confirmation of a mail slot until the PO number is entered. If the PCT needs time to acquire PO signatures/approval, the MarketPower® system will automatically save the mail slot as an unconfirmed booking which can be accessed again once PO sign off has been obtained. In order to access an unconfirmed booking go to the manage existing mailings page and select 'edit' against the relevant estimate. Once on the edit mailing project page, click on the 'edit PO number' button, enter the PO number and save.

The PO should be raised with the Central Office of Information (COI) and addressed to:

Central Office of Information

Direct & Relationship Marketing
Hercules House, Hercules Road
London SE1 7DU
T 020 7928 2345
F 020 7928 8360

Reference: 405049

ATT: Rebecca Lysandrou

A hard copy of your purchase order along with a covering note confirming the invoicing contact details (name, address, email, and telephone number) of the

person able to receive and approve invoices relating to this project must be provided to Rebecca Lysandrou at COI within 48 hours of entering the PO number into the MarketPower system. Please either scan and email to Rebecca.Lysandrou@coi.gsi.gov.uk or fax to 0207 928 8360.

Please note that any amendments to the basic PIP pack (e.g. additional services such as formatting requirements, additional screening) may impact on timescales, and will incur additional cost and will need to be negotiated separately. PCTs will need to contact the project team at SCRmailingqueries@lateralgroup.co.uk copying in the SHA lead and NHS CFH Interface Manager to negotiate any amendments to the standard pack and process.

Once the mailing quantity and PO number have been entered, the edit Mailing project page will show any available mailing dates in calendar view format. All available mailing dates will be shaded in green, slots which are unavailable will be crossed through or shown in grey and will not be available to book.

For large volume orders (more than 250,000 packs), the user should select one day i.e. the start day of the mailing. The mail house will confirm the production schedule and subsequent mailing days.

At this stage an email notification will be sent to the primary and secondary contact, the SHA Lead, the relevant NHS CFH Interface Manager, the central mail house team, the COI project team and the NHS CFH data contact managing the central NHAIS extracts.

The new mailer project notification emails will detail:

- Booking date, quantity and mailer name;
- the PO number;
- PCT code and SHA name;
- Indicative cost;
- whether the PCT has selected to include the HealthSpace leaflet;
- whether the PCT has selected to have a central NHAIS demographic data extract;
- whether the PCT has selected deceased suppressions; and
- Mailing requirements - to be completed 15 working days prior to mail date:
 - Upload patient demographic data
 - GP address file upload
 - Signature upload (300dpi)
 - Patient letter creation and approval

The email will also provide a link to the NHS CFH Tracking Database. **Please note that the PRT must also be filled in** – links to both the PRT and GP practice planning are below:

GP Practice PIP Planning

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/staff/impguidp/m/training/gpwave.pdf>

PRT Guidance

Once a mail request has been submitted for confirmation, the entry can be found under the **Manage Existing Mailing** section (on the front page of the MarketPower® site) where details of each mailing campaign can be viewed by the PCT.

3.2 Mailing requirements

3.2.1 Patient Letter

The PCT will need to complete the sections for local tailoring within the patient letter template within the MarketPower® system; this is located in the **Mailing Requirements** section. The PCT will be able to download a copy of the PCT letter for printing or for electronic circulation.

The patient letter template (with locally tailored sections in green), along with the remaining pack contents can be viewed on the mailing requirements page by clicking '**Create Patient Letter**', then '**View Pack Artwork**'.

The following principles are applied to the template letter to ensure adherence to the basic unit cost agreed with the mail house.

3.2.1.1 General format

- The mail house template adheres to NHS branding guidance
- All letter text is to be set in **black** only

3.2.1.2 Letter header, main body and logos

- Salutation - this will always be located to the left above the letter text and aligned with the text. This will be formatted as Title and Surname.
- The NHS logo will be located on the top right hand corner of the letterhead as per NHS branding guidance
- The PCT name will need to be entered in the space provided and will sit below the blue NHS logo in the top right corner and will be printed in black
- The PCT address will need to be entered in the space provided and will sit below the NHS logo in the top right corner
- The SCR logo is located to the top Left hand corner of the letterhead
- The NHS number **will** be printed above the date on the right hand side of the letter and will be formatted as follows:
 - Your NHS Number is: XXX XXX XXXX
- When quoting the NHS number, the words 'PRIVATE AND CONFIDENTIAL' will be added to the letter and this will appear within the window of the envelope. The following text will also be added to the footer of the first page "Your NHS number is located at the top of this letter above the date. Please keep it safe and use it when you communicate with the NHS."
- The date (day, month, year) will be added to the letter, and will sit on the right beneath the NHS Number
- The SCR strapline: '**your emergency care summary**' will be added to the header

- No additional logos or strap lines will be included

If PCTs choose to include the 12 week timescale to state when practices will begin to create records, ensure there is some contingency built in to allow for posting of the patient packs by second class post and the return of opt out forms to practices.

3.2.1.3 Signature file

A minimum 300 dpi signature file will also need to be provided as a separate file, also using the MarketPower® system.

It must be supplied as at least 300dpi and as either a Tiff, Jpeg or PNG format and uploaded to MarketPower® site. This signature file should be named as follows: <SIGNATURENAME><NHSPCTNAME>.

To create a signature file at 300dpi or above please follow the instructions below:

- Using an A4 piece of paper;
- Draw the signature in a thick pen in large text;
- Scan it in at a high resolution 300dpi or larger (this should be a setting within your scanner software);
- Where possible scan the signature as Greyscale (Black and White) image; and
- Save the scanned signature as a TIFF (preferred) , JPEG, or PNG (again you should be able to do this in your scanner settings).

3.2.1.4 Letter approval process

Before approving the patient letter on MarketPower®, PCTs should ensure they have acquired all relevant approvals according to local PCT governance structures. If any changes are required to the letter after the approval stage, and if subsequent processing activity is required by the central mail house, additional costs may be incurred which will be chargeable to the PCT.

Once the PCT has acquired the relevant approval, the letter must be approved by clicking the 'patient letter approved' button within the **Mailing Requirements** section of MarketPower®.

3.2.2 View approved patient letter

A graphical representation of the approved patient letter will be available for viewing on the MarketPower® system (**Manage Existing Mailer > Mailing Requirements > Create Patient Letter** page). Please note that patient identifiable details will not be shown, however the position of the personalised text will be highlighted in green. This will also show the signature in place on the letter. Please note that at this stage no further changes can be made to the letter

3.2.3 Seed list

A seed list is a distribution list for individuals who wish to receive a PIP pack as part of their PCT mailing (it enables individuals to receive a hard copy of the PIP pack).

If PCTs require individuals adding to the seed list, there are two options.

- Seed lists could either be included within the demographic data extract supplied by the PCTs; or
- It could be supplied as a separate list in an excel spread sheet but this **must** match the same file layout/format as per the demographic data extract file which will be supplied for that PCT mailing.

If a separate seed list is to be supplied it would **need to be at the same time as the demographic data extract file** (at least 15 days prior to the mail date), and named as per the demographic data extract file name, with the addition of the word 'seeds' in the file name. An email then needs to be sent to SCRmailingqueries@lateralgroup.co.uk confirming the file name. If this list is supplied after the demographic data file, it will not be used.

3.2.4 GP Addresses

Please note that the PCT will also need to provide a list of GP addresses to the central mail house in advance of the mailing campaign going to print. This data is required to be submitted to the central mail house along with the patient demographic data 15 working days prior to the mail date. For full details on this requirement please refer to section 3.6.5 of this guidance.

3.3 Reporting

After logging into MarketPower®, PCTs and SHAs will see a navigation link near the top of the screen (just below the Summary Care Records logo) called 'Reports'.

Clicking on this will take users to the new reports page where a series of report criteria can be selected:

- **Date range** - dates that the Mailing Projects are due to mail out.
- **Select PCT** - if users are associated with more than one PCT, a dropdown list will display these options. Otherwise, users will just see a single PCT.
- **Production date allocated?** - This will filter for Mailer Projects which do or do not have production schedules already booked for them (confirmed and non confirmed slots). Selecting neither will show all the users Mailing Projects.

Once users have selected the report criteria, click 'Show report' to display the results. After displaying the results, an additional icon (Excel spreadsheet image) will be shown on the right of the page. Clicking on this will export the results to an Excel spreadsheet to view or save. If using MS office Excel 2007, users might be asked to 'verify and open' the file. Click 'Yes' to open the file.

If you have any queries regarding any aspect of site usage, contact SCRmailingqueries@lateralgroup.co.uk

3.4 Data Management

3.4.1 Data extract

When booking a mailing slot, PCTs may choose to use the central NHAIS demographic data extract process. Please ensure the full guidance document is read thoroughly before using this service:

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/nhaaisguide.pdf>

It must also be noted that the data extract provided to the central mail house should be in standard case format (Upper and lower case), or Upper case, but not a mixture and not all in lower case – see **Appendix A** for details.

It is essential that these guidelines are followed. If there are issues with the quality of the data submitted to the mail house, this may cause additional work which may result in delays to the mailing and additional charges being incurred by the PCT.

It is also important to confirm the roles and responsibilities for data management and ensure engagement with local NHAIS teams as appropriate to ensure timely turnaround of data and clarity of activities required.

If you are not using the central NHAIS demographic data extract process and extracting data directly from the GP practice, you will need to provide demographic data as a “~” (tilde) delimited file in the format below. Should you experience any issues supplying a “~” (tilde) delimited file please contact SCRmailingqueries@lateralgroup.co.uk:

~PCT Code~Practice Code~NHS Number~Surname~Forenames~Title~Address Line 1~Address Line 2~Address Line 3~Address Line 4~Address Line 5~Address Line 6 (Postcode)

~PCT Code~Practice Code~NHS Number~Surname~Forenames~Title~Address Line 1~Address Line 2~Address Line 3~Address Line 4~Address Line 5~Address Line 6 (Postcode)

Note: this is a slightly different format to the NHAIS extract. PCTs using NHAIS **must** maintain the NHAIS format.

Please note that the format of the data file name must be as follows:

NHAIS extract - NHIASScypher-PCT-YYYYMMDDv1)

Whichever data extract process is used, the patient demographic data needs to be submitted to the central mail house **no later than 15 working days prior to the mail date** (see section 3.4.3 for further details on how to submit the data. Also see section 3.6 - GP address data also needs to be supplied to the same timescales as patient demographic data)

3.4.2 New patient process

Once the PCT has taken the data extract for their PIP mailing, the PCT should request practices to initiate a new patient process, ensuring that new patients are informed about the SCR and the choices they have. Refer to the following links for further guidance:

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/staff/newpatients>

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/staff/aboutscr/comms/pip>

Alternatively, PCTs may wish to perform a mop up PIP at a later date.

3.4.3 Data transfer – secure FTP

The method of transferring patient demographic data is via secure FTP which has been set up for each SHA⁴.

PCTs should contact their NHS CFH Interface Manager for their SHA wide secure FTP login details.

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/staff/aboutscr/jiteam>

To ensure that all data is transferred to the mail house in a secure manner, a secure FTP application is being used to control data transfer.

<http://www.coreftp.com/>

This website provides free secure FTP software which you may want to use if you do not currently have software available to you. This will need to be locally installed.

Please note that the PCT will be required to confirm that the responsible user has appropriate administrator rights/access to install this software or that local IT support is available as required. The local team using the secure FTP application will also need to ensure the appropriate ports/firewall access is open to enable data transfer. **It is advisable to download the secure FTP software and check the appropriate ports (must include port 22)/firewall access well in advance of the date that the data is required at the mail house.**

The following details provide the basic set up requirements in the secure FTP software:

- Enter sftp.howitt.co.uk in the Host / IP / URL
- Enter your username and password
- Ensure that the port is set to 22
- Ensure that the Connection is set as SSH/SFTP
- Click “Connect”

If you find the following error:

Can't establish connection —> sftp.howitt.co.uk:22 @ date/time

Please ask your IT department to allow you access to our IP address on port 22. Our IP address is 87.83.214.214

For further guidance please refer to **Appendix B** (How to download secure FTP software) and **Appendix C** (How to configure secure FTP software).

⁴ The SHA wide secure FTP sites are set up as one way sites; they only allow information to be submitted on to the site. PCTs are not able to download information from these sites for data security purposes.

Once the data has been uploaded to the secure FTP site, the PCT must enter the file names and file count on to the MarketPower® system in **Manage Existing Mailings>Edit Mailing Project>Data Management**. Detail of each file must be added to the site.

The mailing will not be progressed if the file names and counts are not listed on MarketPower®

The central mailhouse has a sweeper system which quickly places the data on a secure server for processing the mailing. Please ensure that you do not upload more than one file with the same naming convention to the site as this will prevent the sweeper system from moving the file(s) with the duplicated naming convention. If you re-submit a file please ensure that you use a different file name e.g. v1.1 or v2, or the file will be ignored by the sweeper system.

3.4.4 Data processing – deceased screening service

An optional deceased screening service is available through the central mail house. PCTs should ensure that the quality of data submitted to the mailhouse is sufficient and that they believe no individuals within that data extract are deceased at the time of submission. However the optional deceased screening service may be used to capture individuals who may have died since the demographic data extract was taken to ensure those patients are not mailed..

If the PCT have selected to use this service at the time of booking (located in **new mailing project** section), the following process will take place:

- The PCT submits the patient demographic data;
- The central mail house runs a comparison of this data against the data in the Mortascreen database; and
- Any patients who match against the Mortascreen database (refer to Table 1 for details) are removed from the PCT data and subsequently **not** mailed.

PCTs will be able to see the cost of using this service listed in the **Edit Mailing Project > Indicative Cost** section under ‘cost breakdown’ on the MarketPower® website.

Details of those individuals removed from the data (as a result of matching against the Mortascreen files) are then made available on another secure FTP site which is PCT specific⁵.

PCTs should contact their NHS CFH Interface Manager for their PCT specific secure FTP login details.

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/staff/aboutscr/jiteam>

Table 1: Deceased screening provider details

⁵ Note that this is a different secure FTP site to that used for providing the demographic data (and GP address data) to the central mail house. These sites are set up for each PCT and allow data to be viewed and downloaded from the site.

Service	Supplier	List Name	Explanation
Mortascreen	Millennium	Mortascreen	People who have died leaving an estate worth more than £5,000 where a death certificate is present on the system

These data suppressions are carried out approximately 9 working days prior to the first mail date.

3.4.5 View counts

To view the booked mailing quantities and also the quantities once the deceased suppression service has been applied, select **Manage Existing Mailings** and select the mailing campaign you wish to view. In the Edit Mailing Project screen select the Data Management button and then the data counts will be listed on this page .

The Data Management section of the MarketPower® system will display various data counts dependent on the status of the job. These counts will show the initial quantity of data, the total number of data files received and the final mailing quantity of all data files added together after the suppression service has been performed, if this service was selected at the time of booking.

This information is purely numerical and does not show patient names and addresses.

3.5 Returned mail and suppression data

3.5.1 Returned mail process

Any PIP packs that cannot be delivered will be returned to the central mail house. The PIP packs are 2D bar coded and scanned on return, which in turn generates a list of returned mail (on a weekly basis). Please note that the bar code is encoded and only identifiable by the central mail house.

3.5.2 Deceased suppressions and returned mail reports

The deceased suppression and returned mail reports will be made available on a separate secure FTP site. As previously detailed, this is a separate site to the secure FTP site used for transferring the patient demographic data and GP address data, it is specific to each PCT and therefore requires a separate login per PCT. **PCTs will need to identify an individual to be responsible for retrieving these reports** and send the details of this person through to your NHS CFH Interface Manager. Access credentials will then be provided directly to this contact.

Your NHS CFH Interface Manager will contact the SHA/PCT to confirm the appropriate contact and enable the access details to be sent directly to that contact. If you need access credentials and have not yet received them, please contact your NHS CFH Interface Manager.

The same secure FTP application (CoreFTP) can be used for this process as mentioned in section 3.4.3.

The deceased report will include a list of the patients screened as deceased from the deceased suppression screening process (if this service was selected). It will detail the patient demographic data of each patient screened as deceased in the same format as it was submitted to the mail house (see section 3.4.1), with the additional field at the end of the file name (called `impname`) containing the data file name which the deceased record was extracted from.

Returned mail reports are generated on a weekly basis and placed on the PCT specific secure FTP site for retrieval. These will detail the patient demographic data of each returned mail pack in the same format as it was submitted to mail house (see section 3.4.1). The returned mail reports will be made available every Friday after 10:00.

The PCT will need to ensure there is a local process in place to actively manage the returned mail and deceased patient list. It is advisable to agree a process in conjunction with the LMC and GP practices. One option could be for this to be managed by the PCT in the normal way. It should be remembered that the SCR system has been designed so that any patient with an FP69 status set locally will not have a SCR created for them.

Where a deceased patient was registered at the same address as a living relative with the same first name and surname, both the deceased and the living patient will be screened as deceased and removed from the PCT data and subsequently **not** mailed. This only impacts small numbers of patients, but it is important that the PCT carries out its own checks on the data and ensures that any patient suppressed but proved to be living are mailed a PIP pack at the first opportunity. This can be done either by the PCT or relevant GP practice, or through the mailhouse.

It is **not recommended** that the deceased suppression file is used in isolation for any data quality/cleansing activities undertaken by the PCT, although it could be used to initiate a review of data quality in conjunction with further checks.

3.5.3 Final Invoice: Important please read

Once the data suppressions have been carried out, a final cost schedule will be provided from COI directly to the PCT (by email)⁶. This will need to be signed and returned within 5 working days by email (this will then authorise the final invoice to be sent). The final invoice is then generated by COI and sent directly to the PCT by post.

The PCT will then need to pay the invoice as stipulated by the terms on the invoice document.

If you have any queries on the financial aspects please contact Rebecca Lysandrou (Rebecca.Lysandrou@coi.gsi.gov.uk).

⁶ COI will use the primary PCT contact details as detailed on the MarketPower® site. If this contact does not have responsibility for signing/approving cost schedules/invoices, they will need to ensure these are sent on to the correct individual/department.

3.6 Free post (business reply) opt out process & GP address

In addition to the patient letter and the SCR patient leaflet, the PIP pack includes a free post (business reply) opt out form for patients to complete and return if they decide they do not want to have an SCR created for them.

3.6.1 Opt out form

The opt out form can be viewed on the MarketPower® site on the mailing requirements page by clicking into '**Create Patient Letter**', then '**View Pack Artwork**'.

The opt out form is printed with a 2D bar code which identifies the patient's GP practice. This is to enable the form to be collated safely and delivered to the appropriate GP practice for action.

If a patient makes the choice not to have an SCR, they need to complete the form and fold and seal it as instructed. The form doubles as a gum sealed envelope with the bar code, identifying the GP practice, showing on the outer side of the envelope.

Envelopes are returned to the central mail house for processing (free of charge to the patient). The central mail house will scan the returned envelopes and store them securely by GP practice. The central mail house will post the envelopes directly to the GP practice for processing and action (they will be addressed to the Practice Manager) at least every fortnight. It is advised that some contingency is built into plans to allow sufficient time for opt out forms to be returned to and processed by GP practices prior to the uploading of records. Should a package from the mailhouse and/or contents be received in error by a GP practice please contact SCRmailingqueries@lateralgroup.co.uk at your earliest convenience. Please include your contact details and a brief description of the error and you will be advised of next steps upon receipt of your enquiry.

GP practices about to create records may also wish to contact the mail house to request the return of any remaining opt out forms which can then be processed immediately prior to the upload date. Should you wish to request this please email a request to SCRmailingqueries@lateralgroup.co.uk at least 7 working days before the return of opt out forms is required.

Please note that the envelopes are not opened during processing at the central mail house. The opt out form content remains unopened and will not be identifiable by the central mail house.

3.6.2 GP addresses

The PCT will need to provide the GP addresses to the central mail house in advance of the mailing campaign going to print. This data is required to be submitted to the central mail house along with the patient demographic data **15 working days prior to the mail date**. PCTs will need to use the SHA wide secure FTP site to submit this data (along with the patient demographic data as described in section 3.4.3).

Please refer to **Appendix E** for instructions on obtaining GP addresses and submitting them to the central mail house.

PCTs must supply this information on time or the mailing will be delayed and additional costs may be incurred.

Due to changes within the NHS (such as GP practice mergers) resulting in GP practice code changes, and changes to GP practice addresses, it is important that PCTs ensure that the data in their GP address file remains up to date at all times. Should any changes to the GP practice address file be required please send an email with details of the changes to SCRmailingqueries@lateralgroup.co.uk who will advise next steps.

Once the data has been supplied PCTs **must** enter the GP address file name on to MarketPower® in **Manage Existing Mailings>Select the appropriate mailing>Edit mailing project> Data Management> Enter GP address file name.** **The mailing will not proceed unless this information is supplied.**

It is the responsibility of the PCT to ensure that data contained within the GP address file is accurate. As an additional safeguard the mailhouse will process the GP address file against the Postal Service Providers' Postcode Address File (PAF). Should this identify any issues or anomalies with the GP address file the mailhouse will upload the GP address files in query onto the relevant PCT specific sFTP site and send an email via the relevant CFH Interface Manager confirming the name of the file and the nature of the query and action to be taken. If the PCT wishes to change any of the details within the GP address file the mailhouse must be informed within 5 days of receipt of the email. The file must be supplied back to the mailhouse in the same format supplied to the PCT, and column headers must not be deleted. The mailhouse will proceed with the GP address data originally provided if the PCT does not respond with any amendments within 5 days.

Please note that the printing and all postage costs associated with the opt out process are paid by NHS CFH. No additional costs will be incurred by the PCT/GP practice in relation to the free post opt out process.

If you have any queries regarding the secure FTP site, deceased suppressions, returned mail or the free post business reply paid opt out process please contact SCRmailingqueries@lateralgroup.co.uk copying in your CFH Interface Manager.

3.7 Cancelled mailings and amendments

It is essential that a PCT wishing to book a mail slot has an agreed plan to ensure the mail slot date can be met and that it is regularly reviewed for achievability.

If it becomes apparent that the mail slot date cannot be achieved, **the PCT must inform the mail house immediately**, following the procedure below.

Send an email to cancelmailing@howitt.co.uk (copying your NHS CFH interface manager and SHA lead) stating your name, contact details, PCT name, slot date and mailing volume along with a reason why the slot is being cancelled.

When cancelling a mail slot, there will be associated costs incurred which will be charged to the PCT. These costs are indicated below:

- Within a week of the production date 100% of the production cost will be charged
- Within 2 weeks of the production date 50% of the production cost will be charged

- Within 3 weeks of the production date 25% of the production cost will be charged

COI will contact the PCT directly to address the cancellation costs.

Any cancelled slots, where possible, will subsequently be made available to other PCTs.

If you would like to make amendments to a confirmed mail slot booking, please send the details through to the SCRmailingqueries@lateralgroup.co.uk and copy in your NHS CFH Interface Manager and SHA Lead. Please note that depending on the nature of the amendment this may cause delays to your mailing, and may incur additional costs.

4- Security

The mail house complies with best practice Government standards and the Data Protection Act. Once the campaign has been completed all data will be securely destroyed after 60 days.

As part of the implementation of the MarketPower® system, the mail house have added the following security user model.

- SSL encrypted (minimum 256bit encryption)
- First login change of password
- Account locked on 5 unsuccessful login attempts
- 60 day password change requirement
- Secure password requirement, minimum 8 characters, mixture of alphanumeric, special characters, capital letters etc.
- In addition, all data will be transferred using a separate secure ftp (256bit encryption) site.

The mail house use DESLock+ Shredder for destroying the data (both demographic data and signature files). The DESLock+ Shredder may use one of two methods to shred files. Either writing a cryptographically secure random number stream file over the file; Or using the US Department of Defence 5220.22-M standard for sanitising data.

5- Support and Troubleshooting

Should you have any queries about your mailing or MarketPower® you can contact the **mail house project team** at:

SCRmailingqueries@lateralgroup.co.uk

Please also ensure you copy in your NHS CFH Interface Manager and SHA lead where appropriate.

NHS CFH Interface Managers:

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/staff/aboutscr/iteam>

COI Project Team:

If you have any queries on the financial aspects please contact Rebecca Lysandrou (rebecca.lysandrou@coi.gsi.gov.uk)

Phone: 020 7261 8258

Further information on SCR can be found at:

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr>

Appendix A: Patient demographic data format requirements

Mr A B Sample
123 Sample Street
Sample Village
Sample Town
Sampleshire
AB1 2CD

or

MR A B SAMPLE
123 SAMPLE STREET
SAMPLE VILLAGE
SAMPLE TOWN
SAMPLESHIRE
AB1 2CD

Not a mixture of both e.g.

MR A B SAMPLE
123 SAMPLE STREET
Sample Village
Sample Town
Sampleshire

Appendix B – How to download secure STP software

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/ftpdownload.pdf>

Appendix C – How to configure secure FTP software

<http://www.connectingforhealth.nhs.uk/systemsandservices/scr/documents/ftpconfigure.pdf>

Appendix D – Postage and data processing costs

COI and NHS Connecting for Health have negotiated a discounted postal rate (Mailsort 70⁷ @ £0.19702 per unit) for this campaign. For Mailsort 70 to be applicable there are certain conditions that need to be met, but principally the mailing file (containing the patient demographic data) needs to contain 90% accurate addresses and postcodes and the mailing quantity needs to be in excess of 20,000 packs.

Depending on the mailing quantity the mailing house will process the mailing file against the Mailsort database, which will indicate to them if there is an issue with the file. The common problem that arises is that some of the address are incomplete or incorrect. To reconcile this, the mail house will attempt to improve the file by processing the records against the Postal Service Providers' Postcode Address File (PAF).

PAF allows the mailing house to sort the mailing against a full list of correct postcodes (a database of over 28 million addresses), to reduce the postage cost, and the number of undelivered or returned items. Details of undelivered and returned items will be sent securely to each respective PCT.

Please note:

The cost for PAF validation is £1 per 1000 (minimum charge £50) and as such, a decision will only be made to process any data against PAF if the file has failed the Mailsort 70 criteria.

PAF cannot guarantee a 100% match rate, which will mean that some mailing packs will still be mailed at the higher unsorted postage rate (@ £0.259 per unit).

COI and NHS Connecting for Health are committed to keep postage costs down so will PAF **ALL** mailing files that are found not to meet the Mailsort 70 criteria.

All data processing costs will be recovered from the PCT. PCTs are advised to healthcheck their own data to ensure that costs are kept to a minimum.

⁷ Mailsort 70 is a postage tariff used commonly by businesses undertaking large volume mailings. If the mailing house is able to sort the mail before passing to the postal service provider – this saves the postal service time and money, which is passed back as a discount.

Appendix E - GP address data (format and content)

Each PCT should supply the following GP address data to the central mail house:

- Practice Code
- Practice Name
- Address line 1
- Address line 2
- Address line 3
- Address line 4
- Address line 5
- Postcode (the postcode must be spaced correctly e.g. NG17 5FB)
- PCT code

Each PCT is required to submit GP address data via the secure FTP server to the central mail house using the exact format below in excel.

Practice Code	Practice Name	Address Line 1	Address Line 2	Address Line 3	Address Line 4	Address Line 5	Postcode	PCT code

It is important that each attribute is populated in the correct location so that the mail house has the correct address. If all address fields are not used please ensure that the postcode is populated in the postcode field.

PCT activities for GP address data

The table below illustrates the sequence of activities that need to be performed to submit GP address data prior to the PCT PIP mailing.

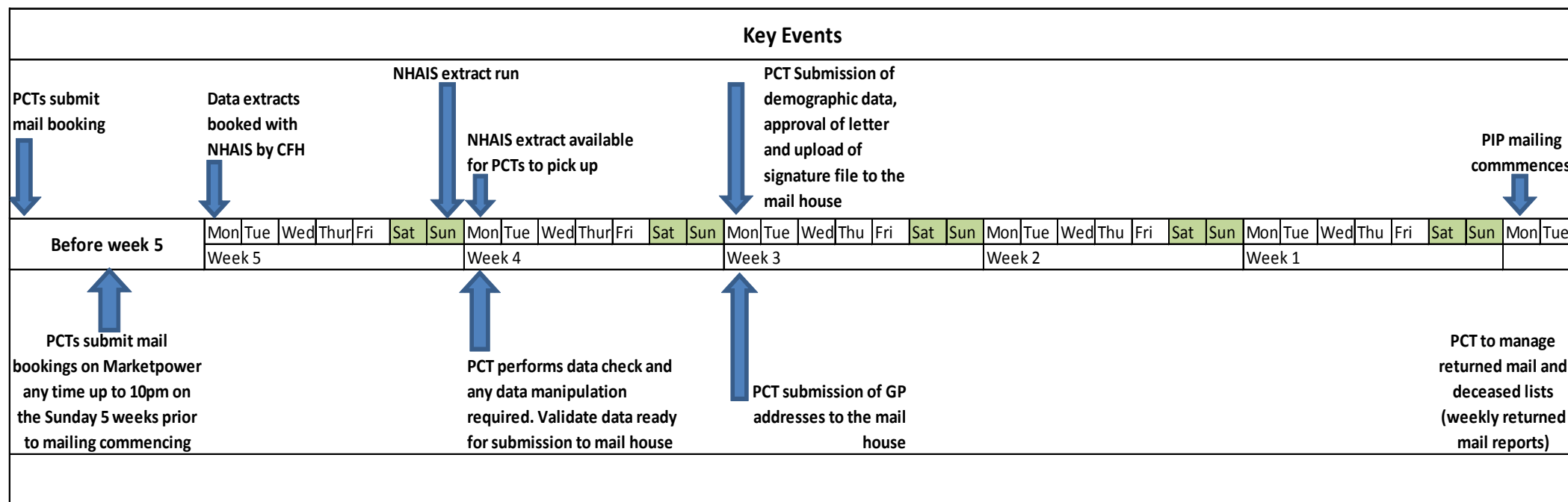
Any queries about GP address data should be directed to the SCR Implementation manager for your PCT / SHA – for a list click on link (add url to JIT team)

Timeframe (from actual mailing date)	Organisation	Activity description
SET UP & PLANNING		
-7 weeks	SHA/PCT	Ensure resource is in place to manage the GP address data. It is recommended that this should be the same

		person who manages the central NHAIS demographic data extracts (if PCTs have selected to use this service).
-6 weeks	SHA/PCT	Ensure access to your SHA wide secure FTP site (for GP address file upload) and MarketPower® tool is available for recording the GP address file name.
GP ADDRESS PREPARATION		
-5/4 weeks	SHA/PCT	Add GP addresses to the template ensuring that all data is entered in the correct location. Do not remove any columns from the report. Save the report in the following format GPAddresses-PCT-YYYYMMD (Where PCT is the PCT code and yymmdd is the date in reverse order eg. 101203 is the 3 rd of December 2010).
-5/4 weeks	SHA/PCT	If required check any GP addresses using the ODS website (see appendix A).
DATA SUBMISSION TO THE MAIL HOUSE		
-4/3 weeks	SHA/PCT	Once all the above is complete, submit the file in the format above to the mail house via SFTP. This must be done on the same day that the NHAIS demographic data extract is uploaded to the mail house
-4/3 weeks	SHA/PCT	Enter the file name of the uploaded GP address file into MarketPower®. Manage Existing Mailings>Select the appropriate mailing>Edit mailing project> Data Management> Enter GP address file name Your mailing campaign will not be allowed to progress without the file name being updated on MarketPower®

Business process time line

The diagram below shows the key timings for activities that are detailed in the table above.



ODS GP addresses

If required GP address data can be checked on the Organisation Data Service (ODS) website. Further information is provided in the appendix.

The data that is listed covers England, Wales, the Channel Islands and the Isle of Man. Updates are made to this data on a quarterly and monthly basis. Refer to Appendix B for further details (Help for PCTs downloading data from ODS).

The files that are required to be accessed are;

- EPRACCUR.zip (csv file) (Quarterly file)
 - o <http://nww.connectingforhealth.nhs.uk/ods/downloads/gmpdown>
- EGPAM.zip (Monthly change file)
 - o <http://nww.connectingforhealth.nhs.uk/ods/downloads/monthly>

The EPRACCUR file is updated and uploaded to the ODS website each quarter. It contains the GP practice details for all practices in England, Wales, the Channel Islands and the Isle of Man.

The EGPAM file is uploaded to the ODS website every month. It only contains the GP practice details for all practices in England, Wales, the Channel Islands and the Isle of Man that have been amended since the last quarterly EPRACCUR file was issued.