

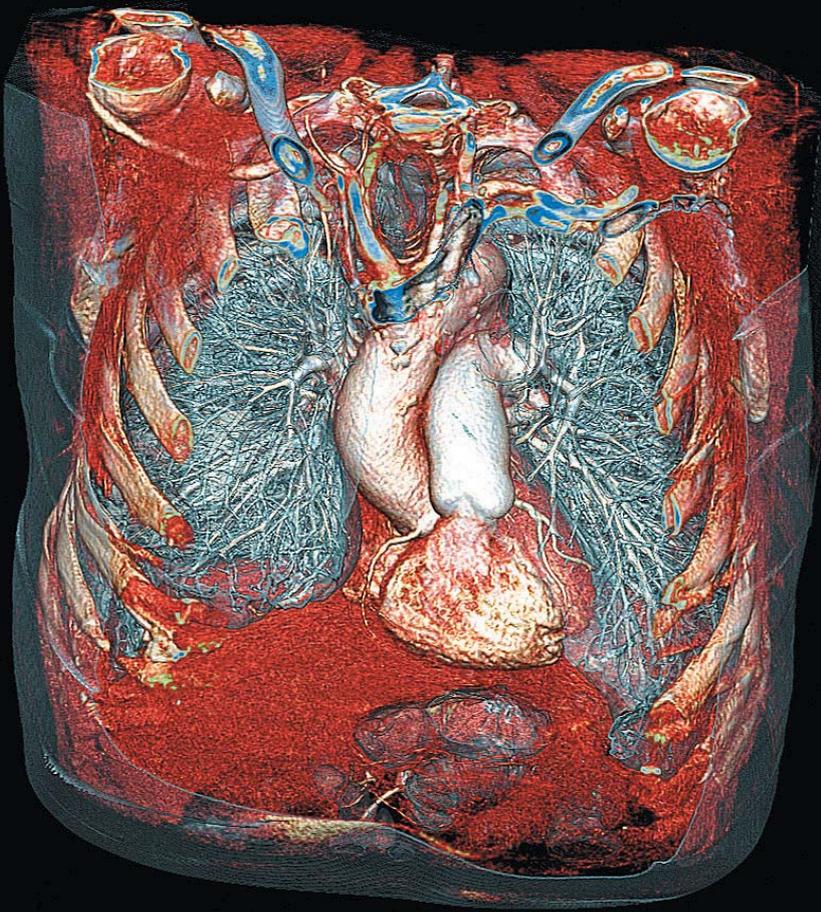
THE **Pulse**

Issue Number 46
December 2009

Norfolk and Norwich University Hospitals



NHS Foundation Trust



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IMAGES COURTESY OF SIEMENS



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Norfolk and Norwich University Hospital

Colney Lane, Norwich,

Norfolk NR4 7UY

Tel: 01603 286286 www.nnuh.nhs.uk

Restaurant

West Atrium Level 1, open 7am-2.30am

Serco cafe bars

Out-patients West and Out-patients East: open Mon-Fri, 9am-5pm

Deli food2go Plaza (East), open

Mon-Fri 7am-7pm, weekends 11am-5pm

WRVS shop East Atrium: open Mon-Fri

8am-8pm and weekends 10am-6pm

Amigo convenience store, Plaza (West):

Mon-Fri 7am-8pm, weekends 9am-5pm

The Stock Shop (ladies' fashions) open

Mon-Fri 9am-5.30pm and Saturdays 12-5pm

Serco helpdesk (for housekeeping, porters, catering and maintenance).

Call ext. 3333

IT helpdesk Log a call using the computer icon on the intranet home page

Security Call ext. 5156 or 5656

Reception

East Atrium Level 1: ext. 5457 or 5458

West Atrium Level 1: ext. 5462 or 5463

Out-patients East Level 2: ext. 5474 or 5475

Out-patients West Level 2: ext. 5472

Patient Advice and Liaison Service (PALS)

For confidential help and advice about our service to patients. Tel.01603 289036 / 289035 or 289045.

Travel Office Ext. 3666: For car parking permits, ID badges, keys to cycle sheds, use of pool cars and Trust bicycle, information about buses and transport

Bank Cash dispenser in East Atrium Level 2

Chapel Open to all. For details of services or to contact the Chaplains, call ext. 3470

Sir Thomas Browne Library Open

Mon, Wed, Thurs: 9am-5.30pm,

Tues: 9am-8pm, Fri: 9am-5pm

Cromer Hospital

Mill Road, Cromer NR27 0BQ

Tel: 01263 513571

OTHER TRUST DEPARTMENTS

- **Cotman Centre**, Coney Lane, Norwich Cellular Pathology, Radiology Academy
- **Francis Centre** (Health Records Library) Bowthorpe Industrial Estate, Norwich NR5 9JA, ext. 4652
- **Norwich Community Hospital**, Bowthorpe Road, Norwich NR2 3TU, Tel. 01603 776776: Breast Screening, Pain Management, Microbiology, 01603 288588
- **Aldwych House**, Bethel Street, Norwich, NR2 1NR: Occupational Health (ext. 3035): HR Recruitment (ext. 3578), Out-patient Appointments, Training, Choice team, Norfolk Research Ethics Committee, some IT services
- **Holland Court**, The Close, Norwich NR1 4DY: HR, Clinical Effectiveness, Finance
- **The Norwich Central Family Planning Clinic**, Grove Road, Norwich NR1 3RH. Tel: 01603 287345.

MR RHODES FOR PRESIDENT

CONSULTANT surgeon Mr Michael Rhodes has been appointed President of the Association of Laparoscopic Surgeons of Great Britain and Ireland.

A consultant in Norwich since 1995, he has a particular interest in diseases of the gastrointestinal tract and specialises in minimally invasive surgery.



After medical school in Cambridge and Oxford, he completed his surgical training in Newcastle, Bristol and Cardiff. Along the way he spent time in Germany, the USA and finally a year in Australia, where he was a fellow in laparoscopic surgery.

He will serve as President of ALSGIBI until November 2011.

MEDAL OF HONOUR

PAEDIATRIC SURGEON Mr Azad Mathur has been awarded the Medal of Honour by the All India Institute of Medical Sciences in New Delhi for his contribution to teaching and scientific activities. Having trained in India, Mr Mathur returns each year to undertake teaching assignments and pass on his surgical skills. He commented "I was delighted to be only the second person to receive this accolade. It was very moving for me as I myself owe a lot to the Institute."



HEART PATIENTS SET THE PACE

HEART PATIENTS with implanted pacemakers or defibrillators have become the first in the region to be able to have their devices monitored at home, using special radio transmitters. It means vital information can be conveyed direct to our cardiology physiology team without the need for extra hospital visits.

Senior chief cardiac physiologist Ali Allen said: "The first patients are now using the transmitter but over time we would expect many more to benefit from this technology. More than 5,000 of our patients have pacemakers and another 500 have implantable defibrillators.

"This system will definitely help improve the quality of life for our patients as it will pick up any potential problems early on."

SCANNERS TAK

NUUH IS TO have four new CT scanners to provide a cutting-edge diagnostic service for patients. They will replace two machines that have been in use since the hospital opened in 2001.

The most advanced of the four scanners – known as Siemens Definition Flash – has been bought with the help of an £850,000 gift from an anonymous donor and will be ready for its first patients in mid-December.

Only two other NHS hospitals in the UK are equipped with this type of state-of-the-art scanner, which scans the body at previously unimaginably fast speeds. It means patients could soon undergo a CT scan to pick up cancers and signs of cardiac disease that would only normally be detected by more invasive tests.

The new machines can beat the Apollo

BEATING NATIONAL TARGETS

THE CYTOLOGY team at NNUH has beaten national targets with a speedy turnaround time for smear test results. Currently 100 per cent of local women can expect to receive their results within two weeks of having a test, compared to only five per cent in 2008. This huge increase in productivity has been achieved



with the help of NHS Improvement. Staff took up the challenge to find ways to save time and improve efficiency, working with colleagues in Primary Care to achieve results without compromising on quality.

They are now working to maintain and build on this target in the future.

RELEASING TIME TO CARE

12 wards have now joined our Releasing Time to Care project, which aims to help staff brainstorm new ways of working to save time on the wards. Their achievements will be celebrated in a series of presentations in the Gooch Hall on 15 January, when the speakers will include Maureen Carson, Chief Nurse and Director of Women and Children's Services, NHS Norfolk, and Lynn Callard from the NHS Institute for Innovation and Improvement.

THE X-RAYS INTO THE SPACE AGE



space rocket for gravitational pull. When scanning at full speed, the doughnut-shaped structure holding the X-ray tube and detectors, which rotates around the patient, pulls over 40G, while the Apollo pulls at 10G on take-off. All this is achieved quietly, with no vibration.

“The actual duration of the examination for the patient will be the same but the new scanners work so fast that we can build up a detailed 3D image in half a heart beat, helping us to examine the function of arteries and measure blood flow to the heart or brain,” explained consultant radiologist Dr Stuart Williams, who is also clinical director for radiology at NNUH.

The old machines were state-of-the-art when they were first installed and they are among the hardest working in the East of England, having completed more than 140,000 scans in the last eight years.

The installation of these new scanners is part of a five-year strategy to meet the diagnostic imaging needs of the people of Norfolk. Three of the new machines will be ready by the end of April, while the fourth will be installed later in the year.

WHY ALL OUR STAFF DESERVE APPLAUSE

THIS EDITION of the PULSE has been largely dedicated to celebrating our staff and their achievements. I have not a single doubt in my mind that our staff are our greatest asset. Every day they perform extraordinary acts of kindness and compassion, as well as demonstrating outstanding technical and clinical skill. Our annual Staff Awards ceremony is a fantastic opportunity for us to celebrate these achievements – but we should not confine our appreciation to the award-winners alone.



I write this column at an extremely busy time for us. For reasons we do not yet fully understand, the number of medical emergency admissions has increased by 20 per cent compared to this time last year. Similar large rises have occurred elsewhere in the country. Analysis of these admissions does not show any single explanation – we know that population changes have had some effect but not as much as 20 per cent.

The increased volume of medical emergency admissions has had a huge impact on the way we all work and has been the cause of frustration and anxiety for both staff and patients.

We have opened additional beds, as planned, and there will be more beds opening over the coming weeks to try to alleviate this pressure. Our “patient flow” projects have been successful in reducing our patients’ overall length of stay and we are working with NHS Norfolk, Social Services and the Ambulance Trust to identify opportunities to improve the situation. I continue to welcome your practical ideas for improving the care we provide.

My heartfelt thanks to all our staff and volunteers – without their extraordinary dedication and commitment we could not have succeeded in coping with the huge increase in patient numbers as well as we have.

ANNA DUGDALE

Chief Executive, Norfolk and Norwich University Hospitals NHS Foundation Trust

Spinal team share skills abroad

SPINAL PATIENTS at NNUH have donated hundreds of pounds to an endowment fund to help crippled children in Zambia benefit from the latest surgical techniques.

Spinal surgeon Mr Am Rai, who recently returned from his third trip to the Beit Cure Hospital in

Lusaka, accompanied by anaesthetist Simon Fletcher, says he is touched by his patients’ generosity and hopes to continue sharing the skills and expertise that we in this country take for granted.

“Specialised surgical equipment has improved dramatically in recent years and I am grateful to the Trust for donating surplus kit and allowing us the time to go over there and operate on these children,” said Am.

“It was moving to see those we have helped previously – some are now able to walk for the first time. In this country their deformities would be picked up and corrected much earlier and their surgery would not be so complex.”

On their latest visit, Am and Simon operated on 11 patients – some with major scoliosis – bringing the total to 27, although this is just the tip of the iceberg in a country



Children with TB spine are among those being helped by NNUH surgeon Mr Am Rai and anaesthetist Simon Fletcher

where resources are scarce and the average lifespan is only 38. They were asked to help by Alan Norrish, a committed Christian who worked at the Beit Cure Hospital after training in orthopaedic surgery at NNUH.

“I was happy to get involved because I have children of my own and we have a very privileged life,” Am said. “Operating out there is a wonderful but intense and exhausting experience.

“We have paid for an orthopaedic nurse for a year and in future we hope to get international funding to enable us to do more to educate the local teams, while our own registrars could gain experience of challenging surgical procedures.”

• *If you would like to contribute please send cheques made payable to ‘Spine Aid’ to Mr Am Rai at NNUH or contact his secretary, Belinda Leggett, on 01603 286490.*

Staff with 40 years' service take a bow

FOUR MEMBERS of staff with more than 40 years' service were invited to join our Staff Awards celebration this year, along with 51 colleagues who have served the NHS for more than 25 years.

AS A TEAM leader in Sterile Services – where surgical instruments are cleaned and prepared for theatres – Christina Bray has seen the department grow dramatically since she started working there 40 years ago. “In 1968 there were only eight staff but there are now 80 of us providing a 24-hour service,” she says.

Having opted to work evening shifts when her children were small, Christina was happy to continue – she has worked five nights a week for more than 30 years, “because I still love the work.

“Some of the instruments are much more technical these days but the basic ones are still the same. Each of the instrument trays has to be prepared just-so for the surgeons, which is quite a responsibility, but I love feeling that we are doing our bit to help patients.”

ANGIE FISH started her career in the office of Little Plumstead Hospital in 1969 before marrying the hospital chef and starting a family. She worked as an office cleaner in the evenings when her two boys were born, later joining the staff of the “bed bureau” where all hospital admissions were managed.



When computers were introduced in the 1980s, Angie and a colleague were asked to transfer the waiting list

to computer, a task that took many months of painstaking work. “Hard to believe, but we were quicker than the computer in those days,” she says. “We had to wait for the system to catch up!”

Since then Angie has been involved in some of the most important IT milestones in the history of the Trust, from the birth of the PAS system for patient records to implementing changes necessary for the move to the new hospital. She now manages the applications and training team, who between them handle up to 75 helpdesk queries every day.

“My role has evolved in a series of small



Christina Bray at work in Sterile Services

steps rather than bounding leaps, but there is always something new to look forward to,” she says. “Our next big challenge is to develop IT training for staff who need it – there are lots of people who could get more out of their PC if they only knew how.”

CONSULTANT CLINICAL scientist Margaret Sillis started her career as an industrial chemist with May and Baker and moved to the Public Health laboratory, on the old West Norwich Hospital site, in 1969.

“In those days diagnostic virology was in its infancy,” she recalled. “Smallpox and polio were still around and we used to grow the flu virus in hens’ eggs. HIV was unheard of and chlamydia was not on our radar at all.”



Margaret was quickly hooked on virology and went on to study for a PhD in pathology, rising from scientific officer to become the clinical lead for the virology lab. Now retired, though continuing in a consultancy role, she is looking forward to having more time for her outside interests: she is a school governor, a keen badminton player and keeps a variety of animals including pigs and geese.

• *Veronica Pryke, from Patient Services, and Christina Bray were unable to attend the awards ceremony*

£2000 gift to help children with diabetes

CHILDREN WITH diabetes are set to benefit from a £2000 gift from Norfolk Constabulary to measure how well their blood glucose is being controlled.

The donation comes from the Constabulary’s Police Property Act Fund, which is accumulated from the sale of unclaimed lost or stolen property and given to charity.

Consultant paediatrician Dr Nandu Thalange said: “We are delighted with this



donation because it allows us to purchase a special analyser which measures how well the children’s blood glucose levels are being controlled, giving us a guide to their future risk of complications.”

Pictured with Dr Thalange (left) are Robin Chapman, vice-chairman of the Norfolk Police Authority with his granddaughter, Abi, who has Type 1 diabetes, Assistant Chief Constable Kevin Wilkins and children’s specialist diabetes nurses Jan Clarke, Jo Gibbons and Faye Stubbs.

SUCCESS BY DEGREES

Three of our admin staff were among the first to achieve a Foundation Degree in Public Sector Management from City College Norwich. Pictured are Julie Dawson from research and development, Ros Parnell, from ENT out-patients and Patricia Drewery from Practice Development and Education. Ros and Patricia are going on to study for a BA in Business Management, while Julie has recently been promoted and plans to focus on her new role for the time being.



Also graduating – with a Foundation Degree in Health and Social Care – were Linda Buller from Occupational Therapy, Helen Reeve from Physiotherapy, Davina Wale from the Jack Pryor Unit, Jo Rye from the Endoscopy Unit and Carla Cunha from Elsing Ward.



STAFF AWARDS 2009



More than 36 staff and volunteers from NNUH and Cromer Hospital received awards in recognition of their outstanding efforts and achievements in our 2009 Staff Awards, held on 23 October at The Forum,



Norwich, and hosted by the BBC's Alex Dunlop (*pictured left*). It is the second year running that we have run an awards scheme for our 6,000 staff and the response was overwhelming, with a record 500 employees being nominated in 11 categories including leadership, innovation, and unsung hero. This year five of the awards went to staff and individuals working in Medicine for the Elderly, including the Lifetime Achievement Award for Josie Royall, senior nurse on Holt Ward.

Many of our patients took the trouble to nominate staff for awards, telling their heartwarming stories to the *Eastern Daily Press*.

In addition, the award ceremony recognised Trust staff who had achieved more than 25 or 40 years' service with the NHS.

Chairman David Prior commented: "It's such a pleasure to be able to recognise those special employees who go above and beyond the call of duty in helping our patients and those who dedicate their working lives to our hospitals."

The awards were sponsored by Serco, who provide services including catering and cleaning at NNUH. The Patient Choice Award was backed by the *Eastern Daily Press*.



AWARDS NIGHT PHOTOS BY KIERON TOVELL



Sondra Gorick is presented with her award by Staff Governor Liz Hogbin

PATIENT CHOICE MOST OUTSTANDING INDIVIDUAL

GOLD Sondra Gorick, Endocrine Specialist Nurse, Clinical Investigation Unit
JOINT SILVER Richard Haywood, Consultant Plastic and Reconstructive Surgeon and Cairistine Grahame-Clarke, Consultant Cardiologist
BRONZE Mary Gotts, Staff Nurse, Critical Care Complex

AS A SPECIALIST nurse in the Clinical Investigation Unit, Sondra Gorick sees patients suffering from a variety of pituitary disorders, some of which cause physical symptoms that can be extremely distressing.

Patients who nominated her for an award described her as “my rock” and “just like a guardian angel”, and Judith Snowling, who was diagnosed with Cushings Disease in 2005, added: “There were times when I was so lonely at home, but a short phone call to Sondra gave me a reason to lift my chin up and carry on.”

Sondra joined the staff of NNUH in 1980 as an auxiliary nurse and loved it so much she studied in her spare time to qualify for nurse training. She has worked

in the Clinical Investigation Unit since 1990, taking career breaks to have her two sons – one of whom is now working as an auxiliary nurse at NNUH.

Although “overwhelmed and very proud” to receive the award, she insists: “It is not just about me – we are a team and there are so many people working hard in the background, such as the people analysing tests in the lab. At the end of the day we are all here for the patients. To me this is such an important thing and this job is such a big part of my life.”

Sondra has just relaunched a support group for patients with the backing of the Pituitary Foundation and in November she held a “green hair day” to raise funds for the charity.

VOLUNTEER OF THE YEAR

GOLD Carol Reeve
SILVER Olive Barrett
BRONZE Isla Fay

HAVING BEEN diagnosed with diabetes in 2003, Carol Reeve was keen to “give something back to the hospital that looks after me so well”. Little did she know that she would soon be leading a team of 20 volunteers with the task of collecting feedback from our patients about their hospital experience.

“If I take on a task I have to do it well,” she explains. “I like to feel useful and I love talking to the patients, so I find this role very satisfying.”

Carol helped launch the Patient Experience Tracker in 2007 and today there are 36 of these hand-held electronic machines around the Trust. Patients are helped to answer a set of questions on a touch screen and the results are then downloaded to a computer database and used for research.

“As volunteers we are completely independent and we do not influence the



answers in any way. We find the vast majority of patients feel happy and satisfied with the care they have received.”

Carol spends two days a week at NNUH and on other days she can be found organising outings for the Norfolk Association for the Disabled, fundraising for Macmillan Cancer Support or helping people to research their genealogy with the Norfolk Family History Society. She is also a member of our Patient Panel, giving her own views from a patient’s perspective.

“I think we are extremely lucky with our hospital and the lovely people who work here,” she says, adding: “I may have won the award but I am part of a fantastic team of volunteers and I couldn’t do it without them.”



Carol Reeve receives her award from Liz Ollier, non-executive director of the NNUH Foundation Trust



Caring with a capital C: Manager Jill Chapman (third from left) with staff and volunteers from the Big C Centre and (right) Fee Sharples, Public Governor for the NNUH Foundation Trust

- For more information and a programme of forthcoming events at the Big C Centre, call the team on 01603 286112 or email cancer.information@nnuh.nhs.uk

PATIENT CHOICE MOST OUTSTANDING WARD OR DEPARTMENT

GOLD Big C Centre
SILVER Davison Day Unit, Cromer Hospital
BRONZE Hethel Ward

WHEN JILL CHAPMAN became manager of the Big C Centre, she promised that the biggest gift she and her staff could offer was their time. Three years on, readers of the EDP have endorsed her vision of a “safe haven” for cancer patients and their families, praising the Centre’s caring and calming atmosphere, understanding and support.

Funded by the local Big C cancer charity and built in the shape of two Cs wrapped around each other, the drop-in Centre nestles in the grounds of NNUH but is a world away from all things clinical.

Among those who nominated the Centre for an award was Stephanie Brooks, 57, who was diagnosed with breast cancer last year after a routine mammogram. She said: “I walked through the door scared stiff, but they put you at ease. The care and

compassion those people show is amazing.”

Another patient wrote: “The volunteers and staff were approachable and very supportive, telling me about services available including massage, relaxation, make-up and counselling sessions. I found the counselling particularly helpful at this stressful time.”

Jill is delighted that the team was chosen for the Gold Award, commenting: “The patients’ vote is the most important of all for me as it tells me we are getting it right for them and their families.

“Besides our own staff and our 10 volunteers, I would also like to thank the Big C fundraisers, office staff, trustees and volunteers who have all played an important role in this project, as well as the many contributors who have made it all possible.”

In response to patients’ feedback we have

organised “wellbeing” sessions where they can get advice and information from a range of health professionals such as pharmacists, dietitians, physiotherapists and occupational therapists, as well as cancer specialists.

“We can provide counselling, relaxation sessions, massage, reflexology, makeovers, scarf-tying as well as information about many practical matters such as care in the community and information on local and national support groups. We also have a regular Citizens Advice Bureau session to help with finances, work or housing issues.

“We don’t profess to have all the answers – sometimes there are no answers – but for many people it helps just to sit down and share their concerns over a cup of tea. In this way, we can provide information that the patients were previously unaware of.”

A safe haven for anyone affected by cancer, the Big C Centre was praised for its caring and calming atmosphere, understanding and support



Team players: the Enablement Project involves staff from all disciplines working together to encourage patients to get involved in their own rehabilitation and recovery. Members of the project team are pictured with Trust chairman David Prior



CHAIRMAN'S AWARD FOR **TEAM OF THE YEAR**

GOLD Enablement Project team, Medicine for the Elderly

SILVER Mortuary team

BRONZE Broadland Midwifery Team



Patients are encouraged to take part in group activities such as chair-based exercises

THE ENABLEMENT project has brought together staff from a range of different disciplines to help elderly patients maintain and develop their functional abilities while waiting for further treatment or care packages.

Research shows that elderly patients quickly become dependent and lose muscle tone when they are confined to bed during acute illness. The Enablement Project takes a proactive approach to promote the patients' future independence, with staff from all disciplines working together to encourage patients to get involved in their own rehabilitation and recovery.

"It's been inspirational because everyone involved in this project has benefited from working together as a team and setting common goals based on the patient's individual needs," says occupational therapy manager Tracey Fleming, who launched the project together with Jo Walmsley, divisional operational manager for Emergency Services and Medicine for the Elderly.

Over the coming year an extra half a million pounds is being invested in recruiting extra occupational therapists, physiotherapists, speech and language therapists, pharmacists and nurses to meet the aims of the project.

The extra resources mean that regular individual and group activities, such as chair-based exercises, can be provided, while a senior member of the nursing team takes a co-ordinating role, communicating with all members of the inter-disciplinary team to ensure that an agreed plan of care is delivered.

The Trust is currently working with the University of East Anglia to develop training and leadership programmes to support the project.

Jo Walmsley commented: "This project is proving very beneficial. Patients are being assessed at an earlier stage, which leads to earlier discharge planning. Increased staffing in all disciplines also allows staff to spend more time with patients, which leads to a greater sense of achievement and job satisfaction."

LEADERSHIP AWARD

GOLD Dr Kneale Metcalf, Consultant Physician, Medicine for the Elderly
SILVER Carrie Wingfield, Clinical Lead Dermatology Nurse Specialist
BRONZE Judy Close, Director of Therapeutic Services

KNEALE METCALF'S passionate commitment to stroke care began long before improving stroke services became a national priority. Indeed, it was the idea of a "forgotten specialty" that first attracted him as a medical student in Edinburgh.

"I'm not someone who takes the obvious route to success," he explains. "I'm from working class roots and I'm still driven to a large extent by socialist principles."

Moving to NNUH in 2001 as a consultant in medicine for the elderly (MFE), his interest in stroke medicine was fuelled by consultant Bob Fulcher, "a great mentor", who set up the first specialist stroke unit at NNUH.

Juggling his clinical work with stroke research and development, Kneale took up the challenge to design a new strategy for stroke care that goes beyond our hospital doors (*see below*). His award came as a surprise as he insists he is not leader in the traditional mould, preferring to take an "organic" approach to achieve change: "The team dynamic is very powerful and has its own momentum. I've never worked so hard in my life

but I've had tremendous support from managers and colleagues across the organisation."

The son of a miner, he was the first student from his comprehensive school in Northumbria to study medicine and the first member of his family to go to university. "I grew up with a tremendous work ethic which has never left me. I used to spend hours in my grandfather's grocer's shop, where my mother worked, and that gave me a feel for business – at 16 I won a competition to be Durham University's School Businessman of the Year. I think that helps me to see beyond the purely clinical and look for the bigger picture."

Married to Lesley Bowker, also a consultant at NNUH, Kneale opted to reduce his hours when their three daughters were born, returning full-time when the youngest – twins aged five – started school last year. An avid collector in his spare time, he is currently busy "sorting hundreds of *Star Wars* figures", although this is only a small part of an eclectic collection that includes pinball machines, jukeboxes and over 200 radios.



Dr Kneale Metcalf, consultant in Medicine for the Elderly. One of his colleagues wrote: "Kneale's commitment and hard work is endless"



LINKS AWARD

GOLD Acute Stroke Services team
SILVER Sue Coombe and Jane Fisher, Paediatric Physiotherapists
BRONZE Rachel Lee and Fiona Scott, Dietitians

Reaching out: the Acute Stroke Services team is pictured with Sandy Sankar (centre) a Deputy Lieutenant of Norfolk, who presented the Links award

THE WORK of our Acute Stroke team is a fine example of how services can benefit from an integrated approach to patient care. The team aims to deliver a more streamlined service for stroke patients, from their arrival in hospital to their rehabilitation.

Led initially by MFE consultant Bob Fulcher, the drive to develop stroke care was boosted by a Government initiative to improve stroke services nationally. A TV advertising campaign urges people to recognise the symptoms and seek help *FAST* (the initials stand for sudden **F**ace, **A**rm, **S**peech problems? **T**ime to call 999).

Working with a number of agencies in the

wider health community, including Norfolk Community Health and Care, Norfolk Adult Social Services and the East of England Ambulance Trust, the team sought the views of patients, volunteers and charities such as Different Strokes and the Stroke Association to devise a care pathway that would respond more flexibly to the needs of acute stroke patients.

In January a new new £8 million unit is due to open at Norwich Community Hospital to provide 24 dedicated stroke rehabilitation beds, while at NNUH there has been a surge of investment to support faster treatment, including emergency CT scanning

to assess the need for clot-busting drugs.

The acute stroke unit on Gunthorpe Ward has been boosted with extra staff, including a fast-response stroke alert team, and a pilot project is currently providing support at home for patients who can safely be discharged.

"Research shows that many patients recover well if they have rapid access to specialist diagnosis and treatment," says Gunthorpe Ward sister Kate Holvey.

"A lot of work has been going on behind the scenes to make this possible and it's exciting that stroke patients are at last being seen as a high priority."

EMPLOYEE OF THE YEAR

GOLD Jane McCulloch, Colorectal Specialist Nurse
JOINT SILVER Paul Creasy, Senior Nurse, Cardiology and
 Nickie Fisher, Gastroenterology Specialist Nurse
BRONZE Janet Dickenson, Senior Sister, Cromer Dialysis Unit

JANE McCULLOCH, 51, set up the stoma care service at NNUH in 1987 and still manages the team on a day-to-day basis, while finding time to support the 400-plus patients who are newly diagnosed with colorectal cancer every year.

She supervises and co-ordinates their care pathways, from diagnosis to post-operative care, organising weekly multidisciplinary meetings and running a nurse-led follow-up service.

Having trained at King's College Hospital in London, Jane worked in orthopaedics before moving to Norfolk and specialising in stoma care. "My aim is to make the hospital experience as stress-free as possible for patients but I am just a cog in a very big

wheel – the biggest contribution I can make is to link with the members of the colorectal cancer team and ensure that patients are supported, and fully informed about their diagnosis and treatment.

"NNUH is the third largest centre for bowel cancer in the UK and techniques such as laparoscopic and sphincter-saving surgery have improved outcomes for many of our patients. If the cancer is caught early enough, there is a very good chance they will be cured."

A marathon runner and mother of two teenage children, Jane graduated from the UEA with Master's degree in health sciences last year: "I'm living proof that it's never too late to learn," she says.



Jane McCulloch plays a vital co-ordinating role at NNUH but always makes time to talk to patients about their care. Her award was presented by Trust Chief Executive Anna Dugdale



Unsung hero: Helen Shorten shares a joke with cystic fibrosis patient Jade-Louise Cullen

UNSUNG HERO AWARD

GOLD Helen Shorten, Children's Respiratory Specialist Nurse
SILVER Niki Day, Medical Secretary, Medicine for the Elderly
BRONZE Jacinta Bidewell, Senior Physiotherapist, Oncology and Haematology

HELEN SHORTEN is a valuable source of support for the families of children with respiratory problems and cystic fibrosis (CF). Having qualified as a general nurse in 1987 and a paediatric nurse in 1994, she became a specialist nurse nine years ago, working with families of children diagnosed with CF from the time they are first diagnosed following the post-natal heel prick test.

"It can be devastating for the parents to get a diagnosis of CF so we try to be there for them and break the news in a sensitive way," says Helen, 42. "I regard it as a privilege that I have contact with these patients and their families over many years, supporting them through their treatment and through milestones such as starting school for the first time.

"CF is a genetic disease and the children require therapy every day as well as regular hospital treatment. It's a huge burden for the whole family to bear, but I try to empower the families so they are fully prepared and informed about the condition.

"I will go into the children's schools to explain what's involved – for instance, it is not generally known that CF patients require a huge number of high-calorie snacks and what is healthy for them is not so healthy for their friends. The good news is that treatments have improved and there are more adults living with CF than ever before."

When not at work, Helen loves travelling and helps out every year at children's camps run by her church, Meadow Way Chapel.

COLLEAGUES who nominated hospital arts co-ordinator Emma Jarvis for the Serco Award paid tribute to her “quirky” style and sense of fun, commenting on her efforts to bring a “true spirit of partnership” to all our hospital arts projects. So who better to help bring about a colourful transformation of the Jenny Lind children’s out-patient areas?

Together with Jill Wakley, sister in children’s ambulatory care, and Julie Mullett, advanced neonatal nurse practitioner, Emma was determined to make the children’s areas as bright and welcoming as

possible – an ambition shared by everyone involved in the project.

The makeover began as part of the systematic refurbishment under the hospital’s PFI (Private Finance Initiative) contract. But in partnership with Octogan, the consortium that built the hospital, and Serco, who provide our cleaning, catering and maintenance

services, a Hospital Arts scheme was launched to enhance the decorations and give the Jenny Lind a unique identity.

Building on the quirky seaside theme devised by the award-winning artist Hannah Giffard, the team extended the brief to commission artworks inspired by the Norfolk Broads, together with new furniture and toys including hand-held Playstations.

The £140,000 scheme was funded with help from donations from a number of charities and individuals, including the Friends of Norwich Hospitals.

Sister Jill Wakley commented: “This has been a labour of love for all the artists, Trust staff and contractors, who went far beyond our expectations to make this project special. Emma worked very hard to bring it all together and we are grateful to the many contributors whose donations made it all possible.”



SERCO AWARD

GOLD Emma Jarvis, Jill Wakley and Julie Mullett for refurbishment of Children’s Unit

SILVER Bob Wotton, Facilities Manager

BRONZE Carol Edwards, Deputy Director of Nursing and Education



Emma Jarvis, Julie Mullett and Jill Wakley receive their awards from Mike Brown, CEO of Serco Integrated Services, and (far left) Emma and Jill with some of the fishy characters in the children’s out-patient waiting area



Philippa Tait was presented with the Innovation award by General Sir Richard Dannatt, former head of the British Army. The award was sponsored by Octogan

BEST SUGGESTION OR INNOVATION

GOLD Philippa Tait, Business Development Manager, Radiology

JOINT SILVER Consultant anaesthetist Dr Mark Dixon and Ward Sister Liz Seely, Intensive Therapy Unit, and Tony Winhall, Housekeeper, Holt Ward

BRONZE Web Services Team, IT

WHAT LINKS radiology at NNUH with the car industry? Answer: an engineering software tool designed to predict peaks and troughs in demand.

Philippa Tait, business development manager for Radiology, spotted the potential of using the tool after talking to engineers at the Hethel Engineering Centre, an enterprise hub for the engineering and manufacturing sector.

“In the US, lessons in efficiency and patient safety have already been drawn from the Toyota ‘Lean’ production system, and prediction tools have been used in the car industry for some time,” she explained.

“At NNUH we carry out thousands of scans and X-rays every month and we need

skilled staff to operate the equipment as well as specialist doctors to interpret the results. Co-ordinating these complex requirements with changing patient needs is a constant challenge and the prediction tool seemed a good idea to help match equipment and resources to fluctuations in demand.”

Philippa began working with the Hethel engineers in 2008 and the software is already being put to good use in Radiology. Performance managers at NNUH are now working on adapting the prediction tool to help plan our patient flow throughout our hospitals. If successful, it could be an important innovation, not just for the Trust but for the NHS as a whole.

LIFETIME ACHIEVEMENT AWARD

GOLD Josie Royall, Senior Nurse-Matron, Medicine for the Elderly

SILVER Mr Simon Crocker, Consultant, Obstetrics and Gynaecology

BRONZE Pam Keeley, Eye Bank Co-ordinator

THROUGHOUT her long nursing career, Josie Royall has divided her considerable loyalties between her own close family and the patients and staff who are such a vital part of her life. Her favourite saying is that life is “like a cake – all the ingredients are equally important”.

Born and raised in Ashwellthorpe, where she still lives, she married in her teens and her two children were both at school when she decided to fulfil a long-held ambition to embark on nurse training.

“I was already in my thirties when I came into nursing,” she recalls. “It was a leap into the deep end. I would have to juggle work with studying and looking after the family – and students were not supernumerary in those days. However, I loved it from the very beginning.”

Apart from two years working on a mixed short-stay ward with younger patients, Josie has always specialised in caring for the elderly, believing passionately that they deserve our compassion and respect.

“The patient you see in the hospital bed may be old and frail, but when you hear their life stories and look at their pictures you can imagine the kind of people they once were.

“When I started nursing, many of the patients had been in service in large houses and I would be transfixed by stories of their upstairs-downstairs lifestyle. I particularly remember one old man with a bushy beard who would sing sea shanties in the bath and recall his life on the old steam ships. Fascinating...”

Converting from a state enrolled nurse to state registered, Josie quickly rose through the

ranks to become a ward sister at the old Norfolk and Norwich Hospital, later becoming senior nurse-matron for Medicine for the Elderly. She helped to initiate a short-stay ward where the focus was on ensuring that acutely ill patients had access to the right beds, while others were moved to a more appropriate setting.

“We enjoy caring for our patients but there’s no doubt that an acute ward is not the right place for many elderly people,” she says. “Having said that, I have a particular interest in end-of-life care and in helping our patients to have ‘a good death’. It makes such a difference for their families.”

Describing herself as “a country girl who enjoys walking the dogs, growing vegetables and making preserves”, Josie admits she was always a leader, having captained the school netball team and been a house captain and prefect. She counts herself “extremely lucky” to have enjoyed a long and happy marriage to Dennis, her childhood sweetheart, and to have the support and loyalty of her family and colleagues. Her daughter, Sarah, has followed in her nursing footsteps and there are five grandchildren to keep her on her toes.

Josie commands respect from colleagues at all levels for her calm professionalism. “I’m definitely a people person,” she says. “I will always listen to both sides of the story and I won’t make snap judgements. I suppose I like to lead by example – I would never ask someone to do what I was not prepared to do myself.”



Lifetime achievement: Josie Royall receives her award from NNUH Foundation Trust chairman David Prior and (far left) as a staff nurse in the 1980s

OTHER WINNERS in the Lifetime Achievement category were Simon Crocker (right) who has worked as a consultant gynaecologist at the Norfolk and Norwich for 30 years, and Pam Keeley (below) whose work with the eye bank service has enabled many people to benefit from renewed sight through donated corneas



Dietitians cook up a festive feast

CHRISTMAS CAN

be a testing time for patients with kidney failure who have to keep to a restricted diet as well as spending many hours hooked up to dialysis machines.

So Annette Gill, 66, from Surlingham, was delighted when dietitians at NNUH offered to prepare some festive fare that she and other

patients can eat without putting their health at risk. On 8 December they will serve up a variety of tempting treats during a "Festive Food Fun Day" on the Jack Pryor Unit.

"It's a big help because Christmas is particularly bad for feeling that you're the odd one out, with everyone else tucking in to traditional food and drink," says Annette.

"Like many dialysis patients I am restricted to only 500mls (just under a pint) of fluids per day and I also have to avoid or limit other foods that are high in potassium and phosphate to help protect my heart



Kidney patient Annette Gill enjoys a piece of cherry cake baked by renal dietitian Bridget Reasbeck. All our dialysis patients are welcome to attend the festive food day on 8 December. Call Bridget on 01603 287011 for more information

and bones. The Christmas pudding and cakes prepared by the dietitians are made with pineapple and glace cherries – they are moist and surprisingly good. There is even a recipe for marzipan which uses semolina and almond essence instead of ground almonds."

Bridget says: "Many people prefer the adapted recipes to the more traditional ones and choose to use them for the whole family, which is a bonus. Our festive fun day is a great opportunity for us to give dietary advice in a fun and relaxed environment."

Brandon is Duncan's 2000th fan

HOSPITAL VOLUNTEER

Duncan MacInnes has clocked up his 2000th football fan at NNUH after showing 12-year-old Brandon Steward highlights from Norwich City games on his laptop.

Brandon, from Taverham, is a season ticket holder but has been unable to see his team play for the past three years as he suffers from Aplastic Anemia, a rare blood disorder. He is hoping the Anthony Nolan Trust will find him a suitable bone marrow donor soon.

Duncan has been visiting the hospital regularly since he founded Canaries in the Community in 2003, helping fans to keep up with their favourite team.



He said: "Having been a football fan since I was a child I wanted to give something back to the game.

"I feel very lucky to be able to watch my team each week – I just hope that a bone marrow transplant is possible for Brandon so he can join us in cheering on the team this season."

Brandon is pictured with Duncan and his parents, Guy and Denise Steward, on Buxton Ward

STAFF GOVERNOR ELECTION

Volunteers and contractor staff working for Serco and Norse (formerly Norfolk County Services) will be voting for a new staff Governor this month. There are four candidates: **William Baldock** - Volunteers **Brian Baxter** - Volunteers **Antony Stillwell-Cox** - Volunteers **Terry Davies** – Serco

Completed ballot papers must reach Electoral Reform Services by noon on 17 December and the result will be announced on 18 December.

ALL ABOUT STROKE

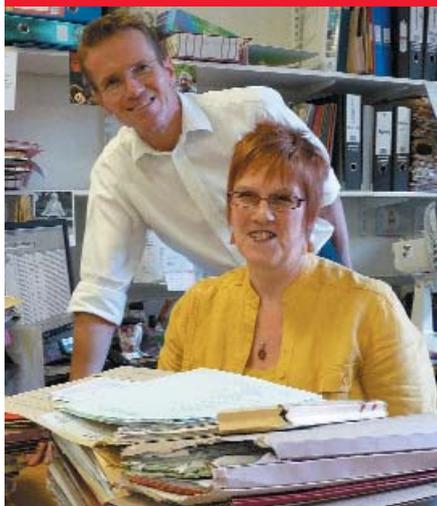
Nearly 150 members attended our Medicine for Members event on stroke care for local patients. They were informed about life-saving thrombolysis (clot-busting) treatment, the early supported discharge team, which helps people to recover at home, and the new £8 million stroke rehabilitation unit being built at Norwich Community Hospital. Members were also given advice about how they can protect their own health to reduce the risk of having a stroke.

Dr Kneale Metcalf, consultant physician in Medicine for the Elderly at NNUH, says: "Stroke is the third largest cause of death in the UK and the biggest cause of disability."

Stroke occurs when a vessel that brings blood to the brain bursts or is clogged by a blood clot. A stroke can leave brain cells damaged or destroyed, affecting body functions. But studies show that if the patient is treated immediately, the risk of long-term damage is reduced, which is why a simple assessment called FAST is so important in spotting the signs. The FAST acronym was created by the Stroke Association and is used by paramedics to assess three symptoms:

- ☐ Facial weakness. Can the person smile? Has their mouth or eye dropped?
- ☐ Arm weakness. Can they raise both arms?
- ☐ Speech problems. Can you understand what they are trying to say? Are they speaking clearly?

• Time to call 999.



Lizzie is named Medical Secretary of the Year

LIZZIE HAMMOND was “amazed” to learn that her boss, consultant obstetrician Mr Richard Smith, had nominated her for a national award. She was even more surprised to be singled out as Medical Secretary of the Year by the British Society of Medical Secretaries and Administrators (BSMSA).

“It came out of the blue but I was very touched by Richard’s gesture,” said Lizzie, who was presented with her trophy at an awards ceremony held in Manchester on 21 November.

Richard, a specialist in fetal medicine, says Lizzie’s organisational skills were “exceptional”, and she had introduced a number of admin changes, including a shared electronic diary, to help with the day-to-day running of the department.

“She is often dealing with pregnant women with fetal abnormality, or the recently bereaved, and many patients have commented on her sensitivity and caring attitude.

“She arrived in the department at a difficult time as my previous secretary, Sue Harper, had recently died and the atmosphere was very sad. Sue had been a marvellous secretary and was greatly missed. However Lizzie handled things very sensitively and has made herself an indispensable member of the team.”

Lizzie, who worked as a head teacher’s PA and then ran her own fashion boutique before joining NNUH, insists her colleagues deserve the award as much as she does: “I am just lucky to have such a thoughtful boss who took the trouble to nominate me!”

Celebrating SC

More than 300 visitors took the chance to learn more about scientific developments during National Pathology Week at NNUH

IT WAS nearly standing room only in the Benjamin Gooch Hall when visitors came to watch a series of presentations for National Pathology Week.

The programme explored the workings of the heart and circulatory system, with consultants and scientists from NNUH and Norwich Research Park speaking on a variety of subjects ranging from hardening of the arteries, cholesterol and the effects of plant compounds on cardiovascular health.

A schools outreach day attracted A-level students from both Norfolk and Suffolk and gave pupils a chance to ask questions and learn more about medical science.

During a packed Saturday programme,



the East Atrium was home to interactive and hands-on displays, providing an opportunity for visitors to try their skills in blood-group testing and microscopy, as well as to ask questions of our laboratory staff, who had given up part of their weekend to attend.

Consultant histopathologist Professor Richard Ball commented: “The very good public response and feedback from our visitors made this event a real success. We are already planning our programme for next year!”

WORKING TOGETHER TO FIGHT INFECTION

NURSES AND health professionals from throughout the Trust took part in a study day at NNUH designed to further improve infection control practice.

Director of Nursing Christine Baxter commented: “Like many other Trusts, we have been involved in a national programme of infection prevention and control known as Saving Lives. Whilst a great deal has been achieved in recent months, we are not complacent about this issue and the study

day was about building on the good practice already in place, drawing upon the most up-to-date knowledge and experience available.”

Pictured with Chris Baxter and organiser Anne Lazar are quiz winners Clarke Watson, a staff nurse on Edgefield Ward, Jan Warming, from Main Theatres and Debbie Willes from Mulbarton Ward, together with their colleagues. Clarke commented: “As a newly qualified nurse I found the study day very useful and informative.”



SCIENCE



PHOTOS BY DR LASZLO IGALLI



Hands on science visitors take part in National Pathology Week at NNUH (above) and (top) Professor Richard Ball enthralls his audience in the Benjamin Gooch Hall



LOOKING FOR THE X-FACTOR

There is a lot more to X-rays than meets the eye, as radiographer Charlotte Shipp explains



IN A RECENT poll by the London Science Museum, X-rays were voted the most important development in the history of science. They were discovered almost by chance in 1895 by a German physicist, Wilhelm Röntgen, although it would be another 20 years before his discovery was put to medical use.

Today, X-rays have become such an integral diagnostic tool that it is hard to imagine life without them. At NNUH we produce around 200,000 X-ray images every year and our Radiology department is one of the busiest in the country. But while diagnostic X-rays or radiotherapy treatment can have lifesaving potential, they can be harmful if used inappropriately.

Regulations designed to protect patients were issued in 2000, and three years ago responsibility for IRMER (Ionising Radiation Medical Exposure Regulations) was passed to the Healthcare Commission (now the Care Quality Commission).

The regulations require that exposure to radiation is kept As Low As Reasonably Practicable (ALARP for short). This does not just mean protecting parts of the body with lead shields and aprons. It also means that before an X-ray is taken, the radiographer must choose an exposure factor which best suits the patient, based on their size and the area being X-rayed. In other words, they must ensure that no-one receives more radiation than they need to produce good diagnostic images.

So who is authorised to request an X-ray? This is usually a doctor but it could also be a specialist nurse or physiotherapist who has passed an examination to prove they understand the

effects of the X-rays they are requesting.

The requester must ensure that the request form is properly filled out, identifying each patient with their name, hospital number and date of birth or address, an explanation of the patient's problem, the area they would like to be X-rayed and what they are looking for. In the case of female patients aged between 12 and 55, it



"We produce around 200,000 X-ray images a year and our radiology department is one of the busiest in the country"

is also important to check whether they could be pregnant.

Under the guidance of IRMER and the employer's written procedures, it is the requester's responsibility to check whether X-rays have been taken previously, to ensure that patients are not being exposed to excessive radiation without good reason. Radiographers have a duty to challenge a request that does not meet the criteria and failure to meet the the IRMER regulations is a criminal offence.

X-rays are indeed a wonderful discovery, but they should be used with caution. As radiographers – the staff who guide patients through their X-ray examinations and operate these complex machines – we are well aware of the risks and we want other clinical staff to be aware of them also.

• *Is there a subject you would like to write about in our Viewpoint column? Please send your contribution to Sue Jones, Communications team, NNUH*

Setting out priorities for Cromer

We are seeking the views of our Foundation Trust members and the wider public about plans for a new Cromer Hospital. You have until 18 December to comment on the proposals

THE AIM of the NNUH Trust Board is to build a two-storey hospital on the Mill Road site and to refurbish the existing Davison/Barclay ward block to create a permanent home for the renal dialysis unit, with room for expansion. Construction would begin in 2010.

The proposal is based on the need to provide high-volume services with a low clinical risk and to prioritise the needs of patients who attend hospital frequently. We therefore plan to provide the following services at Cromer:

- Renal dialysis
- Minor Injuries Unit.
- Out-patient department (with surgical procedure room).
- X-ray and ultrasound
- Ophthalmology with an operating theatre for eye surgery.
- DEXA scanning for brittle bones and
- Mammography for breast screening (Both DEXA scanning and mammography

WELCOME

...to the following consultants who have joined the Trust since 1 October 2009:

Dr Nisal Gange, gastroenterologist, **Mr James Hernon**, colorectal surgeon, and **Dr Philip Wilkins**, consultant in palliative medicine.

FAREWELL

...to the following long-serving staff who have left the Trust since 1 October 2009:

Joyce Ryder, staff nurse in Main Theatres, after 37 years, **Doreen Shreeve**, ultrasoundographer, after 34 years, **Barbara Keeble**, healthcare



An outline site plan for the proposed new Cromer Hospital showing Mill Road on the left

are new permanent services for Cromer).

- Audiology (with a new service for paediatric audiology)

It is not possible to provide all of the services we currently provide within the available funding and we have had to make some difficult choices as a result.

The endoscopy unit and general theatre currently at Cromer cannot be provided within a £15 million budget. These services see a comparatively small number of patients (3,500).

Even after allowing for the transfer to Norwich of a relatively small number of patients, the new Cromer Hospital will see more patients overall, not less: Current Cromer patients = 96,000 a year Future Cromer patients = 103,000 a year

- *If you would like to comment on the proposal please visit the Trust website www.nnuh.nhs.uk or call 01603 287200.*

THE PULSE

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Please send your contributions for the February issue to Sue Jones (Communications) by 9 January 2010. • The Pulse is funded entirely from donations and not from NHS funds