

THE Pulse

Issue Number 55
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Our Vision

To provide every patient
with the care we want for
those we love the most

Norfolk and Norwich University Hospitals



NHS Foundation Trust



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NNUH scores highly in 2010 surveys

THE CARE Quality Commission's 2010 in-patient survey reveals that NNUH is rated among the top hospitals in the country for overall quality of care.

A total of 535 adults responded to the survey (a response rate of 65 per cent), all of whom were in-patients during 2010.

The figures show considerable improvements on 2009, when the Trust was ranked in the top 20 per cent nationally in 13 categories and the bottom 20 per cent in seven categories. In the 2010 survey the Trust was in the top 20 per cent in 18 categories and in the bottom 20 per cent in

only one category. NNUH rated highly for overall quality of care, treating patients with dignity and respect and providing patients and their families with all the information and explanation they need about their care.

The continued improvement mirrors the national staff survey which last month showed that our staff are among the most well motivated in the country.

In 2009, the Trust was ranked in the top 20 per cent nationally in seven categories and in the bottom 20 per cent in five categories. In the 2010 staff survey the Trust was in the top 20 per cent in seven

categories and in the bottom 20 per cent in only one category.

Norfolk Age UK chief executive Hilary MacDonald commented: "Issues relating to quality of care and privacy and dignity are so important to get right. We have been very impressed by the strong commitment of the Norfolk and Norwich University Hospital to continuous improvement and we look forward to continuing to work with clinicians, nursing staff and the Trust's management team to improve and develop services and the experience of older patients."



FAMILY AND friends of Mr Adrian Carter, who was a patient on Guist Ward until his death from cancer last October, have raised more than £840 for the ward in gratitude for the excellent care he received.

His widow, Maureen, presented Sister Jude Ditton with a state-of-the-art temporal thermometer which can determine a patient's temperature with a gentle scan across the forehead. Other equipment donated included several portable blood pressure monitors.

Exercise Aquarius

TWELVE of our staff volunteered to be "decontaminated" as part of a one-day training exercise at NNUH. Posing as members of the public caught up in a toxic chemical spill, they stripped down to their swimsuits to be hosed down during Operation Aquarius, an exercise designed by the Health Protection Agency to test our response to a major incident. Emergency services and the police were also involved.

Staff involved in the exercise were required to deal with a variety of patients including the elderly, the disabled and non-English speakers, all needing treatment after a collision with a chemical tanker.

Iain Mallett, communications manager for



PHOTO COURTESY OF THE EDP

the Health Protection Agency, praised their response: "They had to work quickly whilst making sure they were not contaminating themselves or each other."

STAFF AWARDS 2011

You have until 30 June to nominate individuals or teams who deserve to win staff awards this year. There are ten categories ranging from Team of the Year to Unsung Hero, and there are separate awards for patients to nominate staff who "go the extra mile" to provide exceptional patient care. There is also a new award this year for individuals or teams who have improved patient safety. For more information go to www.nnuh.uk



WALK FOR ORTHOPAEDIC RESEARCH

The annual Orthopaedic Walk takes place on Sunday 26 June at The Global Clinic, Colney Hall. Registration is from 12.30 and the walk starts at 14.00. For details email anne.bradley@nnuh.nhs.uk

THANKS TO OUR BLOOD DONORS

EVERY MONTH the "bloodmobile" comes to NNUH and around 30 staff volunteer to donate blood. In April phlebotomy manager Gillian Blyth was presented with a loyalty award on their behalf for this continued support for the NHS Blood and Transplant Service.

Gillian commented "We do our best to promote this service because there is always a need for donated blood and because working in a hospital we can see at first hand the difference it makes for patients."



Techniques learned during a Fellowship year in Canada are helping ENT surgeon John Phillips to offer new hope for patients suffering from chronic ear problems

A FORMER TEACHER from North Walsham has become the first patient at NNUH to have an eardrum replaced using a metal “mould” created specially for ENT surgeon John Phillips.

Teresa Hughes suffered from frequent ear infections and had already had two operations before Mr Phillips took on her case. Using a technique learnt during a Fellowship year in Canada, he created a new eardrum from the patient’s own tissue with the help of a metal device made to his own specifications.

“Mr Phillips warned me of the possibility of failure as I had two previous attempts to repair my ear, but the operation has been a resounding success,” said Teresa. “I am no longer in pain or suffering from recurrent ear infections and I am also able to swim again, which is the only exercise I am able to do because of my arthritis.

“I am delighted that NNUH is able to embrace new surgical techniques and move healthcare forward in this region.”

John said: “Because of Teresa’s medical history the operation was extremely challenging. There was a significant amount of scarring within the ear from previous attempts to repair the eardrum and I warned



PHOTO BY MICHAEL SMITH



NEW EARDRUMS FOR OLD

Teresa that there was no guarantee of success. However, I am delighted with the results and hope that the technique can now be used to help other patients whose eardrums are damaged beyond conventional repair.”

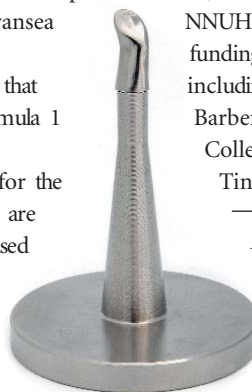
The “mould” was originally designed by a surgeon in California and John first saw it used during a Fellowship year in Vancouver. He has spent nearly a year working with one of his sponsors, DTR Medical, of Swansea, to develop a similar device with the help of engineering students at Swansea and Cardiff University. The technology used is similar to that involved in the design of Formula 1 parts.

“The moulds (one shaped for the left and one for the right ear) are rather beautiful and can be used again and again because eardrums are pretty much the same size for everyone, whether they are adults or

children,” said John. He is hoping that more ENT patients can benefit from his Canadian experience.

“I was involved in a number of other projects, including research into tinnitus and vertigo, and I am hoping the findings will help us to design new therapies for NNUH patients in the future. One research study offered patients a Nintendo Wii Fit balance board to help them recover from ear surgery.”

John completed his surgical training at NNUH before travelling to Vancouver with funding from a number of sources, including the Worshipful Company of Barbers, Royal Society of Medicine, Royal College of Surgeons and the British Tinnitus Association.



Mr John Phillips (above left) created an eardrum for Teresa Hughes (above) using this metal mould: “I am no longer in pain or suffering from recurrent ear infections,” says Teresa

Friends of NNUH are friends in deed

RELAUNCHED recently to reflect their new name, the Friends of NNUH (formerly Friends of Norwich Hospitals) continue to work quietly behind the scenes on behalf of our patients. Items bought recently by the friends include:

- Extra wheelchairs to help patients get around the hospital
- An outside water sculpture and seating area
- A special ophthalmic lamp for babies undergoing eye examinations

- Equipment to teach patients how to use a dialysis machine at home
- Lightbox artwork for the radiotherapy rooms

The Friends are currently helping to support the Norfolk and Norwich Liver Group’s appeal to buy a £70,000 Fibroscan machine for patients with suspected liver damage. Similar to an ultrasound examination, the Fibroscan uses sound waves to test the condition of the liver

without the need for a needle biopsy.

NNUH Trust chairman David Prior commented: “We all know that the financial pressures on our hospitals are going to be very demanding over the next few years. The support of the Friends will be very important as we strive to provide world-class acute healthcare.”

- *For more information about supporting our hospitals go to www.nnuh.nhs.uk or email Fundraising@nnuh.nhs.uk.”*

Birthing unit will be midwife-led

A NEW £400,000 birthing unit is being created on Blakeney Ward to provide one-to-one midwifery-led care at NNUH.

Rising birth rates have seen the number of babies delivered by NNUH staff increase from 4,855 in 2003/04 to 5,931 in 2010/11. The new unit will allow women with straightforward births to have a natural delivery in a less clinical setting, while taking pressure off the very busy delivery suite.

It is hoped the new unit – four en-suite birthing rooms and a birthing pool – will be operational by August.

Bid to be baby friendly

NNUH HAS joined forces with the international Baby Friendly Initiative to increase breastfeeding rates and improve care for all maternity patients.

Luisa Lyons, infant feeding co-ordinator, says: "Breastfeeding protects babies against a wide range of serious illnesses and can also reduce the mother's risk of developing breast and ovarian cancer. It's a lot cheaper and less hassle than bottle feeding – and it uses up around 500 calories a day."

Luisa stresses that the baby friendly initiative is designed for all new mums, including those who formula-feed their babies: "Every mother and baby has the right to enjoy a positive feeding experience."

TWITTER WORKS A TWEET



AN APPEAL for knitters on Twitter, the social networking site, proved a great success and the maternity team now have a good supply of breasts to help with teaching sessions.

"We use knitted breasts and a doll to demonstrate the best techniques for breastfeeding and expressing milk," explains infant feeding co-ordinator Luisa Lyons.

"It's important that our staff are well informed so they can pass on their knowledge to the mums. We can supply the breast patterns and the knitters do the rest."

• For more information call Luisa on ext. 2028

New Director of Nursing

NICK COVENEY has been appointed Director of Nursing for the NNUH Trust to lead more than 3,000 nurses, midwives and allied health professionals employed in our hospitals.



Born in Manchester, Nick has 27 years' experience in the NHS. He trained in Dundee and worked in a variety of nursing roles in London, Lewisham and Ipswich before being appointed director of nursing at the James Paget Hospital in Gorleston.

Prior to nursing he had a brief spell as a map-maker for Ordnance Survey while dreaming of a career as a rock guitarist ("I played in a band in my spare time"). However, it was while working as a volunteer for people with learning disabilities that he was inspired to take up nursing.

Nick describes his new role as "the pinnacle of my career" and "a great opportunity to innovate and break down professional barriers, combining the best of the past with the best of the future".

"NNUH is the busiest hospital in the region and I've met some amazing nurses but these are challenging times and we must work hard to ensure that the developments in technology and clinical knowledge are combined with best practice for essential patient care.

"My aim is to strengthen leadership and clarify clinical roles so that we get it right first time, every time, for every patient."

Away from work, Nick likes to spend his free time in Kerry in the west of Ireland, where he and his partner are renovating a cottage. He takes over from Chris Baxter who retired from the Trust in April.

Life after breast surgery. . .

MARGARET HOWE, a healthcare assistant in plastic surgery, was proud to take to the stage for a charity fashion show in January. She was one of 25 breast cancer patients who posed as models to raise an impressive £5,000 for the Keeping Abreast support group.

"I was terrified beforehand but it was a wonderful experience and very empowering," says Margaret, who has twice been diagnosed with breast cancer since 2005. "The women's ages ranged from 25 to 66 and the camaraderie between us all was fantastic. I was proud to be asked to take part as it shows that life doesn't finish just because you have breast cancer," says Margaret.

Watched by over 1100 people over two nights, the show was organised by the Keeping Abreast group, which offers support and information for patients undergoing breast reconstruction after surgery for breast cancer.

• For information go to www.keepingabreast.co.uk



PHOTO COURTESY OF JULIA HOLLAND



How to stay safe in the sun

TAKING A few simple steps when out and about this summer will help you enjoy the sun without paying for it later. The most common types of skin cancer, basal cell carcinoma and squamous cell carcinoma, are due to overexposure to the sun.

• Don't get sunburnt – redness is a sign of skin damage so look for SPF 30 suncream. and a high star rating of 4 or 5 (SPF 50 for children or pale skin) to protect against

UVA and B rays. Apply 15–30 minutes before you go outdoors and re-apply every 2 - 3 hours and after swimming (a wet T shirt offers *no* protection).

- Spend time in the shade between 11am and 3pm when the sun is high.
- Wear a hat with a wide brim.
- Wear UV protective sunglasses.
- Keep babies and young children out of direct sunlight.
- Drink plenty of water during the day.

LINKS TO VICTORY

BEAUTY THERAPY students from the Ormiston Victory Academy in Costessey took the opportunity to practise their skills during a recent educational visit to NNUH. They treated elderly patients on Elsing Ward to a free manicure or hand and arm massage – and described the experience as “incredibly rewarding”.

The students were among the first to take advantage of links forged between NNUH and the new Academy since it opened last September.

Assistant Principal Dr Dawn Allen says: “As one of our strategic partners, the NNUH plays a vital part in helping us to offer high quality academic and enrichment experiences for our students, providing valuable opportunities for reinforcing and contextualising their learning.”

So far the students have benefited from a range of experiences at NNUH, from touring the technical skills laboratory to writing and broadcasting a soap opera for Hospital Radio



Norwich. One sixth former was invited to shadow oral surgeon Mr Richard James for a day and dermatologist Dr Jennifer Garioch visited the school in May to talk about skin treatments.

Trust chairman David Prior commented: “We are delighted to welcome these young people into our hospital to show how subjects like science can be applied in real life. Hopefully it will give them an insight into the careers available in the health service and an incentive to work harder at school.”

FOR EVERY CRISIS THERE'S AN OPPORTUNITY

IT WAS exciting to learn from the national in-patient survey, published recently by the Care Quality Commission, that we have been highly rated by our patients compared to other Trusts around the country. For 18 of the areas surveyed we ranked in the top 20 per cent nationally (*see page 2*).



The annual NHS staff survey also showed that our staff are among the most well-motivated in the country. These two results are not a lucky coincidence; I have no doubt in my mind that if we are motivated and happy in what we do then we will deliver better care and a better service to our patients.

It was especially pleasing to see the steady improvements in our scores over the last three years, proving that our efforts to listen to people's concerns – and to act on their suggestions – are making a significant difference for both staff and patients. I am grateful to all the teams around the hospital who have worked so hard to make this happen.

The survey results come at a time of great uncertainty in the NHS. I am told that the Chinese character for crisis is the same as that for opportunity and this is the way I think we need to look at the future. The proposed changes may threaten some of the services we currently provide but there will be ways we can adapt and seize the opportunity to provide services in different and more patient-focused ways.

I am absolutely certain that we have a huge amount of talent within our hospitals and a great ability to innovate and think “outside the box” – so let's use it! With change comes the opportunity to innovate and drive forward improvements. However, we must never allow ourselves to be distracted from our core purpose – to provide the care we want for those we love the most.

ANNA DUGDALE

*Chief Executive,
Norfolk and Norwich University Hospitals
NHS Foundation Trust*

LETTERS

WRITE TO SUE JONES, EDITOR, COMMUNICATIONS, NNUH

15 YEARS OF SPORTS ACTION

A reunion to celebrate 15 years of Sports Action for ladies diagnosed with cancer was attended by 65 former and current members and friends, including some from as far as Scotland, Lincolnshire and Essex. Our self-help group continues to meet on Wednesday mornings at the UEA Sportspark, offering a chance to participate in activities such as badminton, yoga and aqua stretch.

One member commented: ‘This group was an important part of helping me back to living and enjoying life’.

Our thanks go to Macmillan Cancer fund and the Sportspark for their valued support for this happy reunion.

For information about the group please contact me on 01953 605208, or pcsgroup@btinternet.com; or the Sportspark on 01603 592398. If you would be interested in starting a similar group for men with cancer, please contact me (as above) or Nick Clarke at

Active Norfolk on 01603 731565

Coral Warren, Wymondham

BENEFITS OF RUNNING

What a good idea to start a running club as part of the NNUH staff well-being programme (“New Year, New You?”, *The Pulse*, February 2011).

Since I joined the group in January I have lost a stone in weight and I am amazed how much better I feel. In fact I enjoy my running so much that I have now started doing the 5km parkrun at Eaton Park on Saturday mornings. There were 240 runners last Saturday so I am not the only one to catch the bug!

Brian Gooda, Sterile Services

• *The NNUH running group meets at 5pm on Wednesdays on the Colney playing field near the hospital roundabout. It is led by former Olympic athlete Paul Evans who is employed by Active Norfolk. To join all you need to do is turn up in your trainers and running gear.*



ONE OF THE first patients to undergo stem cell therapy at NNUH was Sarah Haines, a staff nurse on Langley Ward who was treated for non Hodgkin's lymphoma at the age of 28.

Fourteen years on, she is completely clear of the disease and a proud mum to four-year-old Maisie – “my miracle baby” – who was born against the odds after she had given up any hope of having a child.

“Back in 1997 I was suffering from hot sweats and lost a lot of weight,” says Sara, pictured above with Maisie. “When eventually I was diagnosed my first thought was, ‘It’s cancer, I’m going to die’....but I was fast-tracked to Dr Jennie Wimperis (haematology consultant) and she had other ideas. She was determined to find me a cure.

“Non Hodgkins lymphoma is one of the most treatable forms of cancer but my illness didn’t follow the usual pattern. I had 12 rounds of chemotherapy, plus radiotherapy. However I then developed searing headaches – caused by tumours the size of golf balls in my head – and Jennie suggested stem cell therapy

“I had a course of drugs to boost the stem cells and travelled to Addenbrooke’s to have some of them harvested. The process was a bit like dialysis – strange because I’m a dialysis nurse – and it was all over in a couple of hours.

“After that I had chemotherapy every day for three weeks. My stem cells were stored at Addenbrooke’s and delivered to the old N&N to be transplanted back into my system. There was a lot of excitement because I was one of the first to have a stem cell transplant in Norwich.

“My most vivid memory of that day is a lingering smell of tinned sweetcorn, which is quite common apparently.

“The chemotherapy included intrathecal injections into my spine and was so toxic that it took me about three years to recover – I am left with a reduced lung function as a result. But I formed a very special bond with Jennie (Dr Wimperis) and Gill (the haematology nurse specialist) who were always honest with me and never gave up hope. (Gill Pout and Jennie are pictured with Sarah, right)

“When I became pregnant they pinned a copy of the scan on Jennie’s computer – they were as surprised as I was by my news and nearly as thrilled.”

More and more patients are keeping cancer at bay with the help of stem cell transplants. Here we explore what’s involved... and two patients describe their remarkable fight for survival

SAVED by stem

IT IS 14 YEARS since the first bone marrow stem cell transplants were carried out in Norwich and the numbers have increased year on year.

“There is still a lot of misinformation about stem cell transplants – most people imagine controversial research

involving embryos or painful and risky extraction techniques when in fact it’s more like a blood transfusion,” says consultant haematologist Dr Matt Lawes, who joined the NNUH team in 2007 after specialising in bone marrow transplants at the Queen Elizabeth Hospital in Birmingham.

“Of course there is a great deal of preparation before the cells are harvested to ensure there is a good tissue match and the patient is fit enough to withstand the powerful chemotherapy and radiation treatment involved.



“The process was a bit like dialysis, which was strange because I’m a dialysis nurse”

But the hardest part comes afterwards, when we are waiting for the stem cells to regenerate and the patient’s body is most vulnerable to infection and rejection.

“At one time all transplant patients were referred to Addenbrooke’s for the procedure but now the majority of autologous stem cell transplants take place at NNUH (see “What is a stem cell transplant”, opposite).

“We have a good record of shared care in this hospital where patients are looked after locally by an experienced clinical team while having access to some of the best bone marrow experts in the country. Last year we carried out 25 stem cell transplants at NNUH, compared to only 13 in 2008-09, and we also look after patients referred to us from the James Paget Hospital.”

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Stem cells

RICHARD ELLIS, a 44 year old father of two from Cringleford, was one of the first adults in the UK to undergo a bone marrow transplant using stem cells from donated umbilical cord blood.

Diagnosed with an aggressive form of myeloid leukaemia in 2007, he was offered the transplant as a last resort when conventional treatments failed to halt the disease. A good adult match was ruled out but a worldwide search eventually revealed two units of umbilical cord blood – one in Belgium and one in America – and he was referred to the bone marrow centre at the Queen Elizabeth Hospital, Birmingham, for the transplant.

“Because of my age and my history of leukaemia I was not expected to survive and my wife had to fight to get the transplant funded by the PCT (Primary Care Trust),” he recalled. “Luckily I’d been extremely fit before I became ill – I’d never smoked and I regularly went on a 13-mile run or a 100-



Richard Ellis with his wife Linda and children Harry and Jessica

mile cycle ride. The turning point came when a medical examination showed I had the fitness of a healthy 21-year-old!

“That said, the treatment regime was extremely hard and there were times when I felt like giving up. The only thing that kept me going was being there for my wife and children.

“I spent ten weeks in isolation – they basically wiped me out with chemo and whole-body radiation so I had no immunity to infection – before injecting the cord stem cells into my bloodstream. It took 45 days for the cells to regenerate and I needed daily supplies of blood and platelets just to stay alive.

“Four years on I am still recovering and I still have problems with rejection – apparently it’s normal for the new cells to reject your body, causing all kinds of health problems along the way. But they also reject the leukaemia, which is good.

“One result of the treatment is that I now have two lots of DNA – my own and that of an American female – and I have to steer clear of certain foods and build up immunity just like a newborn baby.

“The care I’ve received both at NNUH and Birmingham has been exceptional and I am so thankful to everyone who saved my life – the donors, the nurses, the medical and laboratory teams...everyone.”

What is a stem cell transplant?

THE MAIN aim of a bone marrow stem cell transplant is to replace stem cells destroyed by powerful anti-cancer treatment or bone marrow failure syndromes.

There are two types of stem cell transplant – one using the patient’s own stem cells (autologous – see Sarah’s story) and the other using cells from healthy donors (allogeneic – see Richard’s story) including babies whose stem cells are collected from their umbilical cords.

When a donor is used there is the added advantage that the donor cells may recognise and kill the cancer cells.

However the risks from side effects are much greater.

How are cells harvested?

THE FIRST step is to boost the number of stem cells in the bone marrow with growth factor drugs which cause the cells to multiply and “spill” into the bloodstream.

At NNUH the cells are harvested and removed in a procedure similar to dialysis (*below left*), before being sent to Addenbrooke’s Hospital to be frozen in liquid nitrogen and stored in strictly controlled conditions.

Patients then undergo powerful chemotherapy and radiotherapy to kill off their cancer cells, attending the Colney Centre every day for around three weeks and taking care to avoid infection.

Finally, the stem cells are delivered to NNUH and infused back into the patient’s bloodstream and bone marrow, where they regenerate and produce a new crop of healthy blood cells.

Can I donate stem cells?

Only around 25 per cent of patients have a matched family donor so there is always a demand for new donors.

You can donate stem cells in two ways, through the Blood Transfusion Service (donors from 18-49 years of age) or by registering with the Anthony Nolan Trust (donors from 18-40 years of age).

• For more information go to www.nhsbt.nhs.uk/bonemarrow (Tel: 0300 123 23 23) or www.anthonynolan.org (Tel: 0303 303 0303)

Patient Alan Buttery has stem cells harvested with the help of specialist nurse Gill Pout, watched by consultant Dr Matt Lawes



Big C Centre celebrates five years of support

THE BIG C Cancer Support and Information Centre in the grounds of NNUH has just celebrated its fifth year of supporting local cancer patients, their families and friends.

Since it opened in May 2006, the Centre has received more than 30,000 visitors and over 10,000 telephone or email enquiries.

Manager Jill Chapman said: "We are extremely fortunate to be fully funded by our local cancer charity, Big C, at a time when many charitable organisations are experiencing cutbacks.

"At the Big C Centre we see people from all over Norfolk and north Suffolk and anyone who is a cancer patient – or linked to a cancer patient – is welcome to call in.

"We have three full time staff who are all healthcare professionals, plus a group of ten volunteers, which means there is always a friendly face to welcome visitors. It's the perfect mix of staff and volunteers and I

couldn't do my job without them.

"The Centre has a comprehensive library of cancer information and we offer many services which can be booked in advance, including complementary therapies, counselling, relaxation groups, a wellbeing programme and much more. Crucially, these services are open to carers as well as patients.

"It's important that we offer a range of services that meet people's needs at any stage



of their cancer journey. We welcome new and old faces every day and the feedback we get from patients about their care in our hospitals is exceptional – it's important that we all work together and remain focused on the patient.

"Any staff who have not yet visited the centre are very welcome to come and look around. If staff are well informed it follows that patients will be, too."

• *The Centre is open Monday to Friday from 09.30 to 16.30. Call 01603 286113 or email cancer.information@nnuh.nhs.uk for more information*

Committed to carers

A MONTHLY Carers' Café is to be held at NNUH as one of a series of initiatives planned by our carers' strategy group.

"We recognise that family members and carers play an important role for our patients and we want to support them in any way we can," says Dawn Collins, assistant director of nursing at NNUH. "Many carers often struggle on their own and feedback shows they often need help with practical issues such as claiming benefits, physical care of patients and coping with relationships changing as a result of illness or disability."

The Carers' Cafe will provide refreshments, information and advice, supported by the Norwich and District Carers Forum.

Other initiatives planned by the strategy group include carers' awareness training for staff and an education programme for carers.

• *The Carers' Café will be launched during National Carers' Week beginning 13 June. For more information call 01603 289947.*

£30m saved with help from staff

THE NNUH Trust has achieved £30 million of savings with the help of our QIPP (Quality, Innovation, Productivity and Improvement) programme.

Director of Resources Julie Cave commented: "We've saved a huge amount of money and that simply wouldn't have been possible without the commitment of staff at all levels. The next financial year will be equally challenging as we need to save a further £30m in 2011/12 – seven per cent of our budget – as part of the national NHS commitment to save £20bn by 2013. We are also facing additional financial challenges from reduced tariffs and penalties for any hospital readmissions within 30 days."

The QIPP programme provides an opportunity for staff to look at new ways of working to reduce waste and boost productivity, without compromising patient care. One example is the orthotics department, where staff are making a number of changes to manage their stock and improve efficiency.

Around 80 theatre staff attended a launch event for the national programme for productive theatres, run by the Institute for

Innovation and Improvement.

Anna Crispe, Associate Director of Service Improvement, said: "We received very positive feedback and our culture was described by the institute as very open. It's a credit to all the staff that everyone works together in such a constructive way."



PROUD MUM Nicola Steggles ran the Norwich half-marathon to raise over £1,700 for new obstetrics equipment – and in May she returned to NNUH with one-year-old Dylan to hand over the cheque and say thank you to her obstetrician, Martin Cameron.

Nicola nominated Mr Cameron for a Patient Choice award last year, citing his "remarkable personal commitment" to scan her unborn baby every day for three weeks: "Without his help we would not be standing here with such a healthy baby boy," she commented.

Support for Cots for Tots

OUR COTS for Tots appeal topped £75,000 in May and our thanks go to everyone who has contributed to the £500,000 appeal so far. The aim is to expand our Neonatal Intensive Care Unit to provide much-needed specialist care for more premature and critically ill babies.

- Project nightclub donated nearly £8,000 from their opening night celebrations
- Morgan Sindall raised £5,000 with a quiz night
- Taylor and Taylor Associates donated £2,800 from their annual Golf day
- The Norfolk Bliss Red Carpet Charity Ball at Dunston Hall raised over £1,800
- NNUH visitors and staff put a total of £582 into our collection boxes at Serco serving points



PHOTO: ANGELA SHARPE, EDP

- Our finance staff (*above*) walked the North Norfolk Coastal Path to raise an estimated £1,500.

Other events being planned for the next few weeks include:

- The NNUH Open Day and Fete on 18 June featuring Lenny the Ladybird – proceeds from the fete will go towards the appeal.
- During July, Tim Cave, husband of Julie Cave, the NNUH Trust's Director of Resources, will walk from NNUH to Ben Nevis – a trip of 500 miles – and then walk up the mountain.



Donations can be made online at www.justgiving.com/norwichnicu. Or you can send a cheque made payable to Norfolk and Norwich University Hospitals NHS Foundation Trust with 'NICU Cot Expansion Fund F300' written on the back and send Freepost to: Communications team, NNUH Foundation Trust FREEPOST Plus RRJT-ERAK-YEKZ Colney Lane, Norwich, Norfolk NR4 7UY

What's **YOUR** line?

An occasional column looking at the people behind the roles in our hospitals....

Here Nigel Booth, lead radiographer in the Colney Centre, talks about his work with cancer patients



How do you spend your day?

We provide radiation treatment (radiotherapy) for all types of cancerous tumours. Each treatment takes an average of 12 minutes and our linear accelerators are in use continually from 8am to 7.30pm, Monday to Friday – that's around 100 patients every day.

It is very important that radiotherapy is targeted to the right spot to avoid damage to the surrounding tissue, which is where our technical skills come in. We take X-rays and match these with CT scans to check the patient's position and plan their treatment more accurately.

Patients are often surprised to learn that our tolerances for some tumours are as low as 3mm and they need to keep absolutely still for the duration of the treatment. We use various techniques to help them keep still, from carefully placed pillows and knee rests to tailor-made plastic shells for the head and neck.

We work in pairs and rotate between treating patients and doing admin tasks and image reviews.

What do you like about your job?

I enjoy the contact and interaction with patients. Some have treatment every day (Mon to Fri) for seven weeks, so we get to know them quite well. I also enjoy the technical side of the job – everything we do is computer driven and controlled.

What skills do you need?

A three-year BSc (Hons) degree course in Oncology and Radiotherapy Technology; good communications skills; an empathy with patients who are often very sick.

What did you do before?

I completed 23 years in the Royal Air

Force as an aircraft engineer, then owned a pub in Norfolk for five years. I took time out to look after my two children when my wife returned to work as a district nurse, then had a succession of jobs including selling photocopiers, working in a builders merchants, as an aircraft engineer at Norwich Airport and running my own Mobile Steam Cleaning business. I knew nothing about being a radiographer until I spotted an advert and decided to do the training.

Any career highlights?

All my jobs and career changes along the way have had their highlights. I love my job now and enjoy the contact with patients, but I do get frustrated with all the bureaucracy involved.

What have you learned along the way?

I think I have learned to be adaptable and to communicate with people at all levels. I've also proved that if you don't do well at school (I didn't), it's never too late to take a degree.

Any memorable milestones?

Running five marathons (in my younger days) with a personal best of 3hrs 35mins. My biggest milestone was achieving a degree at the age of 51!

What do you do in your spare time?

I have two sons (16 & 15) and my eldest is taking GCSEs – very stressful for all the family. I coach rugby for North Walsham RUFC, play cricket for my local village team and I'm a keen runner. Growing my own fruit and vegetables takes up a lot of my spare time.

New Governors elected

ELECTIONS FOR our Council of Governors closed in May, resulting in five new Public Governors and two new staff Governors. Eight of our existing Governors were re-elected to serve for a further term.

The new Public Governors are Evelyn Hinks for Breckland, Susan Fletcher for Broadland, Carol Edwards for North Norfolk, Dr Graham Peeke for Norwich and Jane Scarfe for South Norfolk.

The two new Staff Governors are Liz Hogbin to represent Admin and Clerical staff and Dr Lorna Kerr to represent Medical Staff.

The re-elected public Governors are Prof Ken Hobbs and Fee Sharples for Breckland, Margaret Gurney for Broadland, Ines Grote for Great Yarmouth and Waveney, Dr Jayne Cooper for North Norfolk, Annabel Kennan for Norwich and Nick Brighthouse for South Norfolk.

Sheila Ginty was also re-elected as the staff Governor for Nursing and Midwifery.

Chairman of NNUH David Prior said: "We are delighted to welcome such experienced people onto our Council of Governors. They will make a positive contribution and ensure that our hospitals are closely in tune with both our staff and the community we serve."



EVELYN HINKS (Breckland) is a former businesswoman who is now employed part-time and does charity work, including volunteering for the

Prince's Trust: "As a patient I have experienced the care of doctors, nurses, radiotherapy and pharmacy staff. I ate the food, watched the cleaners at work and generally observed all around me. I have both the brain power and spare capacity to devote to the role of Governor."



SUE FLETCHER (Broadland) retired from the NNUH in 2010 after 29 years as a senior healthcare assistant, working mainly in paediatrics

Seven new Governors have been appointed and eight of our existing Governors re-appointed following independent local elections

but more recently in infection prevention and control. "I have a good knowledge of the hospital and I understand the needs and wishes of staff, patients and visitors."

CAROL EDWARDS

(North Norfolk) was a nurse for 40 years, including 15 at NNUH where she retired as deputy director of nursing in 2009. "I have strived my entire nursing career to improve patient care, winning national awards in Diabetes, Nurse Education and for improving the care for people with Learning Disabilities."



DR GRAHAM PEEKE (Norwich) is experienced in monitoring public sector organisations, people management and strategy development. He cares strongly about the

hospital as members of his family have been patients here. "Much of this care has been excellent, some not so. I welcome the opportunity to support provision of the best possible care for the Hospital's varied patient community."

JANE SCARFE

(South Norfolk), a former journalist, chairs a local support group for patients with rheumatoid arthritis and has served on the Royal College of Physicians' Patients and Carers' Network. "I am particularly interested in long-term health conditions which are increasingly prevalent in our ageing population. I believe in well-



informed patients working with medical professionals to optimise care for themselves and others."

LIZ HOGBIN

(Admin and Clerical) has worked at NNUH for over 28 years, currently as an operational manager and previously as a front-line nurse specialising in critical care. "The vital role of admin and clerical staff risks being too easily underplayed, especially in difficult economic times. Predominantly in the background, equally impacted by increasing demands, we underpin everything needed to deliver care to patients."



DR LORNA KERR

(Medical Staff) has been a consultant anaesthetist at NNUH since 1993, with a special interest in paediatric and spinal anaesthesia. "I firmly believe that high quality care and excellent clinical outcomes are fundamental to the long term success of our hospital, both for patients and for staff recruitment, motivation and job satisfaction."



DATES FOR YOUR DIARY

- **OPEN DAY AND FETE** 18 June
A rare chance to go behind the scenes at NNUH and find out more about the hospital. There will be lots of other attractions for the whole family, including a bouncy castle and bungee run, Battle of Britain flypast and a healthy eating bush tucker trial.
- **THE NNUH AGM** 3.30pm to 5.30pm, 22 September at the John Innes Centre, Colney Lane.
- **THE NEXT** Council of Governors meeting takes place at NNUH on 21 July.

For more information contact Communications on 01603 289821 or go to www.nnuh.nhs.uk

I WAS ONLY 25 when I became a community midwife – one of a team of midwives covering the Norwich city area.

Our base was a beautiful house overlooking Plantation Gardens in Earlham Road, where a roast dinner was served to us every day. I was the youngest midwife by a mile and also married, which was very unusual in those days. One student midwife on my training course was asked to leave because she wanted to get married!

I'd always wanted to be midwife – I became fascinated by the idea from the age of about five – and I was never worried or fearful about delivering babies at home. For me it was all very natural and instinctive, although I never hesitated to seek medical help when it was needed.

Our training was very strict and there were lots of pointless rules that I quietly rebelled against. I couldn't see the benefit of wearing masks and gowns or telling mothers they shouldn't get out of bed... they were supposed to wee in a bucket rather than walk a few extra steps to the bathroom!

As community midwives we were responsible for washing and boiling our own instruments and we had to put our bags down on a newspaper instead of straight on to the floor. Beds had to be raised on wooden blocks (to save the midwife's back) and mothers were instructed to bake cotton wool balls in a biscuit tin in the oven... the rules sound ridiculous now but we were expected to follow them to the letter.

The job never seemed too arduous, even though we were on call 12 nights out of 14. We got to know the mothers well and they were always very welcoming and grateful for our help. When I became pregnant myself, some of the women became my lifelong friends.

What are the major highlights of your career?

Being asked by Gillian Barnard to help set up Parentcraft classes in the 1980s was a definite highlight. By that time I had three children of my own and was working part time as an independent midwife. We ran classes for expectant mums and their partners, adopting couples and single mums, as well as problem families attending the

Jenny Fraser, who retired in May as our lead nurse / midwife for safeguarding children, looks back on her long and eventful career

MY LIFE IN MIDWIFERY



“I couldn't see the point of wearing a mask or telling mothers they should stay in bed”

Bethel Hospital. We grabbed the national headlines as we were the first NHS hospital in the country to run such a scheme for parents.

A more recent achievement is my work with the bereavement team, bringing together a diverse group of professionals including chaplains, pathologists, admin and clinical staff to offer an improved bereavement service at a very difficult time for the families.

Working in safeguarding children is rewarding but also very demanding as the workload is massive and the Government's goalposts are moving constantly. I have written two text books and many articles on safeguarding children for midwives.

How have things changed?

The biggest change is in the number of hospital births. Around 15 per cent of all births in Norfolk were home deliveries when I started and now it's only about 3 per cent,

which I feel is a shame. For as long as I can remember the Government has been promising to make it possible for more women to have home births but I have yet to see the evidence..

Women could choose to have their babies at three other maternity units in Norfolk and only 2,000 babies were born at the old N&N in 1975 compared to an all time high of 5,800 at NNUH last year. I personally feel this is far too many hospital births and we need to get back some of the personal touch that made the job of being a midwife so satisfying.

Some things have changed for the better, of course. Pain relief is much improved and there are fewer disabilities caused during birth. Hospital deliveries are also far more woman-centred now. Women used to be stripped of their identities at the doors of the delivery suite; they would have to wear a gown, have their pubic hair shaved and undergo an enema – and water births were simply not an option in 1975.

I do find it desperately sad that so many young girls are giving birth – the youngest in my experience was only 13. In my safeguarding children role I have seen some really tragic cases but luckily I have always been able leave the work behind when I go home, otherwise I'd never sleep at night.

How do you plan to spend your retirement?

I intend to carry on writing for professional journals and my work as an expert witness will continue. I look forward to having more time to spend in the gym or in my garden, without rushing around trying to meet deadlines! All my children live abroad so visiting them in other countries will be high on my list.

Norfolk and Norwich University Hospital

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Norfolk NR4 7UY

Tel: 01603 286286 www.nnuh.nhs.uk

Restaurant

West Atrium Level 1, open 7am-8pm

Serco cafe bars

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

Deli food2go Plaza (East), open

Mon-Fri 7am-1am, weekends 11am-1am

WRVS shop East Atrium: open Mon-Fri 8am-8pm and weekends 10am-6pm

WH Smith, 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): ext. 3333

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

Security ext. 5156 or 5656

Lost property 01603 287468 or ext 3468

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 call 01603 289036 / 289035 or 289045

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

Bank Cash dispenser in East Atrium Level 2 and in WH Smith, Plaza (West)

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

Sir Thomas Browne Library open Mon-Thurs: 8.30am-5.30pm, Fri: 8.30am-5pm

Cromer Hospital

Mill Road, Cromer NR27 0BQ

Tel: 01263 513571

OTHER TRUST DEPARTMENTS

- **Cotman Centre**, Norwich Research Park: Cellular Pathology, Radiology Academy
- **Innovation Centre**, Norwich Research Park: Microbiology
- **Francis Centre**, Bowthorpe Industrial Estate, Norwich NR5 9JA, ext. 4652 (Health Records Library)
- **Norwich Community Hospital**, Bowthorpe Road, Norwich NR2 3TU, Breast Screening, Pain Management
- **20 Rouen Road**, Norwich, NR1 1QQ, ext. 6954: HR, IT services, Recruitment, Payroll, Training, Finance, Health and Wellbeing, Out-patient appointments, Cancer management, Procurement, Cromer redevelopment project, Clinical Effectiveness, Commissioning team and Information services.
- **The Norwich Contraception and Sexual Health Clinic**, Grove Road, Norwich NR1 3RH. Tel: 01603 287345

Cromer show gives a boost to hospital arts

A **VARIETY** show held at the Pavilion Theatre on Cromer Pier raised £2,500 to help fund exciting new artwork for the new Cromer hospital development.

Emma Jarvis, hospital arts co-ordinator for the NNUH Trust, was delighted with the show's sell-out success: "There was something for everyone on the programme and our compere, Olly Day, did a great job of making us all laugh. It was heartwarming that so many people turned out to support their local hospital – the response was really fantastic."

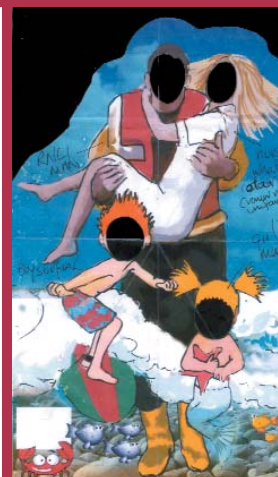
Emma is now working on a number of ideas involving local artists and the North Norfolk community to create displays that will complement the new £15 million development. "It's a marvellous opportunity but we are very much aware that there is not a lot of money around and we are grateful for any contributions towards this project. Research shows that the hospital environment is very important to patients and interesting artwork can make a real difference to their wellbeing."

WELCOME

...to the following consultants who have recently joined the Trust: **Dr Susanna Alexander**, children's oncologist, and **Dr Sharmila Nair**, community paediatrician.

FAREWELL

...to the following long-serving staff who have recently left the Trust: **Angela Lowe**, sister in genito-urinary medicine, after more than 40 years, **Jenny Fraser**, children's safeguarding lead nurse, after 32 years, **Dr John Latham**, consultant radiologist, after 31 years, **Lynne Middlemiss**, deputy HR director, after 31 years, **Maria Banbury**, staff nurse on Buxton Ward, after nearly 28 years, **Susan Dale**, clerical officer in pharmacy, and **Nicola Clemence**, head of physiotherapy, both with 25 years' service, **Helga Foyster**, senior nurse in infection control, after 24 years, **Maria Wyss**, healthcare assistant in main theatres, after 23 years, and **Mary Benham**, clinical coding officer, after nearly 20 years.



ROLL UP, ROLL UP

Norfolk artist Heather Tamplin has designed this fairground-style screen to help raise funds for the Cromer arts project. The idea is to put your face in the picture

and have your photo taken – for a small fee. We are looking for a volunteer to make the screen so if you can help - or suggest suitable locations, contact emma.jarvis@nnuh.nhs.uk



WORK IN PROGRESS: The first floor of the new Cromer Hospital will be home to audiology. In the background is the rear wall of the old Barclay Ward - now the renal unit

THE PULSE

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Communications Officer

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Please send your contributions for the August issue to Sue Jones (Communications) by 5 July 2011.

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