

# THE Pulse

Issue Number 56  
August 2011



## Our Vision

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

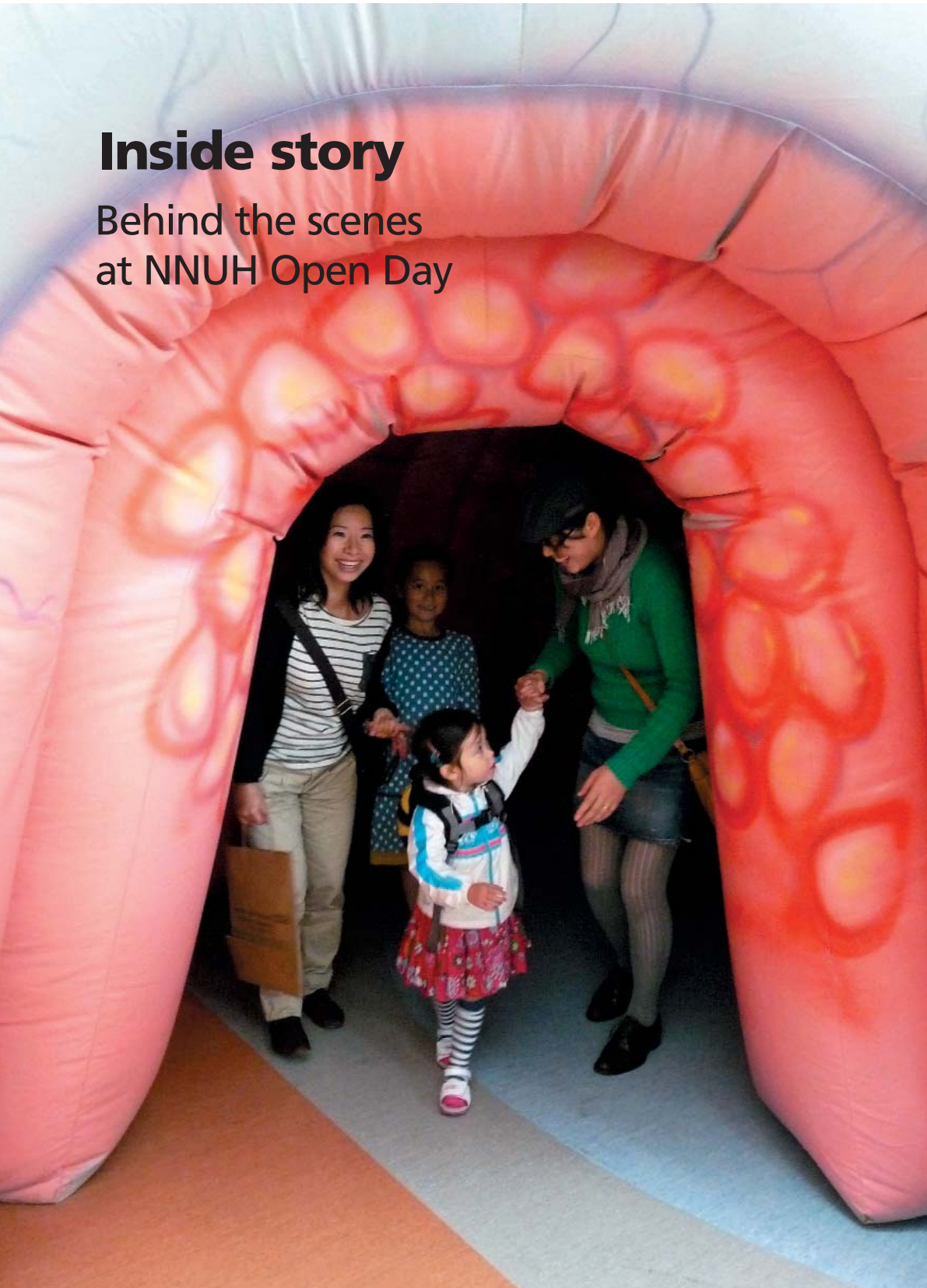
Norfolk and Norwich University Hospitals



NHS Foundation Trust

## Inside story

Behind the scenes  
at NNUH Open Day



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## Teatime snacks go down a treat

**NEW MENUS**, including afternoon snacks from a local bakery, have been introduced at NNUH to encourage patients to eat regularly throughout the day.

Meals are being switched so they can enjoy a lighter meal at lunchtime, followed by afternoon tea from 2-3pm and a more substantial meal between 5 and 7pm. Sandwiches, freshly baked scones and pastries are being provided by Norfolk bakery Linzers and fresh fruit is available at all meal times.

Margaret Young from Norfolk Link, which represents patients' interests, says: "We are pleased that the Trust is listening and responding to what patients want. We have



*New mum Hellen Aluoch-Wilson enjoys an afternoon snack cradling her three-day-old son, Oliver Stephen. Picture courtesy of Archant*

been impressed with the effort put in by the Serco catering staff on the wards. "This is a positive step forward in helping patients to eat well, make a speedy recovery and return home without delay."

Director of Nursing Nick Coveney, says: "The menu changes have been very positively received and are part of a wider plan to encourage patients to eat well. Early evening is a more relaxed time in the hospital when patients can take their time to eat and family members can be involved in the meal time routine if they wish."

## Support for hip patients

**LIKE MANY** elderly patients, 75-year-old Gill Cox, from Sprowston, needed a hip operation after a fall at home. Around 800 patients a year are treated at NNUH for this type of injury and new guidelines recommend they have surgery within 36 hours of arriving in hospital. At NNUH the average is 30 hours.

With the help of funding from the Ivy Child and Pat Green charitable trusts, former staff nurse Jo Ward has been appointed a "fractured neck of femur specialist nurse" to help smooth the patients' journey through the hospital and ensure that any underlying medical issues are picked up at an early stage.

Based on Brundall Ward, Jo aims to see every patient over 60 with a fractured neck of femur, wherever they are in the hospital, to check on their progress and provide information and support. "I flag up any concerns they or their families may have and I also make follow-up phone calls after four months to ensure they are taking the medicines they have been prescribed," she



says. "Our aim to prevent similar accidents happening in the future."

Although shocked to find herself in hospital for the first time in her life, Mrs Cox (pictured above with Jo) was impressed by the care she received. "It was very reassuring to see a familiar face after my op and to have everything explained to me so clearly."

• Jo can be contacted on ext. 6480

## DIABETES CHALLENGE

A multi-million pound study by NNUH and the UEA is screening 10,000 people who may be at risk of developing Type 2 diabetes to see if lifestyle changes could reduce the risk. After taking a simple blood test they may then be helped to improve their diet and take more exercise. If you would like to take part go to <http://www.norfolkdabetespreventionstudy.nhs.uk>



## Theatre workers show their colours

**FORMER** Norwich City player Neil Adams was the guest of honour when Theatre staff put on a celebration to mark the club's longed-for promotion to the Premiership. The coffee room in Main Theatres was decked out in green and yellow bunting for the occasion and staff brought in a variety of food and soft drinks, including a cake decorated with a canary. Specialist practitioner Sarah Wratten commented: "This was an opportunity for staff who work behind closed doors to celebrate. Around 300 people shared the lunch, including many other football supporters – even Ipswich Town fans, who were of course outnumbered!" A collection was made during the day for Mercy Fliers, a medical charity.

## Walk raises £1,300 for Colney Centre

**AMY LEMON**, whose husband James works in our Finance team and is being treated for non-Hodgkins lymphoma, led friends and family on a sponsored walk from Ludham to the Rose pub in Queen's Road, Norwich, to raise an impressive £1,300 for the Colney



Centre. The money is being used to buy new reclining chairs so that patients such as James can relax while having chemotherapy. Amy (pictured second from left, behind James) who manages the Rose, thanked the many friends and customers who supported her appeal.

## Professor will lead research into bone and muscle disorders

**AN INTERNATIONAL** authority on metabolic bone disease has been appointed by the University of East Anglia (UEA) and NNUH to lead a major research initiative into bone and muscle disorders.

The appointment of Prof Bill Fraser will lead to the establishment of an institute of bone and muscle which, along with an institute of the gut led by Prof Alistair Watson, will form the two central themes of the joint UEA and NNUH Clinical Academic Initiative.

Prof Fraser was previously at the University of Liverpool, where he was head of the Department of Musculoskeletal Science within the Institute of Aging, and where he established a research programme in clinical sciences. He brings a team of three researchers with him.



“Bill Fraser’s appointment is a very significant moment in our strategy to build our centres of excellence in research into gut, and bone and muscle, disorders,” said Prof Andrew Stewart Coats, Norwich Research Park professor-at-large who is leading the Clinical Academic Initiative. “He has an outstanding reputation in his field and his appointment – and others that will follow to form an institute of bone and muscle – will put Norwich at the forefront of research in this important area. Our aim is to become a world centre of excellence in bone and muscle disorders.”

## From rheumatology to radiotherapy...

### OUR MEDICINE for Members

Evenings are proving to be a great success, giving FT members a chance to hear about new developments in the treatment of common diseases such as diabetes and stroke, and to ask questions of our clinicians.

In March Margaret Somerville, clinical research manager in Rheumatology, gave a presentation about the remarkable advances in treatment for patients with crippling rheumatoid arthritis. She talked about the differences between osteo and rheumatoid arthritis and described how the latest drugs are giving rheumatoid arthritis patients a new lease of life.

In May it was the turn of Andrew Williams, principal clinical scientist in radiotherapy physics, who described the high-tech world of the Colney Centre, where patients are benefiting from remarkable radiotherapy techniques to help us find and target cancers more accurately.

### ANNUAL GENERAL MEETING

The NNUH Foundation Trust AGM takes place at the John Innes Centre, Colney Lane, on 22 September 2011 from 3.30-5.30pm.

This year’s meeting will include a series of presentations and displays on the theme of celebrating age.

If you would like to attend, contact the Membership Office on 01603 287634 or email [membership@nnuh.nhs.uk](mailto:membership@nnuh.nhs.uk)

### OTHER DATES FOR YOUR DIARY

14 September - Medicine for Members evening about the future of services for liver patients, 6-8pm in the Gooch Lecture Theatre.

22 September - The Council of Governors meet in the Trust Board room, 1.30pm-2.30pm (same day as the AGM).

- For information about attending these events, or about joining our Foundation Trust, please contact the membership office on 01603 289821 or go to [www.nnuh.nhs.uk](http://www.nnuh.nhs.uk).



## Good things come in threes for H&S team

**OUR HEALTH** and safety team were bowled over when they won a hat-trick of awards from RoSPA (the Royal Society for the Prevention of Accidents) recognising excellence in preventing harm to staff and the public. They were especially

proud to win the prestigious Occupational Health and Safety Award for the third year running.

Lead health and safety advisor Lynne Ainge (far right) said: “The whole team has worked hard to raise health and safety standards up across the Trust and ensure that the correct advice and training is offered to managers and staff.”

Chairman of the judges Andrew Areoff said: “The incident rate at NNUH is almost half the average across the health service. The commendable procedures the NNUH has in place with regard to risk assessment and health and safety are second to none. In particular the trust’s multi-disciplinary approach is to be commended.”

## MENTORS RECOGNISED

Two cardiology nurses from NNUH were presented with mentorship awards sponsored by the Norfolk County Workforce Group during an education conference at the UEA. Staff nurse Paul Sewell

(right) and Stuart Callow, a charge nurse on Kimberley Ward, were commended for being excellent role models for pre-registration students. Jane Fraser, Practice Education Facilitator for Norfolk, commented: “Students who receive good quality mentoring go on to provide a quality service to patients when they are qualified practitioners.”



## Staff Awards 2011

**WE RECEIVED** more than 500 nominations for this year's Staff Awards before the deadline of 30 June, including many from patients telling heart-warming stories full of praise for the care they received. Once again the difficult task of choosing winners from such a large number of deserving staff will fall to the judging panel, who will be drawing up a shortlist over the coming weeks.

All those shortlisted will be invited to the award ceremony at The Forum, Norwich, in October and details of all the winners will be published in the December issue of *The Pulse*.



## David is a "shining example to fundraisers"



**A PATIENT** support group started ten years ago by a Norwich man has raised more than £100,000 for people affected by lymphatic cancer.

David Cooke, 67, was diagnosed with mantle cell lymphoma, a little-known cancer of the lymphatic system, and underwent a stem cell transplant at NNUH in 2001. He started the Norfolk Lymphoma Group the same year, working alongside the Lymphoma Association to help provide information and support for patients, their families, friends and carers.

The money was raised through sponsored walks and bike rides, concerts, quiz nights and a Golf day at Sprowston Manor. For his 65th birthday party David hired the Maddermarket Theatre in Norwich and charged £10 admittance, persuading many of his friends to perform free of charge. Other successful events include a barn dance which raised over £10,000.

Alice Strudwick, director of fundraising at the Lymphoma Association said: "David is a shining example to fundraisers around the world for his determination and energy. The money has made a real difference for our charity."

# LETTERS

WRITE TO SUE JONES, EDITOR, COMMUNICATIONS, NNUH

## NO NEED FOR THE NEEDLE

It is the twentieth anniversary of the Norfolk and Norwich Liver Group in July and we have found a real focus for our fundraising – we are helping the NNUH to acquire a machine that will make it possible to carry out painless, non-invasive liver investigations.

The £70,000 FibroScan would be the first of its kind in East Anglia and would not just save money on hospital admissions but would also spare patients from the pain and discomfort of a needle biopsy. It uses sound waves to test the condition of the liver in a procedure similar to an ultrasound examination.

When I was a staff nurse at the N&N in 1990, I had two liver biopsies while awaiting a liver transplant and both were very painful. I started the liver group a year after my successful transplant and, 21 years on, I want to do all I can to encourage this very effective advance in the diagnosis of liver disease.

Our appeal is supported by the gastroenterology consultants and also the Friends of the Norfolk and Norwich University Hospital. Donations can be sent to: The Treasurer, Norfolk and Norwich Liver Group, 19, The Lizard, Wymondham, Norfolk, NR18 9BH. Please make cheques payable to The Friends of NNUH and write "Fibroscan Appeal" on the back.

Alternatively you can donate online at [www.norfolkliverfibroscanappeal.org.uk](http://www.norfolkliverfibroscanappeal.org.uk)

*Ruth Perfitt, Bramerton*

## RED CARPET TREATMENT

How do we thank the brilliant staff at NNUH? Your generous and enthusiastic support is playing a massive part in our



*Students from Ormiston Victory Academy created their own hospital drama when they visited the Hospital Radio Norwich studios at NNUH in April*

progress to transform education for our students at the Ormiston Victory Academy.

Two of your dermatologists came to speak to our sixth form hair and beauty students; Carol Edwards (formerly deputy director of nursing, now a Public Governor) talked to our health and social care students about nursing; and our A-level students were given red carpet treatment when they visited the Nuclear Medicine and Radiotherapy departments. You are simply the best Strategic Partner.

*Rachel de Souza, Principal, Ormiston Victory Academy*

## BEYOND THE CALL OF DUTY

I would like to thank the receptionist who took the trouble to track down my wife after she left her handbag in the WC during my pre-assessment appointment. We had only just moved on to the X-ray department when she arrived with the bag, having traced our likely route through the hospital. This was far beyond the call of duty and a very good effort during a busy time of the day.

*Mr Frederick Butcher, Shipdham*

## LESLEY INSALL

(nee Jones), a staff nurse in Intensive Care for 26 years, has died at the age of 52.

Known for her great sense of humour, Lesley was an excellent and caring nurse, always positive and cheerful. She could raise the spirit at work on even the most challenging of days.

After training in Norwich, Lesley spent some time travelling before starting work

## OBITUARY: LESLEY INSALL

in the Intensive Care Unit – then the



Elizabeth Fry Unit – in 1985. She had many close friends at NNUH, some of whom supported her at home until she died on 20 March, a year after her illness was diagnosed.

She leaves her husband, Guy, and daughter, Tilly.

Her colleagues are planning to plant a tree at NNUH in her memory.

# 2010/11

## Our staff are our strength

*Chief Executive Anna Dugdale looks back on a challenging year and pays tribute to the many staff who go far beyond the call of duty*



**D**uring the year ending March 2011 we saw and treated more patients than ever before at our two hospitals. We have increased the number of nursing and other clinical staff to enable us to improve the quality of care we provide. Our drive to continually improve the quality of care and the experience of our patients is central to all that we do.

We have taken further steps to realise our vision "To provide every patient with the care we want for those we love the most." Our quality report sets out this improvement across a number of quality indicators, including our hospital standardised mortality rate. We have invested in staff development and we are particularly proud of our innovative development programme based on leading improvement theory.

The results of the NHS national surveys are encouraging – for the third year running the responses show that our patient care is improving and staff motivation puts our Trust among the top 20 per cent in the NHS.

We have continued to reduce infections acquired in our hospitals, with seven cases of MRSA bacteraemias and 87 cases of clostridium difficile. We will continue to be relentless in our efforts to reduce both these and other preventable infections.

We have reduced our costs by £30 million whilst continuing to invest in frontline clinical staff. We have reduced our management and administration costs and engaged our staff to implement a number of projects across the Trust to improve efficiency, reduce costs and improve the quality of service and care we deliver. The

success of these projects has enabled us to achieve all our financial targets. The financial challenge we face over the next four years is unprecedented and this will require radical change, along with better shared responsibility for patients across the whole health system.

During the year we have installed additional diagnostic equipment and facilities both at NNUH and Cromer. We have also begun the

**"Our business is challenging physically, emotionally and psychologically. Our staff have been exceptional in rising to that challenge"**

process of rebuilding Cromer Hospital so we can better serve the needs of our patients in North Norfolk.

Our business is challenging, physically, emotionally and psychologically. Our staff have been exceptional in rising to that challenge.

I receive many letters from patients and their relatives thanking our staff for demonstrating skill, kindness and compassion well beyond the normal call of duty.

I should like to take this opportunity to thank every member of the Norfolk and Norwich team for the extraordinary work they do every day and through the night for our patients and their families. Our staff are the core of our strength.

**ANNA DUGDALE,**  
*Chief Executive,*

*Norfolk and Norwich University Hospitals  
NHS Foundation Trust*



### **Our Vision**

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

## april 2010



**NNUH WINS** accreditation to continue storing human bone after rigorous inspection by the Human Tissue Authority. The bone is harvested during routine hip replacements and stored for use in more complex orthopaedic procedures. Theatre nurse Janet Holtaway (*right*), who runs the bone bank, commented: “We are very grateful for the gift of bone as it can make a big difference for patients undergoing hip revision surgery.”



## may 2010

**VOLUNTEERS** on Elsing Ward help staff to compile individual “blue books” for elderly patients who have difficulty communicating. Inspired by Age UK, the books contain information that’s specific to each patient – anything from whether they take sugar in their tea to more detailed personal information about their lives and families. “The books help us to get to know the patients and see them as the individuals they once were,” explains deputy ward sister Jackie Smith.



## june 2010

**HIP PATIENTS** benefit from new “enhanced recovery” techniques that allow them to be up and about on the day of their operation. Targeted pain relief, coupled with a team approach involving pharmacists, physiotherapists and occupational therapists, mean that many patients such as Annie Bennett (*pictured with anaesthetist Lindsay Barker and orthopaedic surgeon Jim Wimhurst*) are able to go home after three days, compared to an average of 7.5 days with a traditional hip replacement.



## july 2010

**HAZEL EDWARDS** makes history at NNUH by becoming the first allied health professional to be appointed a consultant – one of only six sonographers in the country to be working at this level. Hazel, who qualified as a diagnostic radiographer in 1988, divides her time between clinical ultrasound work at NNUH and teaching at the Norwich Radiology Academy, with the emphasis on supporting specialist registrars through their ultrasound training.



## august 2010

**THE CLINICAL** Microbiology team move from Bowthorpe Road to state-of-the-art laboratories on the Norwich Research Park. Occupying the second floor of the Innovation Centre, the new facilities include seven laboratories, walk in freezers and cold stores plus 14 offices. Medical director Krishna Sethia commented: “This move offers exciting possibilities for fostering research and development projects that could unlock benefits for patients.”



## september 2010

**CONSULTANT RADIOLOGIST** Dr John Cockburn is awarded a top prize in the Health Enterprise East Awards for inventing a disposable “aura” device to increase needle visibility during ultrasound examinations. It is the second time Dr Cockburn has won an innovation award: in 2007, along with liver surgeon Mr Simon Wemyss-Holden, he won first prize for developing a pioneering procedure that literally “cooks” cancers.

## october 2010

**CONSULTANT OBSTETRICIAN** Martin Cameron and the Paediatric Diabetes team are named the top Patient's Choice winners in our annual Staff Awards held at the Forum, Norwich. They are among 44 individuals and teams receiving awards to mark their outstanding contribution to our hospitals. Six of the winners (*pictured*) are given a standing ovation for "Lifetime Achievement" during long and distinguished careers with the Trust.



## november 2010

**A THIRD ANGIOGRAPHY** suite is opened at NNUH for heart procedures including coronary angiography, balloon and stent treatment to clear blocked arteries, and pacemaker surgery. The hospital is a Heart Attack Centre and aims to provide emergency treatment within two hours of a heart attack. A "Sparks for Hearts" appeal is now under way to support a local electrophysiology service too.

## december 2010

**CROMER HOSPITAL** takes delivery of a new £600,000 MRI scanner to meet a growing demand for specialist diagnostic imaging. The new scanner uses around 34 per cent less energy than older MRI models and produces high-quality 3D images in a much faster time. It is installed in the radiology unit which will remain in place on the redeveloped hospital site.



## january 2011

**A CAMPAIGN** to encourage staff to look after their own health is launched at NNUH with the offer of free health checks, a weight management course and a chance to join fitness groups including a NNUH running club. Co-ordinated by a project group including members of the HR team and the Health and Wellbeing department, formerly known as Occupational Health, the programme included a Zumba taster session in the East Atrium (*pictured below*).



## february 2011

**NNUH LEADS** the way in a drive to protect hospital patients from developing potentially fatal blood clots after an award-winning "Click for Clots" campaign. The thromboprophylaxis team receives national recognition for coming up with innovative ideas to educate staff and make information readily available on the intranet for both staff and patients. As a result around 96 per cent of our in-patients now undergo a thrombosis risk assessment (TRA) on coming into hospital – ahead of the 90 per cent national target.



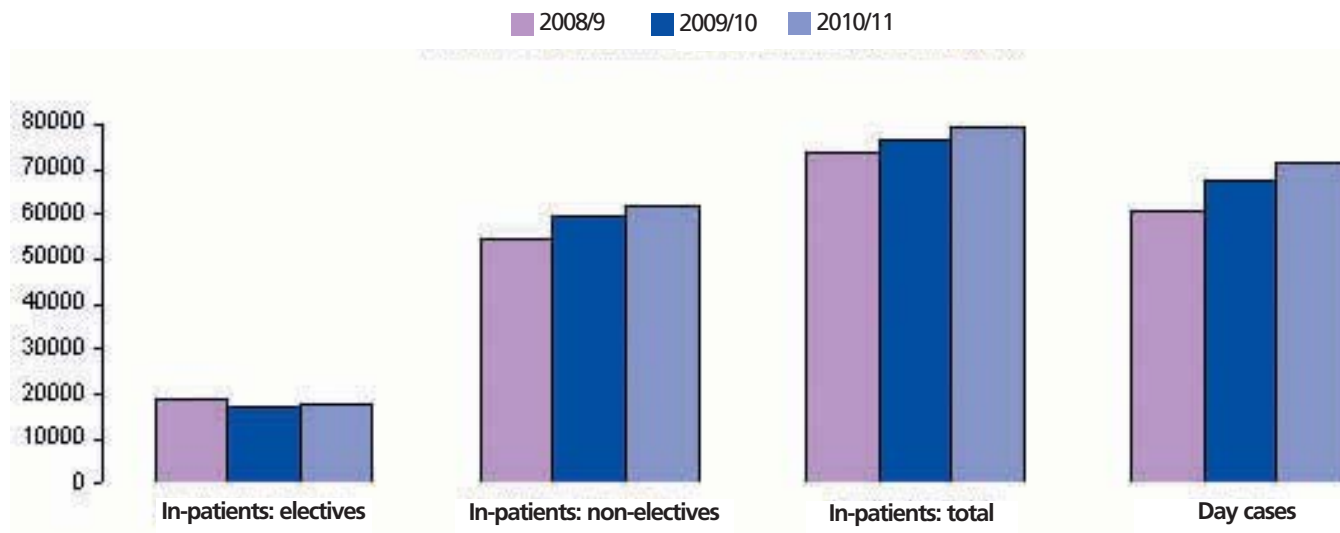
## march 2011

**GOING... GOING...** It took just 40 minutes to reduce the old chimney at Cromer Hospital to rubble when a mechanical nibbler got to work. The 18m-high, brick-built structure serviced the hospital for many years but has now been demolished to make way for redevelopment. Work on the new £15 million hospital is due to be completed in the spring of 2012.

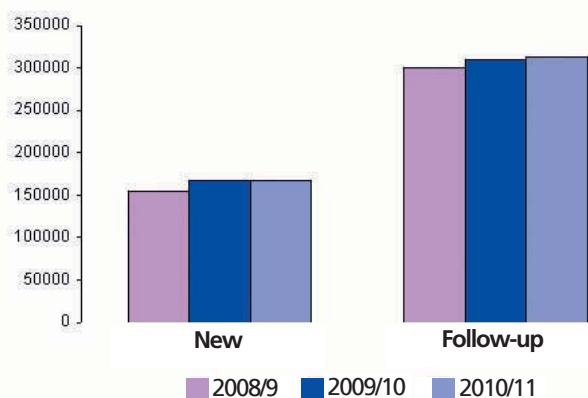


# 2010/11 ACTIVITY

## IN-PATIENT AND DAY CASE ACTIVITY (discharges)



## OUT-PATIENT ATTENDANCES



**AS THE 14TH** largest acute Trust in England and the 10th largest for elective activity, our hospitals continue to be extremely busy. We experienced a three per cent increase in in-patient activity, a 5.5 per cent rise in day cases and 4,000 more out-patients than the previous year. Cromer Hospital also saw 3,000 more out-patients than in 2009/10.

At 118 spells per bed, our throughput is considerably higher than the average of 86.3 spells per bed for the 13 Trusts with more activity. This brought significant operational challenges, particularly during peak times, and an increase in emergencies had an impact on our performance against the key targets for 18 weeks, cancer and A&E.

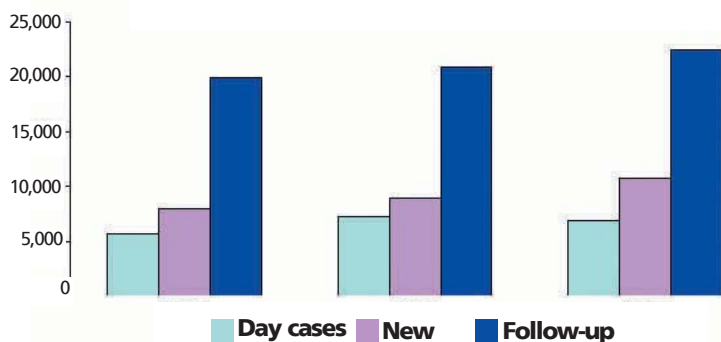
A major focus is on quality and safety and we have established an extensive quality and safety improvement programme under the leadership of the Medical Director and the Director of Patient Safety.

As a university teaching hospital we have developed our research and development strategy in partnership with the University of East Anglia, focusing on key areas of food, nutrition and diet, and building on the internationally recognised strengths of the Norwich Research Park.

A comprehensive communications and engagement programme has been undertaken within the organisation to ensure that everyone is clear of the challenges we face in the coming years.

We have focused on staff engagement and feedback and we were pleased to see a significant improvement in our scores in the independent national Annual Staff Survey. Our sickness absence rates fell to 3.9 per cent, and this remains a key priority, together with a focus on increasing the number of staff receiving high quality appraisals.

## CROMER ACTIVITY





## Research will ask why women give up breastfeeding

**NUUH MIDWIFE** Kelda Hargreaves has won a £5,000 award from the Royal College of Midwives to conduct a research study into why new mums give up on breastfeeding.



The Ruth Davies Research Bursary is supported by Bounty Parenting Club and will focus on the experience of women, partners and midwives.

Cathy Warwick, General secretary of the Royal College of Midwives, said: "Work such as Kelda's is vital if we are to increase our understanding around breastfeeding issues."

NUUH was recently awarded a Certificate of Commitment from the UNICEF Baby



Friendly Initiative as a first step towards improving breastfeeding rates.

Head of Midwifery Glynis Moore commented:

"Our statistics reveal that although over 77 per cent of new mothers start off exclusively breastfeeding, this soon drops to just 51 per cent. We are committed to improving these rates for the benefit of the women and babies in our care."

• Pictured receiving the certificate from Trust chief executive Anna Dugdale (second from left) are Luisa Lyons, Glynis Moore, Katie Phillips and Rosie Jackson (in wheelchair).

### LEARNING FROM EXPERIENCE

A year ago we made the leap from paper to electronic Incident Forms in a bid to encourage our staff to report and investigate incidents, however minor, and learn from their experience. Since then thousands of staff have been trained to use the system and the number of incidents being reported has increased, particularly those from medical staff. "We are grateful to everyone who has worked so hard to achieve this result," says incident reporting manager Jo Hood.

## WEATHERING POLITICAL STORMS OVER THE NHS

*Trust chairman David Prior argues that the way forward must involve a healthy balance between competition and more integrated care throughout the health community*

**THE EYE OF** a storm is a roughly circular area of low pressure surrounded by a ring of towering thunderstorms. It denotes a period of calm that is transitory; rough weather is inevitable. This is not a bad metaphor for the NHS.

The politicians are bending over backwards to say how much they love us, the pause button on the Health and Social Care Bill has been pressed and the air is thick with platitudes.

However, the storm is coming because the demand for healthcare is rising inexorably and our ability to fund it is limited. The evidence is all around us in Norfolk. The



population is rising and we are getting older. In particular, people with chronic long term conditions are living longer. There is no cheap way of providing this care and yet the expectations of patients are rising all the time.

The response of successive governments has been to demand greater efficiency from the NHS, which has been asked to find some £20bn of savings over the next four years, equivalent to 20 per cent of total spending. Our share at NNUH is £80m. This is a big "ask". Efficiency improvements on this scale have never before been achieved by the NHS.

The heart of the savings programme is the belief that a substantial part of the care currently delivered in hospitals is better (and more cheaply) delivered in the community. This implies fewer emergency admissions to hospital and quicker discharges. This view is supported by comparisons with other healthcare systems and there is little doubt that if we were

starting with a clean piece of paper, we would change the balance between hospital and community-delivered care.

However, applying this thinking to the NHS raises three serious questions. First, there is not the capacity in the community to provide the care required. This partly reflects a lack of trained staff, but also the lack of day care and residential facilities. Second, acute hospitals will have to retrench significantly to fund increased

**"Much of the required savings will have to come from making the existing structure work more efficiently"**

spending in the community, although it is hard to believe that politicians will have the stomach for major hospital closures. Finally, it is a myth to believe that community care is much cheaper than hospital care, so it's unlikely that major savings will be achieved, at least over the next few years.

This means that much (although not all) of the required savings will have to come from making the existing structure work more efficiently. Is this best done through the cold blast of competition or by greater integration? Competition will almost certainly improve the performance of individual providers but will it fragment and destabilise the system? Integration will ensure that patients move more seamlessly through the system but is it too cosy and complacent?

The answer will almost certainly be a mixture of competition and integration, and achieving the right balance of both will underlie much of the political debate over the months to come.

# SCENES FROM OUR



**TEAM EFFORT:** Staff rallied to the aid of our Open Day and Fete, turning out in their own time to run stalls and showcase their own departments for visitors of all ages. There was a serious message behind the fun and games, however, with healthy living, education and fundraising for our Cots for Tots appeal high on the agenda

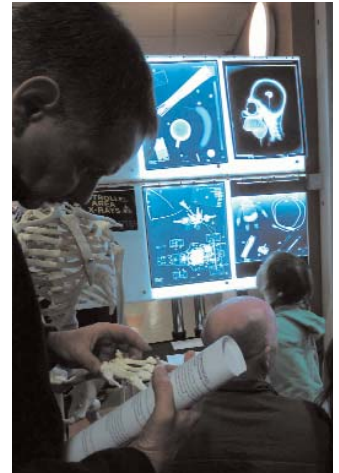
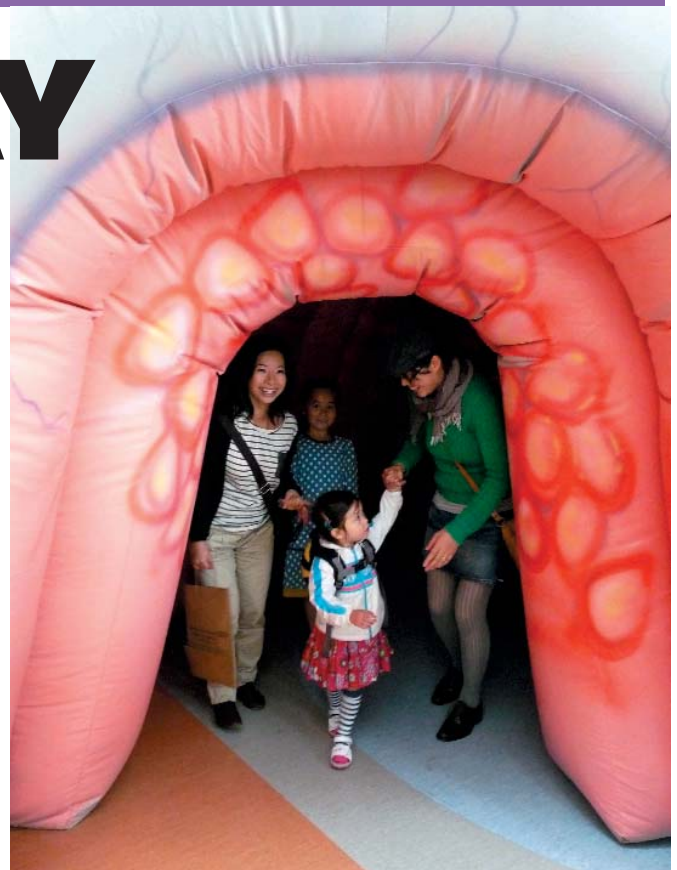


**FORGING AHEAD:** Young visitors were able to get hands-on with our hospital arts team. Their efforts resulted in a collection of sculpted leaves fresh from the forge (left), designs for a new sculpture (above) and an impressive selection of painted ducks



# R OPEN DAY

**A RECORD 6,000** visitors attended our Open Day and Fete in June, raising nearly £24,000 for the Norwich Cots for Tots appeal. Visitors were able to go behind the scenes at the hospital, walk through a giant inflatable colon (right) and take part in games and activities including a healthy eating bush tucker trial. There was even a Battle of Britain flypast (left) to celebrate our 10th year at the Colney Lane site. Chairman David Prior commented: "We are delighted that so many people could join us on the day and provide such a boost for our Cots for Tots appeal."



## THE OPEN DAY Fun run sets the pace

got off to a healthy start with a 5km sponsored fun run for staff and their families, organised by Workplace Health and Wellbeing and Active Norfolk. More than 40 runners took part, including members of the NNUH running club (pictured), spurred on by BBC TV sports presenter Jake Humphrey and their trainer, former Olympic marathon runner Paul Evans.

Daphne Skinner, from the Big C Centre (third from right) was thrilled to finish the course in less than 32 minutes: "Two years ago I

was four stone heavier and if anyone had said I would run for half an hour I'd never have believed them!" she commented. "It's great to be part of the group because it gets you

motivated to leave the TV behind and get physically active."

The race winner was Nathan Hunt with a time of 16 mins 37 secs, Emma Mckay was the

fastest woman

with 23 mins 31 secs and Lewis Wardale was the junior winner with 27 mins 8 secs.

• The NNUH running club meets every Wednesday on Colney Playing fields near the hospital roundabout and is open to all staff - just turn up in your trainers! Or go to the Workplace Health and Wellbeing pages on the Trust intranet for more information.



## 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-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

# Room with a view will boost hearing tests for children



**BABIES AND** children up to the age of five could be referred to Cromer Hospital for specialised hearing tests when the new hospital opens its doors next spring.

Newborn hearing screening is already carried out at Cromer but children needing further investigation are currently referred to NNUH for further diagnostic tests. The new facilities will provide this service closer to home for families living in North Norfolk.

A special "flexible test room" is being built as part of the redevelopment project and our audiology specialists have been working hard behind the scenes to ensure the new state-of-the-art facilities meet all their specifications. The plans provide for a "room within a room" suspended on anti-vibration mounts to eliminate echoes and noise from the rest of the building.

"Children's diagnostic hearing tests are extremely sensitive and it's vitally important that the acoustic levels are the same throughout the room," explained John Fitzgerald, clinical director of audiology at



Cromer Hospital's "room within a room" will be similar to the audiology testing facilities at NNUH (above). Here Claire Vine, senior clinical scientist in audiology, records the results behind a one-way observation window as sounds are played through a loud speaker to 14-month-old Evie Pegg, from Mulbarton. The new hospital will also have a fully equipped workroom similar to the one at NNUH (below)



NNUH. "Noise can reverberate throughout a building, which is why the room has to have a false floor, ceiling and walls. It also has to be big enough to allow us to test the children's reaction to sounds from a loud speaker."

The audiology unit will be known as the Cox Audiology Unit after Phyllis Cox, who left £1.3 million to Cromer Hospital in her will. The unit includes three testing rooms and for the first time in Cromer there will be a fully equipped work room for shaping ear moulds to fit each individual patient.

## FAREWELL

...to **Angie Fish**, IT manager, after nearly 34 years' service, **Linda Wright**, biomedical support worker, after 29 years, **Jean Barnett**, deputy sister in family planning, after nearly 26 years, **Gill Ward**, specialist paediatric nurse, after 25 years, **Teresa Knowles**, assistant director of nursing for surgery, after 22 years, **Lorna Holmes**, general surgery nurse specialist, after nearly 22 years, and **John Marshall**, senior radiographer, after 21 years.

## THE PULSE

**Editor** Sue Jones (ext. 5944)

**Head of Communications** Andrew Stronach (ext. 3200)

**Communications and Membership Manager** Janice Bradfield (ext. 3634)  
**Communications Officer**

Hayley Gerrard (ext. 5821)

Please send your contributions for the October issue to Sue Jones (Communications) by 9 September 2011.

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