

# THE Pulse

Issue Number 62  
Autumn 2012



## 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

## A midsummer night to remember

Royal Norfolk Show Ball raises thousands, pp 6 & 7



### Glaucoma Research

The latest developments around the condition, p8



### Review of the Year

A look back at the highlights of the past year, pp10 & 11



### The finishing touches at Cromer

The new car park at Cromer Hospital is now open, p12

**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 East;  
**Cafe Pure** (inside WH Smith, Plaza West) open  
Mon–Fri 7.30am–6pm, Sat 9am–4pm and Sun  
10am–3pm

**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) – see Cafe Pure, above  
**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 desks**

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 / 289045

**Travel Office** for car parking permits, ID badges,  
keys to cycle sheds, use of pool cars and Trust  
bicycle, public transport information: 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
- **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, clinical effectiveness,  
commissioning team and information services.
- **The Norwich Contraception and Sexual  
Health Clinic**, Grove Road, Norwich NR1 3RH.  
Tel: 01603 287345

**EDITORIAL COMMENT**

**WELCOME TO** the new Autumn edition of *The Pulse*, a magazine designed to keep patients, staff, members and everyone in our community, up to date with the latest news about the Trust. In our last edition we told you about some changes we are making to *The Pulse*. Following feedback from our readers and in order to make savings, we have decided to make the publication a quarterly magazine with seasonal information and stories.

In this Autumn edition we look back at what's been happening over the last few months and look ahead to some great events we have coming up.

We also feature the latest research being carried out by our specialists on the management of glaucoma. The group of common eye conditions affects over 480,000 people in the UK alone,

so it was no surprise to hear many of our readers wanted to read more information about the topic.

This issue we also focus on the huge role that fundraising plays at our hospitals, plus we have our usual page dedicated to all the latest news and events at Cromer.

Finally, we've cast the spotlight on the successes that have taken place throughout 2011–2012 at the Trust. We hope you will agree that this year has been something to be proud of!

*Please send your contributions, comments and suggestions to [communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk)*

**Health Minister visit marks 64th birthday of the NHS**

**HEALTH MINISTER** Lord Howe met patients and staff at the Norfolk and Norwich University Hospital (NNUH) on 5th July to mark the 64th anniversary of the NHS.

The Minister visited Knapton Ward which cares for older patients where he enjoyed tea and a celebratory cake with patients. Lord Howe also met hospital leaders and governors, plus patient representatives from Age UK and Norfolk LINKS, to find out how a programme of external inspections have improved standards of care for patients. The Minister also heard details of how patients are able to give their views about their experience in hospital through a new patient experience survey.

Health Minister Lord Howe said: "The NHS is valued across the country and recognised throughout the world. I have been privileged to see for myself the fantastic work staff do here every day on Knapton Ward. The passion and dedication they show in caring for their patients is a credit to the NHS."

NNUH Chairman David Prior said:

"The NHS is a uniquely British success story, few organisations have survived and flourished for as long as 64 years. At a time of so much political, economic and financial uncertainty it is doubly important that we hold true to the founding principle of the NHS, that healthcare should be available to all, free at the point of delivery, regardless of the ability to pay. I am so proud to work at the NNUH and to be a part of the NHS."



*Lord Howe having tea and birthday cake with Donald Dowdy in Knapton ward.*

## Skin-to-skin contact benefits babies

### DURING BREASTFEEDING

Awareness Week in June, midwives were 'prescribing' 'skin-to-skin' contact between mums and babies along with the message that it is 'Cool to Cuddle'.

Skin-to-skin means holding your baby close to your chest, bare skin to bare skin. It has many benefits and is being actively encouraged both at delivery and for intensive care babies.

Katie Phillips, Infant Feeding Co-ordinator said: "The staff of the maternity unit at the NNUH support and promote skin-to-skin contact between mothers and babies at birth and throughout their time in hospital.

"Our aim is that parents have the best opportunity to bond with their

babies and skin-to-skin contact gets parenthood off to a great start.

"Our commitment to skin-to-skin contact is demonstrated by the recent award to the Trust of stage one Baby Friendly accreditation in April 2012."



*Pictured: Katie Phillips, Infant Feeding Co-ordinator and Kirsty Daynes with baby Molly.*

## Gold Ribbon for wellbeing



**NNUH WAS** presented with a 'Gold Ribbon' at the NHS 2012 Sport and Physical Activity Challenge Awards in July, for their commitment to staff wellbeing and physical activity in the workplace.

To achieve the award NNUH had to demonstrate how staff initiatives have had a positive impact on sickness absence and staff morale within the Trust and also show that at least 15 per cent of staff took part in activities.

In 2011 a staff survey was carried out to find out what activities employees were keen to take part in and how they could sustain interest long term. Following the survey, staff were given the opportunity to attend a newly formed running club culminating in an annual 5km fun

run, beginner golf sessions, Nordic walking, Pilates, yoga, circuit training, weight management classes, a staff Choir and have a free NHS health check.

Rachel Hunt, Business Manager in the Workplace Health and Wellbeing team at NNUH said: "We are absolutely thrilled to have our efforts recognised in this Award. We couldn't have achieved this without the commitment of the staff and it's great to know so many of our staff are now involved in activities which will have positive affects on their own health and wellbeing. At NNUH we recognise the significance in investing time now to develop a healthy workplace culture that offers longer term benefits, because the link between healthy staff and good patient care is already well known."

*Pictured left to right: Sir David Nicholson, Chief Executive of the NHS, Rachel Hunt, Business Manager at NNUH, Beth Coley, Fundraising Manager at NNUH and Mike Farrar, Chief Executive of NHS Confederation.*

## TWO QUESTIONS TO PONDER

It may not always feel like it but those of us lucky to have been born after 1945 have had it pretty good. We have lived in peace, we have enjoyed the fruits of fairly consistent



economic growth and we have been the beneficiaries of a generous welfare state. If the country did not generate sufficient wealth to fund all our benefits, hell, the government just borrowed it from the markets either openly or more discreetly through the PFI, problem solved. The country is now faced with a serious dilemma: its capacity to borrow is limited and there is no economic growth.

The politicians are therefore, feverishly falling over each other to find ways to kick start our economy: some focus on making us more competitive by reducing taxes and regulation and improving education (supply side economics); others pray Keynes in aid and advocate a massive public works programme to stimulate demand; still others just want to print more money, politely known in refined circles as quantitative easing. The balance between these three approaches provides the theatre, sometimes farce and sometimes tragedy but always bad-tempered, for the Coalition government and the Labour Party to play out in parliament.

There is an alternative scenario, albeit a far from palatable one. It is that the era of economic growth in the West is over. We have reached our limit; any future growth will come from the new economies of the East and South. If this is right the money available for the NHS will not be flat for another couple of years it will be flat for ever. How will we cope with the growing health and social needs of our ageing population?

And one more thing: the balance of power in Europe is changing. The unification of Germany has created an economic colossus dwarfing the other European economies. Politics will ultimately follow economics as they always do. The plight of the Euro is just a manifestation of the changing economics and politics of Europe. We have been here before in 1870, 1914 and 1939. Can democracy withstand great economic and political turbulence?

Answers on a post card please!

**DAVID PRIOR**

*Chairman, Norfolk and Norwich University Hospitals NHS Foundation Trust*

## Nutrition awareness

**JUNIOR DOCTORS** Dr John Lynch and Dr Negar Mirshekar (pictured below with dietitian Laura Mahony) were among staff who took part in nutrition awareness week at NNUH in May.

The event was organised by the Need for Nutrition Education Programme which works to reduce the risk of malnutrition among hospital patients.



Dietitians were on hand to answer questions and offer samples of nutritional supplements and gluten free products. Staff were also encouraged to check out the MUST (Malnutrition Universal Screening Tool) to ensure that patients' nutritional needs are being met.

## Apprenticeship scheme shortlisted

**OUR APPRENTICESHIP** programme, and the new Pre-Apprenticeship programme run by NNUH has been shortlisted for the Health Service Journal Efficiency Awards 2012.

Julia Watling, NNUH Training and Development Manager, says: "Apprenticeships have been used as a 'Gold Standard' training tool at the Trust for new and existing staff in bands 1-4 since 2010.

"Over 50 young people have gained employment with us through the Apprenticeship programme since the scheme was set up. Working in partnership with a local 6th form college and another NHS Trust the new Pre-Apprenticeship programme will enable the NHS to reach young people while they are still in full time education and support them with developing necessary work skills.

"There are some areas of the hospital where entry has been difficult for school leavers and we are providing an innovative and practical programme which gives young people their first step on the career ladder."

The winners will be announced at an event in London in September.

## Patient carries Olympic Torch



*Mark Harper with his Olympic Torch joined by his wife Steve.*

**ONE OF** our patients, Mark Harper, came in to the NNUH to show staff his Olympic Torch which he carried through Aylsham on Wednesday 4th July.

Mark's wife Steve Harper nominated him to carry the flame after he had been seriously ill for three years. Mark had a kidney transplant in 2009 and cancer in 2010. He is also registered blind and has lost the sight in one of his eyes.

Mark carried the flame 440 yards and his wife said: "It was a proud moment that showed others that you can do anything when you put your mind to it."

## Pennies from Heaven supports women affected by breast cancer

**VOLUNTEERS FROM** Keeping Abreast, a Breast Cancer Reconstruction Support Group, have been encouraging staff to sign up to the Pennies from Heaven scheme.

NNUH provides an opportunity through Pennies from Heaven for all staff to donate their spare pennies from their monthly salary to charity. It is a simple, tax efficient and regular way to participate in charitable giving. The most staff can donate per month is 99p. All donations are eligible for gift aid, which means an additional 28% is added by the government.

The charity is chosen by staff and is reviewed each year. Last year staff raised nearly £4,000 for Norwich Cots for Tots through the scheme. Keeping Abreast was chosen as this year's charity

to benefit from the scheme. Volunteers from Keeping Abreast were outside the Restaurant in July with information about how the charity supports women



with post-op domiciliary care and with information on outreach meetings, equipment and specialist psychologist

support.

Victoria White, National Fundraising and Development Manager said: "Keeping Abreast was delighted to be able to have to opportunity to promote Pennies from Heaven. Lots of individuals were spoken to and support was even provided to patients contemplating breast reconstruction that approached the stand. Many flyers about the scheme were handed out with the hope that more staff would sign up."

For more information about the charity visit [www.keepingabreast.org.uk](http://www.keepingabreast.org.uk)

*Pictured left to right: Tracey Burlingham, Julie Mills and Carol Weir from Keeping Abreast.*

## Respiratory Medicine team win prestigious national award

**A TEAM** of clinicians from the department of respiratory medicine at NNUH were presented with a prestigious award for innovation by the British Thoracic Society (BTS), for significantly improving in-patients' oxygen management which in turn improves patient safety.

The Innovation in Delivery of Respiratory Care Award 2012 was

awarded to Drs Crichton Ramsay, Prina Ruparelia and Specialist Nurse Sandra Olive at the British Thoracic Society Summer Meeting.

More than 40 projects entered the competition, with the respiratory team at NNUH making the shortlist of three for innovation in the delivery of respiratory care and eventually being crowned overall winner in this category.

*Pictured left to right: Dr Crichton Ramsay, Dr Prina Ruparelia and Specialist Nurse Sandra Olive with their award.*



Following new guidelines published by the BTS and as part of the Norfolk and Norwich University Hospital's Improving Patient Safety (NNIPS) project, the clinicians redesigned the Trust documentation for prescription, monitoring and administration of oxygen into one integrated chart. The charts have been available throughout the Trust since October 2011. The new

documentation significantly improves the administration of oxygen to hospital in-patients which will improve overall clinical outcomes.

Dr Ramsay, consultant chest

physician said: "We hope that use of the new oxygen charts will result in safer and more appropriate oxygen administration for our in-patients."

Representatives from several other NHS trusts at the BTS meeting expressed an interest in using the NNUH charts in their hospitals.

## Benjamin Gooch Prize winner

**THIS PRESTIGIOUS** prize is awarded annually for the best research paper submitted by a member of the Junior Medical Staff in the Norwich and Cromer areas. The Benjamin Gooch Prize (named after the founder of the Norfolk and Norwich Hospital) is organised by the Norfolk and Norwich Institute for Medical Education.

The panel of four judges commented on the high quality of the presentations and congratulated the candidates on their achievement.

The winner was Miss Collette Thomson, an SHO in Plastic Surgery, who together with the three runners up received a certificate and cheque from the prize money.

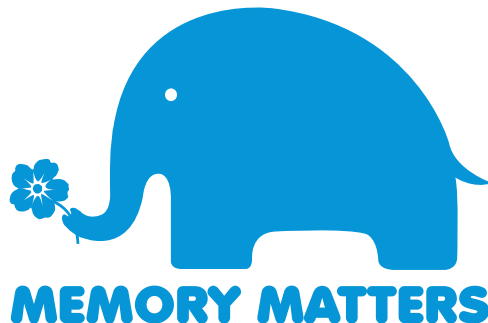
## Ward celebrates Diamond Jubilee

**WE CELEBRATED** The Queen's Diamond Jubilee in June with Jubilee cakes, events in the hospital Chapel, plus hats and booties for new babies in the Midwifery Led Birthing Unit. A party was held on Elsing Ward for patients and their families who were served tea and cake with a Jubilee theme.

## Early checks for memory problems

**ACROSS THE** country, hospitals are taking part in a programme to screen patients aged 75 and over for memory problems. The programme at the Norfolk and Norwich University Hospital is called Memory Matters.

We know that up to a third of patients with dementia are undiagnosed and the aim of Memory Matters is to help patients get an early diagnosis of memory problems and the specialist help that they need.



When patients have an emergency admission to hospital, they will be asked if they have experienced any difficulties with their memory in the last year that has affected their daily lives. If necessary, this can be followed up with a few simple questions and a blood test. Those patients needing further help will

be referred to more specialist mental health services.

Memory checks in hospital are one part of a national plan to radically

transform the quality of life for people with dementia and their carers in the next five years.

The national Dementia Strategy sets out 17 recommendations that the government wants the NHS, local authorities and others to take to improve dementia care services. The recommendations are focused on three key themes of:

- Raising awareness and understanding
- Early diagnosis and support
- Living well with dementia

For more information go to [www.alzheimers.org.uk](http://www.alzheimers.org.uk) or [www.dh.gov.uk](http://www.dh.gov.uk)

*Fundraising plays a huge role in supporting the work carried out at the Norfolk and Norwich University Hospitals NHS Foundation Trust*

### Hospital charity benefits from Royal Norfolk Show Ball

**AROUND £20,000** was raised for the Friends of the Norfolk and Norwich University Hospital at this year's Royal Norfolk Show Ball.

The Friends of NNUH is our charitable organisation which has supported the work of the hospital for many years. It raises funds for equipment and projects to improve the lives of patients and their families.

The 800 guests at the Ball were transported to a magical woodland forest with a theme inspired by William Shakespeare's *A Midsummer Night's Dream* play. The prestigious event is a highlight of Norfolk's social calendar each year in the run-up to the county's two-day agricultural show.

Guests were treated to a Gallery String Quartet and other musical entertainment throughout the night included harpist Xenia

Horne and the Ormiston Victory Academy Choir. The hospital works very closely with the Costessey school and invited the choristers to perform.

Funds were raised through two auctions, the sale of tombola tickets and sponsorship from a number of local companies including the main sponsor R G Carter.

David Prior, chairman of the Friends of the Norfolk and Norwich University Hospital, told guests it was an honour for the charity to be chosen to benefit from the ball.

Beth Coley, the hospital's fundraising manager, said: "It's been a real team effort and so many people from different parts of the hospital came together for the night. We'd like to thank everyone who has supported us in making the event a success."

The charity has recently paid for an



# PUTTING IN FU

ultrasound machine in the hospital's acute medical unit, light boxes to improve the environment for patients in radiology and a high dependency incubator cot in the Neonatal Intensive Care Unit.

### HOW TO DONATE

If you would like to make a donation to the Friends of Norfolk and Norwich University Hospital please make cheques payable to 'Friends of NNUH' and send to Fundraising, West Out-patients, Level 4, NNUH, Colney Lane, Norwich, NR4 7UY.

For more information about donating or getting involved with our fundraising events, contact Beth Coley, Fundraising Manager, on 01603 287107 or email [fundraising@nnuh.nhs.uk](mailto:fundraising@nnuh.nhs.uk)

### Mad as a Hatter at Summer Wonderland

**THE NORFOLK** and Norwich University Hospital held a fundraising Summer Wonderland Fayre on the afternoon of 12th July in aid of the hospital's charity.

The event, which took place in the plaza and East Atrium, had an Alice in Wonderland theme with refreshments and lots of attractions for all the family. There were craft stalls, cake sales, a treasure hunt and games including pin the grin on the Cheshire Cat and lawn croquet.

Beth Coley, fundraising manager at NNUH, said: "There was something for everyone at the fete and a great number of families enjoyed the Mad Hatters Tea Party and outdoor theatre performance as well as the various games on offer outside. Inside there was a great display of craft stalls, many



of which were by people who work at the hospital and had taken the day off to support the event."

The Christmas Fayre will be taking place in the East Atrium on Thursday 13th December from 4-8pm."



Photo courtesy of EDP Norfolk / Bob Hobbs

# THE FUN FUNDRAISING

## Bishop of Norwich Open Garden event raises £3,000



**THE FRIENDS** of Norfolk and Norwich University Hospital had the pleasure of being the nominated charity for the first opening of the Bishop of Norwich's private garden in 2012, raising £3,000 for the charity.

The event which took place on Sunday 13th May, welcomed hundreds of people to the four acre site which has a great selection on offer, including a grass labyrinth leading to the 400-year-old pear tree, the kitchen garden, boxed garden with fountain, bamboo

glade and central lawn. Visitors walked around the beautiful gardens then relaxed with a cup of tea and piece of cake. There was something for all the family with a free quiz for the children and performances by Norwich Community Choir.

## Fundraising trip of a lifetime



**STAFF NURSE** Phil Jebbett, who works in the Day Procedure Unit at NNUH is aiming to raise £1,000 for the hospital's plastic surgery department. Phil travelled to East Asia in June and took on several fundraising challenges including a two day jungle trek and white water rafting.

Phil works as part of the Plastic Surgery team helping patients to regain form and function following an illness or injury. He said: "This was a tremendous experience, and to be able to raise money for the Department of Plastic and Reconstructive Surgery here at NNUH made it all the more worth while. Many thanks to those who have already kindly donated monies, the fund will remain open until the end of September when the money will be presented to the department."

To make a donation you can visit Phil's JustGiving page at <http://www.justgiving.com/Malaysiatrek>

## UPCOMING EVENT: CAMBRIDGE TO NORWICH BIKE RIDE

**THE CAMBRIDGE** to Norwich Bike Ride is due to be held on Sunday 30th September 2012. Anyone can take part to raise money for the Norfolk and Norwich University Hospital's charity.

The 77 mile route through a gentle landscape of fens and rolling farmland is taking place again after a successful event last year. Around 1000 people took part in the 2011 Cambridge to Norwich Bike Ride which raised £33,000. The money enabled NNUH to buy a new incubator

cot for critically ill and premature babies in the newly expanded Neo-natal Intensive Care Unit.

Entry is £19 and sponsorship money raised will be used to make a real difference to patients, their friends and families.

To enter or for more information visit [www.bike-events.co.uk](http://www.bike-events.co.uk)

**AGM**

The Annual General Meeting is being held at the John Innes Centre, Colney Lane, at 3pm on Thursday 27th September.

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

**MEDICINE FOR MEMBERS: GLAUCOMA**

At the end of May, nearly 170 people attended the Medicine for Members talk on glaucoma. As the event was fully booked, we have arranged for the talk to be repeated on Monday 15th October, from 6pm to 8pm at NNUH.

*To book a place, please call the Membership Office on 01603 287634 or email [memberships@nnuh.nhs.uk](mailto:memberships@nnuh.nhs.uk)*

**STAFF AWARDS**

We have received more than 500 nominations for this year's Staff Awards with hundreds telling heart warming stories about members of our staff and the care our patients have been given. Those shortlisted will be invited to a special awards ceremony at The Forum in October. The winners will be announced in the Winter edition of *The Pulse*.

**STAFF ELECTION**

We are seeking a new staff governor to represent clinical support staff (allied health professionals) and colleagues in laboratories, pharmacy and sterile services. The new governor will be part of a Council of Governors which represents the views of patients and staff, informing future strategy and overseeing the performance of the Trust.

*If you are interested in standing for election, please contact the Membership Office on ext. 3634.*

**DATES FOR YOUR DIARY**

Council of Governors:

- 12 – 2.30pm on 27th September
- 2 – 4pm on 22th November

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



*Heidi Cate, Glaucoma Research Unit Manager at Norwich University Hospital, tells us about how patients with Glaucoma manage their*

# GLAUCOMA RESEARCH

**GLAUCOMA IS** a condition affecting the eye which if left untreated can result in eventual blindness. Eye drops are prescribed to prevent further vision loss and once patients start using them, they can expect to use them for the rest of their lives. However, research shows that patients do not always take their drops as instructed and many report having problems putting drops in correctly. Clinicians understand that for many people, using eye drops is no easy task. If this issue isn't addressed, it could mean that patients may not be treating their glaucoma correctly, and be unaware that not using their drops could result in preventable vision loss.

At NNUH we recently carried out a study to look at the impact of patients not using their drops as prescribed. This study provided a new Glaucoma Education and Support Service for patients starting treatment with eye drops for glaucoma. The service provided information about glaucoma and the common side effects, assistance with eye drop administration and motivation to use eye drops. A total of 208 patients from NNUH took part in the eight month study and half of those participants had access to the new education and support

service (the intervention group), whilst the other half received the standard care offered at NNUH (the control group). We measured how often patients used their eye drops.

We expected to find that participants who had used the new service would be more likely to use their eye drops every day as prescribed, when compared to the control group. However, we found that there was no difference between the two groups, which suggests this service did not help patients any more than the standard care that is offered to patients at the NNUH.

However, there was also evidence to suggest that the study was unable to measure the differences between the two groups as expected. For this reason further adherence-related research is being carried out at the University of East Anglia. It is likely that the participants had a heightened awareness of the importance of using eye drops because they were taking part in the study, which may have affected the results.

Further work is being undertaken to try and understand the behaviour of participants who did not manage to use their drops regularly. It is hoped that understanding why patients do not use medication as



Manager at the Norfolk and  
out the latest research into  
their condition with eye drops

# RCH

prescribed, will help health care professionals to target those who may be at risk of losing their sight through medication mismanagement.

An overwhelming response from patients who took part in the study suggested that the Glaucoma Education Support Service helped them to be more confident about using their drops. We hope this will underpin further development of a service that gives better support and help to patients using eye drops, which will clearly benefit patients with glaucoma.



## Chief Executive Anna Dugdale looks back at the progress made in a challenging year



During the year ending March 2012, we saw and treated more patients than ever before at our two hospitals. We have again increased the number of nursing and other clinical staff in our hospitals and our drive continually to improve the quality of care and the experience of our patients is central to all that we do.

The results of the NHS national surveys are encouraging; for the fourth year running both our patient and staff surveys have shown improved results and high levels of staff engagement and interest.

We have continued to reduce infections acquired in hospital. In the year, 56 patients acquired clostridium difficile whilst in our care and nine patients acquired MRSA bacteraemias. We will continue, relentlessly, to reduce both these and other preventable infections in our hospital. Every patient with an infection is one too many.

We have achieved our savings target of £30 million, whilst continuing to invest in front line clinical staff and services. We have reduced our management and administration costs, engaged our staff, and implemented a number of projects 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.

We have invested in new services, developing buildings and equipment. During the year we have installed additional state-of-the-art diagnostic equipment and facilities both at the Norfolk and Norwich, and Cromer hospitals. We have also completed the rebuilding of Cromer Hospital to enable us to serve better the needs of our patients in North Norfolk.

Our nurses have led significant improvements to the care we provide at ward level and we have been praised by Care Quality Commission for the improvements we have made. We have introduced a new comprehensive system for collecting feedback from our patients about their experience whilst in our care and will use this feedback to drive further improvements. This is also a major objective for our quality plan for the forthcoming year.

Many thanks to all of our staff for their dedication, technical skill, kindness and compassion – it is these people that make the NNUH a special place.

**ANNA DUGDALE**

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

## REVIEW OF THE YEAR: 2011/2012

### April 2011

**CHILDREN FROM** Ormiston Victory Academy created their own hospital soap opera when they paid a visit to the Hospital Radio Norwich studios. The hospital is a strategic partner with the academy and links have been forged between the two organisations to encourage the students to learn more about health issues and careers in the health service. 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 incentive to work harder at school."



### May 2011

**MEMBERS OF** the finance team at NNUH put their best foot forward when they walked the North Norfolk coastal path to raise £1,500 for our Norwich Cots for Tots charity appeal. Events and donations from hundreds of well wishers boosted the appeal to £250,000 over the course of the year. The NNUH has matched this amount to increase the capacity of our Neo-natal Intensive Care Unit and allow us to provide life saving care for more local families closer to their own homes.

### July 2011

**A COLLECTION** of "organ donor" dolls created by the New York based David Fook helped to highlight National Transplant Week at NNUH. The artist gave permission for the characters to be displayed to raise awareness of the need for more organ donors.

Specialist Nurse for Organ Donation Marie Garside commented: "It only takes a few minutes to sign up to the NHS Organ Donor Register and you could potentially save a life. There is no age limit for donors – to join the Organ Donation Register phone 0300 123 23 23 or visit [www.organdonation.nhs.uk](http://www.organdonation.nhs.uk)"



### June 2011

**NEW MENUS**, including afternoon snacks from a local bakery, were introduced on our wards in response to feedback from patients. The new arrangements which were welcomed by patients, included a switch in meal times to provide a lighter meal at lunchtime, followed by afternoon tea and a more substantial meal between 5pm and 7pm.

One of the first to try the new menus was new mum Hellen Aluoch-Wilson who tucked into a Danish pastry while feeding her three-day-old son Oliver Stephen.

### August 2011

**JACK CLIFTON**, a support worker in the chemical pathology laboratory, was named Apprentice of the Year by City College Norwich after impressing his assessors with his enthusiasm and hard work. Jack is one of a number of apprentices employed at NNUH in roles ranging from trainee receptionists to physiotherapy assistants.

Having left school in the sixth form to become the youngest recruit to the laboratory, Jack is continuing with his studies with support from his colleagues in the laboratory. He said: "It's incredibly busy here but there is always something new to learn. I love the fact that our work can help with diagnosis and treatment of patients."



### September 2011

**DERMATOLOGY SPECIALIST** nurse Carrie Wingfield made history by becoming our first nurse consultant with full responsibility for seeing patients and carrying out procedures that were previously the preserve of doctors. She is thought to be the first dermatology nurse consultant in the NHS qualified to practise skin surgery at this level.

Carrie rose through the ranks and studied in her spare time to develop her role. She was the Trust's first nurse prescriber and has won several innovation awards for her work to improve patients' access to specialist treatment.



## October 2011

**THE FORUM** in Norwich city centre once again set the scene for our annual Staff Awards, when 20 winners were announced from a shortlist of 43 individuals and teams. The categories ranged from Unsung Hero to Leadership and Innovation, and included a Patient Choice award for staff nominated by their patients. A highlight of the evening, compered by BBC Radio Norfolk presenter Chris Goreham, was when five members of staff were given a standing ovation in honour of their remarkable Lifetime Achievements.



## December 2011

**EIGHTY ONE-YEAR-OLD** Nora Long celebrated a remarkable 40 years' service at a Christmas party for volunteers at NNUH. Nora catches two buses from her home to help out in the Day Procedure Unit and is described by her colleagues as "a national treasure".

Later in the year the volunteer co-ordinators were awarded the Investing in Volunteers Quality Standard, a prestigious award that shows how we value our volunteers and provide them with appropriate training and support.

The volunteers are currently helping with a new patient survey, using electronic tablets to capture the views of patients on a range of issues from physical comfort and environmental cleanliness to noise at night, food, staffing levels and kindness.



## January 2012

**A NEW** Clinical Imaging and Research Centre was officially opened at NNUH. The £5 million project is the result of close partnership between the Trust and the University of East Anglia. Equipped with scanners including the most powerful MRI scanner in the world, the centre will create a focus for research partners across the Norwich Research Park as well as providing much-needed extra scanning capacity for our patients.

The new building has a striking appearance with an exterior cladding of coloured glass.



## March 2012

**THE NEW** Cromer Hospital welcomed patients for the first time. The move took place over three weekends in March and went without a hitch, despite the inevitable disruption caused by the demolition of the old hospital buildings which date from the 1930s.

More than 100,000 appointments are expected to take place every year at Cromer, with some new services and procedures being introduced to reflect the state-of-the-art facilities available in the new building.

Plans to redevelop Cromer Hospital suffered a number of setbacks over the years and had to be redrawn as the economic situation changed. However, the project continued with the help of generous legacies from two local residents, Sagle Bernstein and Phyllis Cox.



## November 2011

**THE MIDWIFERY-LED** birthing unit on Blakeney Ward was officially opened by the BBC Look East presenter Susie Fowler-Watt. With four birthing rooms and three birthing pools, the new unit is designed to be a more relaxed and homely environment for mothers, with the benefit of one-to-one support from midwives and the option of medical assistance nearby if it is needed.

In its first three months the unit saw 300 births, including 130 water births. New mum Zoe Davis, from Cromer, pictured below with her baby daughter Willow, said she would recommend the unit to other prospective parents.



## February 2012

**A SERIES** of health promotion events at Chapelfield mall in Norwich gave shoppers a chance to ask questions and get information from our hospital staff on themes ranging from skin cancer to glaucoma. The series began with heart health and went on to raise awareness of World Kidney Day with a sponsored walk from NNUH to Chapelfield in aid of UNKPA (the United Norwich Kidney Patients Association) and free blood pressure checks for shoppers.

NNUH Chief Executive, Anna Dugdale commented: "Getting the right information to manage your health is vitally important and these events help us to reach out to more people away from the hospital setting."



# New Cromer car park opens

**THE FINISHING** touches have been made at the brand new Cromer and District Hospital as the new car park opened in July.

There are now 45 spaces plus 10 disabled spaces in the public car park, compared to the old hospital's 30 spaces with 5 disabled bays. A charging system has been introduced for both members of the public and staff in line with the car park at the Norfolk and Norwich University Hospital. It is hoped the charges will help deter people who are not attending the hospital from using the hospital's car park. The temporary car park for the hospital, which had been located at the football club, has now been handed back to the club.

All revenue from car parking goes directly to the Trust to cover the running and maintenance costs of the car park, with the surplus going back into patient care.

The £15m redevelopment was made possible thanks to the £12m Sagle Bernstein legacy and the £1.4m Phyllis Cox legacy. Construction work began on 1st September 2010 and was completed in March 2012. The final landscaping and opening of the new car park mark the completion of the final phase of the project.



Photo by M.Robinson [www.mrobinsonphotography.co.uk](http://www.mrobinsonphotography.co.uk)

## Cromer Open Day: 20th October

**THERE WILL BE A** chance for you to look behind the scenes at what goes on at Cromer Hospital this Autumn. An open day is being held from 11am until 4pm on Saturday 20th October.

It is a free event for all the family and will give the local community a chance to see what happens behind the scenes. Several departments will be opening their doors to the public and holding special displays and activities to demonstrate what they do.

For more information about the event visit [www.nnuh.nhs.uk](http://www.nnuh.nhs.uk) or telephone 01603 646262.

## Friend's Fete raises over £2,000

**THIS YEAR'S** summer fete in aid of Cromer and District Hospital's League of Friends was held on Saturday 14th July and raised over £2,200. Luckily the weather stayed dry and the new venue proved very popular!

Helen Lloyd, Service Manager at Cromer Hospital said: "Thank you to everyone who was involved in helping to organise the event and who ran stalls or donated prizes. Also a big thank you to those who attended the event for their ongoing support and generosity."

Watch this space for a date for next year's event!

### THE PULSE

**Editor** Susie Brodrick (ext. 5944)

**Head of Communications**

Fiona Devine (ext. 3200)

**Communications and**

**Membership Manager**

Janice Bradfield (ext. 3634)

**Communications Officer**

Hayley Gerrard (ext. 5821)

Please send your contributions for the next issue to:

[communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk)

• **THE PULSE** is funded entirely from donations and not from NHS funds.

### WELCOME

...to **Dr Samukta Boddu** who recently joined the Trust.

### FAREWELL

...to the following long-serving staff who have recently left the Trust: **Julia Gunn**, chief biomedical scientist, after 21 years, **Nigel Bartle**, technician in main theatres, after 28 years, **Catherine Keech**, staff nurse in dermatology, after 24 years, **Sandra Massen**,

staff nurse in AMU, after 25 years, **Colin Barber**, technician in clinical engineering and **Bridget Cole**, librarian, both after 33 years, and **Sheila King**, senior radiographer, after more than 40 years of service.