

THE Pulse

Issue Number 66
Autumn 2013

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



TRA reaches quarter way mark

Plus, the latest patient
experience, p8
and review of the year,
p10

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

The Pod 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

Security ext. 5156 or 5656

Lost property 01603 287468 or ext 3468

Reception desks

East Atrium Level 1: ext. 5457

West Atrium Level 1: ext. 5462/5463 (open 24hrs)

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 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

Cash Machine ATMs can be found in the East Atrium, Level 2, WH Smith and the Restaurant

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

Sir Thomas Browne Library open Mon–Thurs 9am–5.30pm, Fri 9am–5pm

CROMER HOSPITAL

Mill Road, Cromer NR27 0BQ, Tel: 01263 513571

OTHER HOSPITAL 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

- **Norwich Contraception and Sexual Health Clinic**, Grove Road, Norwich NR1 3RH.

Tel: 01603 287345

My stay in Gunthorpe Ward

Here I sit on this hospital ward,
Perched on my bed, feeling quite bored,
How did I get here, I'll start to explain,
Blue lights flashing, but I wasn't in pain.

My breath it seems I couldn't get,
Gasping for air with every step,
A&E was my next port of call,
Wires, tubes and gas, I had them all.

They settled me down and got me a bed,
Somewhere to rest my still spinning head,
The drugs and pills they work pretty quick,
The whole "operation" it runs pretty slick.

I give my blood most every day,
Where it goes to they will not say,
I've had a few tests, well quite a lot,
Loads of equipment I kid you not.

The Nurses and Doctors in here are just great,
But at meal time you wonder just what's
on the plate,
The food's OK for what you get given,
Jelly and ice cream, yum yum, pure heaven.

Laying here it's a long long day,
A walk to the shop passes time away,
But all too quick the journey is done,
Then back to your bed and more boredom.

Then one day from out of the blue,
The doctor comes with a message for you,
"Myself and my staff have made you all better",
On your way out pick up your discharge letter.

By "Sandy" Sandell

Angels

Angels don't have halos or wings
It's only our imaginations
That gives to them such things!
But I believe in Angels, don't you?
They care for the sick in Hethel Ward
And wear uniforms of blue (other colours too).
You don't believe in Angels!
From religion you'd run a mile!
But I believe in Angels;
You'll find them on Hethel Ward,
They care with a joyful smile.
For those who may not recover
From their sickness or disease
The Angels tend them at the last
With comfort, love and ease.

By Jeff Brown, in memory of Beryl Brown

Since our last issue, The Pulse office has received two wonderful poems, one from a patient and one from a gentleman whose wife sadly passed away on Hethel ward earlier this year. Snippets from both are included here. Thank you for sharing them with us and our readers.

LETTERS

Dear *Pulse*,

In 2009 I was diagnosed with a prolactinoma (a benign abnormality) in my pituitary gland. I was, understandably, concerned and anxious preceding my appointment but I had no need to be. Professor Sampson was very understanding and immediately put my mind at rest.

I have continually felt looked-after and the service I have received throughout has been exemplary.

Perhaps the most remarkable part of all is that after 10 years of unexplained infertility, Professor Sampson explained that my prolactinoma would prevent me from getting pregnant due to my soaring prolactin levels due to the condition. Yet, against all odds, I fell pregnant in September 2011 and gave birth to a beautiful girl who is now 13 months old!

I am truly blessed to finally be a mother, something I felt that I would never be, and it is all thanks to the professor. Words can't express my gratitude. I have nothing but praise for him and the NHS that made this all possible.

Thank you!

Antoinette Frearson

Congratulations and thank you from everyone in the Diabetes and Endocrinology Department.

Dear *Pulse*,

For the last few weeks I have been attended by various people in many departments at Norwich and Cromer. In all cases I have been treated with 100% care and always good manners on the part of everybody I have seen. The same remarks apply to our own Surgery at Mundesley and the district nurses who have been most helpful and skilled in their attention.

It has been a great relief to me as when one reads newspapers or listen to the TV or wireless news the situation in the NHS seems to be at an all time low – perhaps we are a fortunate section of the NHS in this part of Norfolk!

Yours sincerely,
Ronald Leach.

Dear *Pulse*,

I have been into hospital three times this year (it's not my year) and there is not enough praise I could give. The first time under the care of Mr Morris, I was treated like a lady, then in June I had two stents fitted immediately after a heart attack and in July I had a complex operation in the eye department. They've all looked after me so well. It's absolutely fantastic. I am more than thrilled with the staff (and the food) – they were all so wonderful. Thank you so much for all you do.

Rosa Brame, North Walsham.

Dear Sir/Madam,

I was admitted through A&E Cromer Hospital to Coltishall ward N&N with a thumb injury, and underwent plastic surgery.

The treatment and care that I received in all aspects of my short stay was excellent, including the food!

A very big thank you to Norfolk and Norwich and Cromer.

Yours sincerely,
Richard Hawes.

If you have any letters, comments or suggestions, please send them to communications@nnuh.nhs.uk or to Communications, NNUH, Colney Lane, Norwich, NR4 7UY.

I can hardly believe we have just held our AGM and we are already half way through the financial year. It was great to welcome in our members and other community representatives



and members of the public to the AGM to report on our performance for the year to 31st March 2013. We took the opportunity to share an in-depth look at dementia from the scale of the problem nationally and locally to the dementia service at our hospital. It was moving to see the scale and nature of this challenge to individual patients, carers and the hospital, but also heartening that we are able to do as much as we can to support patients and their carers and families when they are in our care. We have introduced singing therapy on Elsing, our ward for more severely affected dementia patients, and continuing this theme the AGM closed with a performance by our very own hospital staff choir. It was one of those occasions that made me feel immensely proud to be part of NNUH.

Every year we publish a 'review of the year' to coincide with the AGM and it has been lovely to look back at last year's achievements which are included on p10-11.

I'm writing this column hot on the heels of the announcement that the Trust has been selected as one of the 15 Trusts nationally to host the National Institute for Health Research (NIHR) Clinical Research Network in the region. As part of the process we had to present to a panel of judges.

When we had finished our presentation we were warmly thanked by the patient representative on the panel; apparently we were the only team nationally to mention patients.....our response was quite simply 'that is what it is all about'!

This £95m contract really is fantastic news for Norwich, our colleagues across the Norwich Research Park, our hospitals, but more importantly our patients. It's a great opportunity to encourage our patients to take part in clinical trials giving them the opportunity to be at the forefront of the development of medicine.

ANNA DUGDALE

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

Durrants Charity of the Year Partnership

Durrants, local estate agents and auctioneers have chosen our Targeted Radiotherapy Appeal as their charity of the year. This is a very exciting partnership and we will be benefiting from several events including a valuation day and an online auction. These events will not only raise funds but awareness of the appeal. Thank you to all staff and customers. If anyone would like to discuss supporting the hospital charity as their charity of the year please contact the fundraising department on 01603 287107.

Darren Eadie backs TRA

Former Norwich City player Darren Eadie is also helping the Targeted Radiotherapy Appeal. Darren has had a cast made of his foot which will be auctioned off in a couple of months to help raise money for the appeal. Thank you Darren!



Our thanks to...



Shaun Larkins, Richard Dade and colleagues from the Duff Morgan car dealership in Norwich who raised £4,752.70

from a charity Golf Day in memory of a colleague, Sean Terrington who died from cancer last year.

The cheque, one of the largest single donations to date, was presented to Sean's doctor, Tom Roques for the Targeted Radiotherapy Appeal.

We are also so grateful to individuals, groups and other organisation who have supported a wide range of funds across the hospital charity including:

The Pink Ribbon Foundation, Mr & Mrs Cole, Nicola Robles-Hewson & friends, Norfolk Fire Service, Norfolk Constabulary, Mr & Mrs Hanton, Mr & Mrs Edridge, the John Jarrold Trust, Tim Cave, The Oddfellows, Angela Barnes, Mel & Debbie Cooke, Sarah Kelf, Mr & Mrs Bussey, Lisa Leeder & family, Jake Mermagen and the many people who have contributed in so many ways.

TARGETED RADIOTHERAPY APPEAL

now quarter of the way to total

The Targeted Radiotherapy Appeal is now quarter of the way to its total thanks to a £50,000 pledge from Big C, and £10,000 pledges each from the Norfolk and Waveney Prostate Cancer Support Group and the Cancer Community Chest of Brundall.

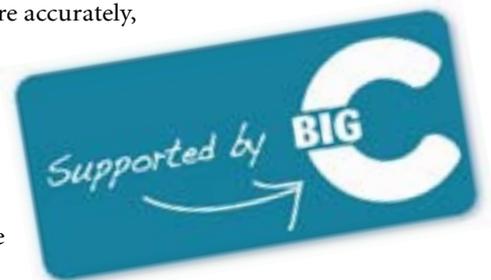
NNUH needs to raise £600,000 in order to offer brachytherapy to patients with prostate and other cancers, reducing treatment times and meaning some patients can be treated closer to home. The appeal has reached over £168,000 with the latest pledges and contributions.

Hospital and Serco staff marked the milestone by posing for a photograph of '112' to celebrate the Appeal's progress and to symbolise that at least 112 men are diagnosed with prostate cancer every day in the UK.

Dr Tom Roques, NNUH Consultant Oncologist, said: "We're so grateful for these generous pledges. The new brachytherapy service will make a real difference for patients with some types of cancer. It will allow us to focus radiotherapy more accurately, particularly for some prostate cancer patients. This will hopefully lead to higher cure rates, less damage to surrounding organs and fewer repeat visits to hospital for treatment."

Daniel Williams, Chief Executive of Big C, said: "We are determined that people in Norfolk should have local access to the best treatment and care locally. We have ring-fenced a substantial contribution to this appeal and we hope it will take the hospital a step closer to providing this new service."

Noel Warner, Chairman of the Norfolk and Waveney Prostate Cancer Support Group, said: "We fully support the appeal and the extra treatment choices it will provide for men living in our area. It means that men needing this treatment will no longer have to travel to London and Cambridge. There are nearly 1,000 local men diagnosed each year with prostate cancer and a number will benefit from this service."



For more information or to donate
to the Targeted Radiotherapy Appeal
visit [http://www.justgiving.com/
NNUH-TargetedRadiotherapyAppeal](http://www.justgiving.com/NNUH-TargetedRadiotherapyAppeal)

Cambridge to Norwich bike ride

Thank you to everyone taking part in the Cambridge to Norwich bike ride on 29th September. We will have an update on how many people took part and how much has been raised for the Targeted Radiotherapy Appeal in the next issue. Special thanks to intu Chapelfield for sponsoring this year's medals!

NUH secures £95m research contract

The Norfolk and Norwich University Hospitals NHS Foundation Trust is one of just 15 Trusts in England to be appointed to run a local branch of the National Institute for Health Research (NIHR) Clinical Research Network.

The NIHR Clinical Research Network is the clinical research delivery arm of the NHS. It provides funding to hospitals and surgeries to pay for research nurses, scans, x-rays and other costs associated with carrying out clinical research in the NHS. The Network helps to increase the opportunities for local patients to take part in clinical research and will ensure that studies are carried out efficiently.

As the chosen Trust for the Eastern region, NNUH will be awarded a five year contract from the Department of Health and will take responsibility for distributing £19 million of funding per year, to support clinical research across the whole area.

Anna Dugdale, chief executive of NNUH, said: "We are delighted to have been selected to run the NIHR Clinical Research Network in the region. Our focus will be to support clinical teams across the region in increasing the number of patients who have access to clinical trials, thereby giving patients access to cutting edge clinical care."

Clinical research provides evidence about "what works" and on how the NHS can best use its resources to provide better treatments for NHS patients across all areas of medicine. The promotion, conduct and use of clinical research is included in the NHS Constitution, which pledges that patients will be informed of research studies in which they may be eligible to participate. Last year, more than 630,000 patients took part in clinical research studies supported by the NIHR Clinical Research Network.

An evening with Martin Bell OBE

Martin Bell OBE, broadcaster and former MP, will be speaking in Norwich at 7.30pm on 21st November 2013 at Open, the venue on Bank Plain in Norwich.

'An evening with Martin Bell OBE' is being organised in



conjunction with the Norfolk and Waveney Prostate Cancer Support Group. The fundraising event will benefit the Targeted Radiotherapy Appeal which will provide specialist cancer treatment facilities at NNUH.

Mr Bell's event is entitled 'A Long Way From Look East' and the subtitle 'Reflections on War, News and Politics'. Mr Bell started his career as a BBC reporter in Norwich before moving to London. He is well known for travelling the world covering war zones. In 1997 Mr Bell was elected as an Independent MP for Tatton.

Tickets are available from www.open247.org.uk or from the fundraising department at NNUH. Telephone Louise Cook on 01603 287107 or e-mail fundraising@nnuh.nhs.uk

Dates for your diary:

Council of Governor's meeting

The next Council of Governors' meeting takes place from 2pm to 4pm on 20th November 2013. As space is limited at Council of Governors' meetings, please contact the Membership Office to book a place at membership@nnuh.nhs.uk

Medicine for Members

There will be a Medicine for Members talk on organ donation from 6pm to 8pm on Thursday 14th November in the Benjamin Gooch Lecture Theatre at NNUH. The speaker will be Marie Garside, Specialist Nurse Organ Donation, who will explain what is involved and help to bust the myths around organ donation.

Four new Governors sought

We are seeking two new public Governors for Norwich and Broadland, as two of the Trust's public Governors complete their three-year term. We will also be holding elections for two staff Governors to represent nurses and midwives, and contractors and volunteers.

The public Governors will be elected by the Trust's 17,000 public members who live across Norfolk and Waveney and the staff Governors will be elected by the staff members. The election will be held from October to December 2013. Nominations open on 9th October and applications must be received by 6th November 2013. To apply candidates will need to complete an application form with a 100 word statement and photo.

People interested in finding out more about the role of a Governor or taking part in the election can telephone Janice Bradfield in the Membership Office on 01603 287634 or e-mail membership@nnuh.nhs.uk

Meetings now held in public

The Trust now holds Board meetings in public. The first was on 23 September. Trust Board meetings in public are held every other month, the next will be in November.

Investment in advanced Radiotherapy

Up to 500 more cancer patients every year will benefit from the expansion of state-of-the-art radiotherapy at NNUH, thanks to a £312,776 grant from the Radiotherapy Innovation Fund.

New equipment and software has been purchased which will enable the hospital to treat more patients with Intensity Modulated Radiotherapy (IMRT).

IMRT varies the intensity of radiation aimed at a cancerous tumour. This means higher doses of radiation can be targeted towards the tumour whilst minimising the damage to the tissues surrounding it. In August

2012, fewer than 14% of patients receiving radiotherapy nationally were given IMRT. By April 2013 that figure had risen to over 22%. Currently 34% of all patients having curative radiotherapy at NNUH are offered this treatment.

Jo Segasby, Director of Women's, Children's and Cancer Services at NNUH said: "We started offering IMRT at the hospital in 2005 and have since increased the number of patients who can benefit from this type of radiotherapy. The funding has been used to buy new equipment and software which will help us to deliver higher doses

of radiation to the tumour whilst sparing normal tissue, and ultimately will give our patients better outcomes."

Consultant Oncologist and Clinical Director for Oncology and Palliative Care, Dr Tom Roques, said: "Going through cancer treatment is a very difficult time in a person's life and we want to offer our patients the highest quality care possible. This funding has enabled us to offer state-of-the-art forms of treatment and is fantastic news for people living in Norfolk and Suffolk."

Special visit to Buxton ward



Eight young people on the Prince's Trusts Team Programme in Dereham delivered arts and crafts sessions on Buxton ward in July.

The 16–25 year olds carried out their 'supporting others' module at the hospital. The personal development course offers work experience, qualifications, practical skills, community projects and a residential week.

The group ran face painting and drawing and colouring activities and origami.

Emma Dolman, Matron of the children's ward, said: "The Prince's Trust group did a lovely job and gave our young patients something enjoyable to look forward to on the ward."

NNUH Proud

Trust staff took part in Norwich Pride celebration in July. It was part of a programme of events organised by the LGBT Staff Support Network. Look out for details of forthcoming events in *The Pulse*, such as the 'Evening with Amazing People' event being planned for February during LGBT history month.



Community Midwife retires after 35 years

Community Midwife Ann Minter has retired after 35 years, having been based most recently at the Trinity Street Surgery. Ann was responsible for delivering the full range of antenatal and postnatal care for about 500 women at any one time, with a team of seven Midwives. Ann has cared for thousands of mums and delivered 700 babies during her time working in hospital.

Professorship for pharmacist

Carol Farrow, Clinical Director of Pharmacy Service, has been awarded an honorary professorship in the School of Pharmacy at the University of East Anglia in recognition of the support that Carol and the pharmacy team have given the School since it opened in 2003. Carol and her team look forward to working with them to develop future pharmacists.

All in a day's work

About 36,000 patients pass through the Arthur South Day Procedure Unit each year, making it one of the biggest units of its kind in the region and employing a team of 130 people. The unit has two main services, providing day surgery for about 1,500 patients each month and assessing a similar number of people to ensure they are fit enough for their operation.

Pre-assessment

NNUH is one of the few hospitals to have a pre-assessment clinic running everyday with both anaesthetists and nurses involved in checking patients to see if they are fit enough for surgery. The checks include the patient's weight and blood pressure, plus additional tests such as ECGs, blood tests and glucose control for diabetic patients. The clinic checks all patients who have been referred for surgery requiring an anaesthetic, whether it is day surgery or a more complex operation requiring a hospital stay.

Dr Anna Lipp, consultant anaesthetist, says: "We like to talk through the operation with the patient to explain what will happen and help people to think about their recovery and how they will manage after their discharge home.

"Our team includes specialist nurses for particular types of surgery and we can also arrange a review by physiotherapists and occupational therapists who can look at the person's circumstances and see if they will need any mobility aids or adaptations to the home before surgery takes place."

Dr Lipp is due to take up the position of President of the British Association of Day Surgery in 2014. She says: "We want to be at the forefront of developments in day surgery and I am delighted to have this opportunity to lead on this nationally."

Day surgery

The Day Procedure Unit offers a range of day surgery for both children and adults including hernia repairs, gall bladder removal, varicose vein procedures, plus a range of ear, nose and throat surgery. There are also more specialist operations, such as laser surgery for prostate cancer and breast surgery.

Helen Maw is the lead nurse who took over the unit two years ago after working in another senior nursing role at NNUH in the operations centre, managing emergencies and incidents across the site. Before that, she worked as a ward sister at another local hospital.

Helen says: "There are advantages for the patient in having day surgery as it is less disruptive to people's lives and patients can sleep in their own beds both the night before and after their surgery. They arrive at the unit in the morning and spend about four or five hours with us and the majority go home the same day, avoiding a stay in hospital.

"We follow national guidance about the type of procedure that can be performed as a day case and we also assess each individual before the operation to ensure they are suitable for day surgery.

"There is a telephone helpline for patients to call after their procedure where they can ask for advice."

A year ago, the unit moved to a six day working week with surgery offered on a Saturday which suits many working patients who find it easier to organise their lives around a weekend procedure. The longer working week has helped the unit to keep up with the demand for surgery and make the best use of its facilities.

A variety of pieces of work carried out in the DPU have been presented nationally this year at the British Association of Day Surgery AGM by medical students, nurses, assistant practitioners and doctors achieving Silver and Gold Poster awards. As a result of this we have hosted visitors from both UK hospitals and Zagreb Children's Hospital, keen to learn from our well recognised experience in Norwich.

DPU is currently undergoing a makeover in the children's area with new artwork being added to the walls and ceilings to match the theme in the Jenny Lind Children's Department at NNUH. The artwork has been funded by a charitable donation from the Norfolk Children's Fund and the Day Procedure Unit endowment fund.



Team members from the Day Procedure Unit showcase the new artwork which is due to be installed in the Children's area of the Day Procedure Unit. From the left: Hannah Adams (standing), Lenny Neale-Krommenhoek, and Melanie Nicolson (sitting) with Lead Nurse Helen Maw.

Tell us about your

Surveys have been used at the Norfolk and Norwich University Hospitals (NNUH) for the last 18 months, offered through a variety of feedback methods to provide patients with as much opportunity as possible to give feedback to help us improve our services.

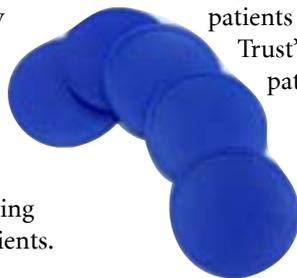
Now the Norfolk and Norwich has introduced an innovative new box and token system to the Accident and Emergency Department (A&E) to expand feedback methods further.

Box and tokens

The box and token system was developed to provide a quick and convenient alternative method of feedback depending on patient preferences.

Patients are given a dark blue token and asked if they would like to “vote” on their experience in the department in response to the question: “How likely are you to recommend our A&E to friends and family if they needed similar care or treatment?” by putting their token in one of six boxes located in the A&E entrance area. Choices range from “Extremely likely” and “Likely”, through to “Neither”, “Unlikely”, “Extremely Unlikely” and “Don’t Know”.

And the new system which has been running since the end of July is proving very popular with patients.



The response rate for patient feedback in A&E has gone from 4% to 17.5% after only six weeks of the new system being in place. It has been so successful that the Trust is now looking at introducing the box and token system into other appropriate out-patient areas.

Patients who visit A&E have had the choice of giving their feedback since January, by postcard completed on site or later and posted back using Freepost, online through a quick response code found on posters, or by downloading an App. These options are also open to patients visiting one of the Trust’s five pilot out-patient clinics.



On the wards

In-patients are offered the Friends and Family Test question plus ten more questions by volunteers visiting the wards with surveys on iPads.

The Trust surveys approximately 1,200 patients per month at the moment across all in-patient wards, A&E and the five pilot out-patient clinics. The feedback is shared with each of the wards and helps staff to make improvements to give patients a better experience when they are in the Trust’s care.

Anna Dugdale, Chief Executive said: “The Friends and Family Test as part of our surveys has already helped us to make significant improvements at the hospital. For example, hospital food has been a huge area of comment, and we took notice.

“Our catering provider Serco has been working with local

Out-patient clinic patient feedback programme

The out-patient feedback programme currently in Eye, Diabetes, Older People’s Medicine, Fracture and Stroke clinics, will be rolled out across nine more clinics in October. Patients visiting these clinics will have a survey they can

complete through an App, or online or a postcard which can be dropped in a branded white postbox at the relevant clinic on site, or completed later and posted back using Freepost.

experience

“ insight provided through the in-depth comments gives us invaluable understanding of our patients’ experience ”

ANNA DUGDALE



Photo by Eastern Daily Press/Simon Finlay

chef Richard Hughes from the Lavender House, to really improve the menu and offer more choice. And with the new way of ordering, patients can reserve what they choose from the menu rather than hoping a dish they would like is left on the trolley.

“The value of enjoying a good nutritious meal if you have to be in hospital should not be underestimated. We often have to tempt people to eat and the menu is part of that, which can help in a patient’s recovery.”

The Friends and Family Test fits in well with the Trust’s other feedback methods, such as the **Quality Assurance Audit** programme on the wards. Unannounced ward inspections occur daily, seven days a week, in two or three wards per day across the hospital.

Quality Assurance Audits

External independent representatives from local voluntary and community groups are on every audit team and talk with patients and families by themselves to listen to their feedback. The teams also include two senior nurses who look at quality and standards of care. The external representatives share their findings with the ward they have visited as part of the audit team at the end of each audit.

The value of this Quality Assurance Audit programme now has been recognised nationally in the prestigious Health Service Journal awards for 2013 where the Trust has

been shortlisted as a finalist in the Acute Sector Innovation category.

Anna Dugdale added: “We are constantly seeking patient feedback. It is the insight provided to us through the in-depth comments from the large number of patient surveys we carry out across the hospital, and the objectivity and independence of the external representatives in the Quality Assurance Audits, which gives us invaluable insight and understanding of our patients’ experience and helps us in the continuous drive to improve our services for patients.”



Photo by Eastern Daily Press/Bill Smith

Maternity

The Friends and Family Test will soon be available at four key points of the Trust’s maternity services from antenatal care in the community, birthing care

to postnatal care, giving patients the opportunity to gather feedback which helps us to improve every stage of maternity care.

April 2012

NNUH introduced the first NHS Abdominal Aortic Aneurysm (AAA) Screening Programme in the East of England in April with men aged 65 and over being invited to various screening locations across Norfolk and Waveney.



Men who have an abdominal aortic aneurysm will not generally notice any symptoms, which is why screening is so important. A simple ultrasound scan of the abdominal aorta is carried out and the aortic diameter is measured. The screening test takes less than 10 minutes, is highly effective and men receive their result immediately.

June 2012

The Norfolk Diabetes Prevention Study which launched in 2011 continued and started to show results. The study aims to identify those at risk of getting diabetes and encourages those people to sign up to an intervention scheme to slow down the progression of the disease.

Melanie Dunk, study manager, said "early analysis shows it is working and improving their biochemical and physical measurements. A few of them have done amazingly well and all the participants are positive about the trial."



August 2012

The Midwifery Led Birthing Unit (MLBU) at NNUH celebrated its first birthday on 8th August. The MLBU offers women who are healthy with a straightforward pregnancy a home-from-home environment in which to have a natural birth. In the first year 1,187 babies were born on the unit.

The unit is on the hospital's Blakeney Ward and has four birthing rooms and three birthing pools. 50 per cent of women coming to the MLBU are opting to have a water

birth and the majority of women are using water at some stage to help them manage their labours.



May 2012



A Military Wives-style choir created by staff at the NNUH got into full swing in May. Meeting for an hour every Monday, the choir is the result of a campaign by the hospital's Workplace

Health and Wellbeing team to encourage staff to pursue workshops and activities that enhance their working lives.

Hilary Winch, senior occupational health nurse manager, conducts the choir and said: "Music and singing are great for general wellbeing. People from all corners of the hospital responded and I must say I'm surprised and pleased by their enthusiasm."

July 2012

In July the Trust was presented with a 'Gold Ribbon' at the NHS 2012 Sport and Physical Activity Challenge Awards for its commitment to staff wellbeing and physical activity in the workplace.

To achieve the award NNUH had to demonstrate how staff initiatives like the staff running club and hospital choir, have had a positive impact on sickness absence and staff morale and show that at least 15 per cent of staff took part in activities.

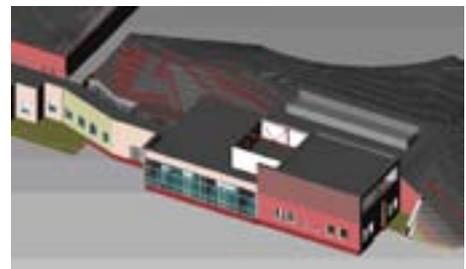


September 2012

In September plans were approved to expand the world class radiotherapy facilities at NNUH, increasing the radiotherapy capacity by a third over the next five years.

The unit will house two more linear accelerators, making a total of six 'linacs' at NNUH. The equipment will provide radiotherapy for a range of cancers and works by using high energy x-rays to destroy cancer cells. The plans also include a new orthovoltage treatment room with equipment which can treat cancers which sit near the surface of the body, such as some skin cancers.

The Trust is investing £4.5m over the next four years to cover the building work and equipment.



October 2012

The new Cromer and District Hospital opened its doors to the public for the first time in October 2012. Over 500 visitors came along to the free open day to see the new facilities first hand, look behind the scenes, find out more about their own health and take part in a variety of activities.



Operations Manager Helen Lloyd said: "The feedback we have had has been extremely positive and the staff all expressed their surprise and delight that so much interest was shown. A great day for all!"

December 2012

In December NNUH became the only hospital in the country to be selected to pilot two new screening programmes this year, one for bowel cancer and one for cervical cancer.

A new bowel-cancer screening programme will be offered to everyone aged over 55. The screening uses a thin, bendy tube with a camera attached.

As part of the cervical cancer screening programme, new tests will automatically check for high risk forms of the HPV virus as a first line of investigation, as they are known risk factors for the development of cervical cancer.



February 2013

A new group of "Volunteer Breastfeeding Helpers" was introduced in February to give new mums additional support with breastfeeding. The women act as a friend or mentor and listen to any worries and describe the importance of correct positioning, techniques of hand expressing milk and benefits of skin to skin contact.

Luisa Lyons, Infant feeding co-ordinator at the NNUH said: "There is much evidence to suggest that mothers are more likely to start and continue breastfeeding if they are supported by someone who is confident, both in breastfeeding and in the ability of the mother to be successful."



supported by someone who is confident, both in breastfeeding and in the ability of the mother to be successful."

November 2012



Sam Jones, Recruitment Administrator was honoured at a royal awards ceremony in November.

Sam won the Young Ambassador Award at The Prince's Trust and Samsung Celebrate Success Awards. This award recognises young people who are inspiring others through their personal experience of turning their lives around.

Over 50 young people have gained employment with the Trust through the Apprenticeship programme since the scheme was set up. Anna

Dugdale, Chief Executive, said: "As a major employer for the county, it is great to be able to provide ambitious, motivated young people with the opportunity of working in the healthcare sector".

January 2013

Children who were in hospital at the start of the year were able to watch and take part in an interactive performance of Dick Whittington.

As part of its Christmas of Happiness campaign, Starlight Children's Foundation brought fun and entertainment to poorly children across the country with its touring hospital

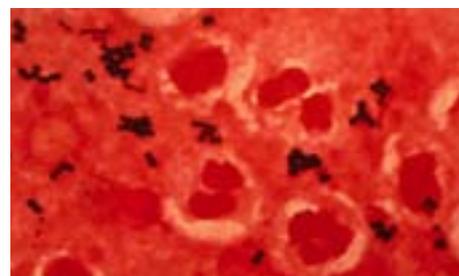


pantomime. Judy Holland, Play Specialist for the Jenny Lind Children's Hospital, said: "Play and distraction can significantly help to reduce the amount of pain and anxiety children feel as they undergo treatment and Starlight's Christmas Panto is a wonderful dose of festive fun for our young patients and their families."

March 2013

In March it was announced that NNUH had been completely clear of MRSA blood stream infections (bacteraemias) for more than a year, for the first time ever.

The milestone was the result of consistent simple but strict infection control practices by all staff. Dr Ngozi Elumogo, Director of Infection Prevention and Control, said: "We have developed a series of additional measures such as universal patient screening programmes, real time electronic communications, regular clinical reviews, audits, staff training and timely feedback which have helped us to maintain high standards."



Friends account of history of Cromer available online

To celebrate 147 years of Cromer Hospital, Mary Northway, Chairman of the Cromer Community Hospital League of Friends, has written a full account of the hospital's history. You can read the full article on www.nnuh.nhs.uk and look under 'Hospital Info>Our Hospitals>Cromer and District Hospital.' A short

extract follows:

"In 1866 a committee, whose members names are still part of Norfolk life, purchased two cottages on Louden Road, now known as 'west cottage'. The first Matron, Mrs Stokes, was at that time, to be considered thoroughly equipped for her post after three months training in the London hospital.

Six beds sufficed during the early years... In 1888 a new hospital was built, accommodating 12 patients, extended by a further eight beds in 1904.

The 1888 building is now the Conservation offices, and the Cottage Public House. The glazed tiles on the walls of a first floor room in this building still mark it as the original operating theatre. This

building remained the hospital for 44 years.

In 1928 the Old Mill Road hospital was conceived at a public meeting... and Cromer and District Hospital was opened on 20th July 1932 by the Dowager Lady Suffield...

At the time the plans show that the building comprised an operating theatre, x ray department, a male, female and children's

wards, and five private rooms...

According to the document 'A proposal for a Primary Care Trust for North Norfolk', Cromer and District Hospital has become a unique development, providing a new style of healthcare. This hospital has gone from a 1932's type cottage hospital to a centre fit to face the 21st century..."



Hundreds benefit from One -Stop Cataract Service

During the last year 450 patients have been treated through Cromer's One-Stop Cataract Service. Cromer is one of only two hospitals in the region to offer this type of service, where patients who meet certain criteria have surgery on their cataract in the afternoon, following their initial consultation in the morning.

Sue Peacock, Sister of Allies Eye Unit said: "Patients are not put under any pressure to take up this service. To help patients decide if this is an option they would like to consider, cataract information is sent out to them with their appointment letter, it's also better for the patient as it saves them having to make another trip to hospital."

It is hoped that the Norfolk and Norwich University Hospital will be able to offer the same service within the next few months.

THE PULSE

Editor Susie Hawes (ext. 5944)
Director 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

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

WELCOME

...to the following consultants who recently joined the Trust: **Mr Michael Delbridge** (Vascular Surgery); **Dr Ruth Rallan** (Older Peoples' Medicine); **Dr Philip Stuart Rice** (Virology) and **Dr Catherine Bevington** (AMU).

FAREWELL

...to the following long-serving staff who have recently left the Trust: **Louise Opperan**, Community Midwife, after 20 years; **Margaret Tibbles**, Bookings Officer, after 22 years; **Laurie Stilwell**, Staff Nurse, after 25 years; **Patricia Rotheram**, Out-patient Reception Manager, after 25 years; **Sarah Herne**, Community Midwife, after 26 years;

Gail Hardingham, Clerical Officer, after 27 years; **Deborah Breame**, Retinal Screener, after 30 years and **Ann Minter**, after 35 years working in midwifery, and **Hilary Barker**, Sister in Main Theatres after 40 years.