

THE Pulse

Issue Number 58
December 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

Unsung Heroes...

Spotlight shines
on our Staff
Award winners



PHOTO BY KIERON TOVELL



New look for Jenny Lind

Children's website is
launched at NNUH, p5

Potted history

Timely
reminders for
Parkinson's
patients, p3



Hear and now

The "bionic" ear show
comes to NNUH, p2



New hospital tops out

Cromer redevelopment
is taking shape, p16

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;
Cafe Pure (inside WH Smith, Plaza West)
open Mon-Fri 8am-8pm, weekends 10-4pm

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) including Cafe Pure:
open Mon-Fri 8am-8pm, weekends 10am-
4pm

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 /
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

Riding to a £25,000 reward

DESPITE SOARING

temperatures on an
unusually hot

October day, nearly
1,000 cyclists

sweated it out to

finish the

Cambridge to

Norwich bike ride in

aid of our Norwich

Cots for Tots appeal, raising an impressive £25,000

so far to help us provide extra cots for our Neonatal

Intensive Care Unit.

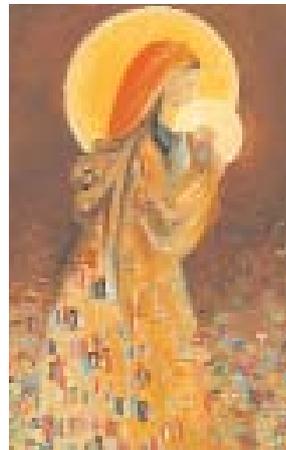
The £500,000 appeal has raised a total of £200,000
since it was launched last year, thanks to hundreds
of fundraising activities ranging from a sponsored
abseil to a charity car wash.

- To donate to the Norwich Cots for Tots appeal please
go to www.justgiving.com/norwichnicu or send a
cheque payable to NNUH NHS Foundation Trust and
marked NICU Cot Fund F300 on the reverse.



Cool customers: the NNUH 'Docs for Tots' were pleased to raise more than £1,500 (above left) and (above) Team Serco cruise to a stylish finish

Greetings from our Friends



THE FRIENDS of NNUH continue to work quietly on behalf of the hospital and they need your support to continue their good work. In recent months they have provided £10,000 for the Norfolk Liver Group's Fibroscan appeal, a new birthing pool for our new midwife-led birthing unit, new chairs for the gastroenterology waiting area and a special call bell for patients with little or no hand function. They have also produced a range of specially designed Christmas cards that will be on sale next to the restaurant on Level 1 during December.

One of their biggest fundraising events next year will be the Norfolk Show Midsummer Ball on 22 June. If you would like to sponsor the event or buy tickets, please call 01603 287107 or go to fundraising@nnuh.nhs.uk.

HEAR AND NOW

Staff and visitors took part in an interactive demonstration at NNUH using a giant "bionic ear". Created by the charity Deafness Research UK, the roadshow explained the complex mechanisms deep inside the ear. Visitors were invited to get hands-on with the displays and find out the answers to questions such as why hearing loss gets worse with age and why listening to music at full volume, even for short periods, can cause permanent damage to our ears.



Pots for Parkinson's

IT IS ESTIMATED that between five and ten per cent of Parkinson's medication doses may be missed when patients are admitted to hospital, leading to worsening symptoms including movement disorders and rigidity, with the additional risk of choking, speech problems and falls.

For this reason all Parkinson's patients in Norfolk are being asked to fill out a specially designed list of their regular medication and keep it in a place where it can be found, if necessary, in an emergency.

Some people already store information about their medication needs in the fridge, inside plastic pots supplied by the Lions clubs. The pots are now available for Parkinson's patients through Parkinson's



PENNIE SMITH, from Poringland, was diagnosed with Parkinson's four years ago. She now has a sticker on her front door to remind ambulance crews to bring her medicines along with her to hospital.

"When I was admitted to hospital with a broken hip the staff were very good, although I did occasionally have to remind them to give me my tablets," she recalled.

"I need to take them four times a day and the times do not necessarily coincide with the nurses' drug rounds.

"I think the pots are a very good idea because they are so easy to store and find in the fridge. I feel more confident knowing that my details are ready to hand in an emergency."

support groups and from our out-patient clinics. It is hoped that patients will use them to store details of their own drug regimes and keep the list up-to-date.

The medicines list is just one of a range of initiatives designed by a multidisciplinary team at NNUH, working with patient representatives, ambulance crews and the charity Parkinson's UK to raise awareness of the disease and highlight the importance of patients getting their drugs on time.

Carol Farrow, head of Pharmacy at NNUH explains: "Parkinson's patients rely on a regular drug regime to keep their symptoms at bay but the times they should take their medication may not coincide with our drugs rounds. We want to make sure that patients continue to receive these vital

drugs, even if they are unable to communicate or they are 'nil by mouth.'"

An e-learning package has been designed to help staff understand patients' needs by following a virtual patient through their hospital stay; the availability of Parkinson's drugs on all wards has been reviewed and an admissions checklist provides guidance for staff on issues such as how to administer appropriate medication when the patient has swallowing difficulties.

A Parkinson's web page on the Trust intranet (under Departments) has also been developed to make information and guidance readily available for all our staff.

• For a copy of the Parkinson's medicines list or more information about the scheme, email helen.willimott@nnuh.nhs.uk



THREE DEGREES *The histopathology lab celebrated triple success in October when three of their team collected degrees from Anglia Ruskin University. Associate practitioner Natalie Johnson was awarded a foundation degree in Healthcare Science, Daniel Lock received a BSc in Applied Biomedical Science and Denise Ramsbottom picked up an MSc in Biomedical Science.*

PENNY WISE 450 members of staff have signed up for Pennies from Heaven, which makes use of the extra pence in their pay to contribute to charity. This year the scheme has raised £2,700 for Norwich Cots for Tots, the charity chosen by our staff.

We are now hoping to sign up another 1,000 staff to reach a target of £6,500. If you work for the Trust, all you need to do is fill in the online form on the intranet and Pennies from Heaven do the rest. The maximum contribution possible is just 99p.

SAM'S LUCKY BREAK

ADMIN APPRENTICE Samantha Jones has won the regional Breakthrough award from the Prince's Trust after turning her life



around with the help of her colleagues at NNUH.

Sam was heading for a career in the RAF when she was diagnosed with Type 1 diabetes at the age of 16. After that her life went into a downward spiral until she was given a chance by the Prince's Trust to achieve the qualifications she had missed out on at school. She now works with the training and development team on the hospital's apprenticeship programme.

"It's wonderful to have this opportunity to learn new skills and give something back to the hospital," said Sam.



THE BIG C CENTRE at NNUH has been awarded the Macmillan Quality Environment Mark for its high standards of service for cancer patients and their families. It follows a rigorous assessment by representatives of the national charity, who gave the centre top marks and commented: "Your Centre is inspiring and the people of Norfolk are very lucky."

Entirely funded by the local Big C cancer charity, the centre is open to everyone affected by cancer for information, support and advice.

Centre Manager Jill Chapman said: "This is a real team effort and an excellent result for our staff and volunteers."

Susie opens birthing unit

THE MIDWIFERY-LED Birthing Unit (MLBU) at NNUH was officially opened by BBC Look East Presenter Susie Fowler-Watt last month (November).

With four birthing rooms and three birthing pools available in a refurbished area of Blakeney Ward, the new unit offers a more relaxed and homely environment in which to have a natural birth if the delivery is expected to be low-risk.

Around 300 babies have been born in the new unit since it opened for patients in August, including more than 130 water births.

Midwifery manager Pam Sizer said: "The unit has been a great success as it offers women a greater choice of birth, with the benefit of one-to-one support from midwives and the knowledge that there is medical assistance nearby should the need arise."

Susie Fowler-Watt is pictured with Zoe Davis, from Cromer, whose daughter, Willow, arrived in the early hours of 4 November weighing 6lbs and 15ozs. Zoe's husband, Dominic, said they would definitely recommend the unit to prospective parents.



CHRISTMAS FAYRE

FATHER CHRISTMAS and two of his real-life reindeer will be paying a visit to NNUH on Thursday 8 December when a Christmas Fayre takes place at NNUH (4 - 8pm). There will be an opportunity to have your photo taken with Santa outside the East Atrium and a selection of cakes, crafts and gifts will be on sale. A choir of carol singers will also be performing. All proceeds from the fayre will go towards the hospital's charitable fund.



Taking breast cancer care to the Commons

SPECIALIST BREAST care nurse Mary Wood joined MPs, patients and charity campaigners at the House of Commons in October to promote the needs of patients living with secondary breast cancer.

The aim was to launch the ten standards of care drawn up by the national charity Breast Cancer Care, with input from patients, carers and health professionals. Anglia Cancer network is one of the first in the country to sign up to this new initiative.

"It was good to be part of such an



enthusiastic meeting with a collective common goal," said Mary. "There is an opportunity to be innovative and work across specialties such as surgery, oncology and palliative care to provide a good-quality service that is responsive to patients'

individual needs.

"The next step is to collect robust local data that will establish the numbers of patients with secondary breast cancer and help to inform NHS and voluntary sector service provision both now and in the future."



PHOTO COURTESY OF ARCHANT

Radiographer of the Year

JODIE PACK has been named Radiographer of the Year for the Eastern Region for her outstanding commitment to radiography students. She received her award from the Society of Radiographers at the House of Commons in November.

Her colleague Penelope Smith, who nominated her for the award, said Jodie goes "the extra mile" to help students make the most of their hospital placements. "She has an excellent rapport with both patients and staff and her enthusiasm is admirable."

LETTERS

WRITE TO SUE JONES, EDITOR, COMMUNICATIONS, NNUH

A SPECIAL RELATIONSHIP

I would like to express a huge thank you to the people of Gunthorpe village for the support they have given to the Gunthorpe Stroke Unit over the years

Their generosity has funded many items of equipment and treats for the staff. For instance they donated a wonderful framed picture of Gunthorpe Hall, delivered a Christmas hamper every year and always invited us to their annual Garden Fete where they provided wonderful free cream teas!

Now that the stroke unit has moved to Heydon Ward, we are sorry to bid farewell to the village. However, I know the residents want to continue to support Gunthorpe ward and I would encourage

our MFE colleagues to embrace this very special and rewarding relationship.

Sister Kate Holvey, Heydon Stroke Unit

SUPPORT FOR SCOLIOSIS

I read with interest about Scoliosis (*The Pulse*, October). I have severe scoliosis myself and run a local support group for people with this condition. We meet on the first Saturday of every other month from 12-3pm at the Queen of Icen (Whetherspoons), Riverside, Norwich. The next meeting will be on 7 January.

For more information please email me (martinsymons@hotmail.com) or go to www.sauk.org.uk for news about the Scoliosis Association, a national charity.

Martin Symons

LOOKING FOR A BETTER WAY

THERE HAVE been times over the last few months when it felt as if the NHS was under attack. The focus on bad news and NHS failures has been intense and a great deal of that focus has been as a result of the new CQC (Care Quality Commission) inspections (see page 16).

The CQC methodology takes some getting used to. It isn't like any other inspection process. It isn't based on data or hard evidence, it is based on the opinion and experience of our patients about their care. It is subjective – but then that is how our patients experience our services: subjectively.

Has the inspection process and the actions we have taken as a result made a difference to patient care? Our staff and patients, and even the CQC inspectors we spoke to during their second visit, said a resounding “Yes!”

We welcome the different perspective CQC have given us and we have set up our own inspection process to mirror theirs, inviting patient representatives and the voluntary sector to take part. The brief has been to seek opportunities to improve – they are always there.

Our ward teams have responded superbly to the challenge; the CQC noted significant improvements on their second visit to NNUH in October.

There is more work to do and we will never be finished, there will always be the opportunity to do things better – and better still is what we would want for our families. To quote Atul Gawande, author of *Better: a Surgeon's Notes on Performance*, “Arriving at meaningful solutions is inevitably a slow and difficult process. Nonetheless, better is possible. It does not take genius. It takes diligence. It takes moral clarity. It takes ingenuity. And above all it takes a willingness to try.”

ANNA DUGDALE

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

Children's website works a treat

THE CHILDREN'S team at NNUH have launched a new interactive website to give the Jenny Lind Children's Hospital a more child-friendly identity.

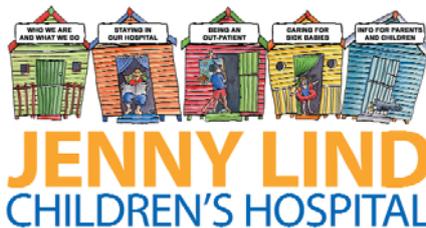
The colourful seaside theme, based on the work of Norfolk-based artist Hannah Giffard, was chosen from a range of possible designs – nearly 700 people opted for the beach huts logo when we asked you to vote on the internet.

The new website has been developed entirely in-house by our own web team and the launch was marked by cutting a commemorative cake made by Aylsham-based Sweet Bites Bakery.

Associate Medical Director and consultant neonatologist Dr. Mark Dyke said: “Our doctors, nurses and therapists strongly believe that our local children's hospital needed a more child-friendly and prominent identity. We deliver healthcare to thousands of children from across Norfolk and North



PHOTO COURTESY OF ARCHANT



Suffolk and we really hope people will take this opportunity to visit our new website.”

The city's children's

hospital is named after a famous 19th century Swedish opera singer whose Norwich concerts raised money for a children's infirmary. The original hospital opened in 1854 and made Norwich only the second city to have a children's infirmary.

• We are keen to have your feedback on the new web pages so please go to: www.nnuh.nhs.uk/jennylind. Just click the feedback button on the Jenny Lind home page.

Non-executive directors appointed

A FORMER ENGLAND cricketer is among three new non-executive directors appointed to the NNUH Foundation Trust by the Council of Governors. Matthew Fleming, Angela Robson and Mark Jeffries will serve for three years and receive a remuneration of £12,500 a year.



Matthew Fleming (left) is a former soldier, a professional cricketer who captained Kent and played for England, a director of the family firm, Fleming Family

and Partners, and is also a Governor at Ormiston Victory Academy in Costessey.

Angela Robson (right) is a chartered accountant who has worked with J P Morgan and Goldman Sachs and is now Deputy Principal of Norwich University College of the Arts. Mrs Robson is a Governor of Open Academy Heartsease



and Chair of Norfolk Showground Ltd. and a trustee of the Theatre Royal.

A senior partner with solicitors Mills & Reeve, Mark Jeffries (right) is also a director of the Anglia Local Enterprise Partnership and a trustee of the Norfolk Community Foundation.



Chairman David Prior said: “I am delighted our Governors have appointed Matthew, Angela and Mark.

They bring strong complementary skills to our Board. They have all had successful professional careers, and all hold a strong commitment to the local community.”



STAFF AWARDS 2011



BARBARA BLAGNYS has dedicated much of her career to the rehabilitation of patients with head and neck cancer after radiotherapy.

A medical colleague commented: “Barbara’s wisdom and common sense have encouraged doctors to appreciate the therapist’s role and to



be truly multidisciplinary in their approach. Her devotion and commitment to patient care and her tireless approach to staff development means we can now offer a world-class service for these patients.”

Having trained as a speech and language therapist (SLT) at Loughborough University, she worked with children in Lancashire before moving to Norfolk with her husband, John, in 1975 and taking time out to raise their two children.

Barbara has seen a huge increase in SLT services over the years and says her work with cancer patients has been particularly rewarding:

“The treatment can be quite gruelling for the patients but we’ve come a long way with our head and neck service and we can make a real difference for these patients.”

BRUCE FINLAYSON (now retired) is revered by former trainees and colleagues who agree that A&E may be one of the most demanding areas in which to work but the support and teamwork under Bruce’s leadership are second to none. “The dedication and focus on patient care, the cheerfulness in adversity and mutual support within the team are truly exceptional,” wrote one of his nominators.



A self-confessed “adrenaline junkie”, Bruce trained at Bart’s in London and specialised in surgery before getting hooked on the variety and unpredictability of A&E. He took up his first



LIFETIME ACHIE

BARBARA BLAGNYS Principal Speech and Language Therapist

BRUCE FINLAYSON A&E Consultant

TONY PAGE Consultant Cardiologist

consultant post in Norwich in 1990 and quickly found himself in sole charge of the department. Since then the A&E workload has nearly tripled to more than 90,000 patients and the team has grown to include eight consultants and 19 doctors at various stages of their training, as well as a strong team of emergency nurse practitioners.

“One of my early goals was to break down traditional barriers and empower nurses to take on more responsibility, with the right protocols in place to protect patients,” he recalled. “We were one of the first A&E departments to have highly-skilled nurses who could triage patients and initiate drug administration. We were also one of the first to offer ATLS (advanced trauma life support) training.”



THE FORUM in Norwich once again set the colourful scene for our Staff Awards, when 20 winners were announced from a shortlist of 43 individuals and teams. Generously sponsored by Serco and supported by the EDP, the evening was compered by BBC Radio Norfolk's Chris Goreham (right) and hosted by Trust chairman David Prior. More than 500 nominations were received and wittled down by our judging panel to the deserving winners featured here and on the following eight pages. Among them were five members of staff who were given a standing ovation for their remarkable Lifetime Achievements.



AWARDS NIGHT PHOTOS BY KIERON TOVELL

Proud moment: Lifetime achievers Elaine Scott, Huw Purcell-Jones, Dr Tony Page, Barbara Blagnys and Mr Bruce Finlayson, pictured with NNUH Trust chairman David Prior and Chief Executive Anna Dugdale

regional service and contributing important national guidelines.

The son of a surgeon, he completed his medical training in London and became a consultant cardiologist at the old N&N after specialist training in Birmingham and Cambridge.

"Surgery never appealed but I had a musical ear and I think this helped me to pick up and identify heart murmurs more clearly," he says. "I was also fascinated by the electrical aspects of cardiology and pacing technology."

As a founder member and treasurer of the Norfolk Heart Trust, Tony played a crucial role in the £1 million Balloons4Hearts charity appeal which helped pave the way for NNUH to become an important heart attack centre. He continues to be active in the new Sparks 4Hearts appeal to raise £400,000 for electrophysiology equipment.

Following his retirement, he now works part time and is a valuable source of advice and support for his colleagues.

Married with two children, he enjoys choral singing, rowing and birdwatching in his spare time.

HUW PURCELL-JONES

has now retired after an NHS career spanning 27 years. As the emergency team co-ordinator in Main Theatres, he was responsible for pulling teams together in potentially life-threatening and sometimes very upsetting situations. He



was nominated by many of his colleagues for his "fantastic leadership qualities" ... "He is always approachable, whatever the circumstances, and shows great patience, care and compassion while always putting the patients first," said one. Another commented: "He has inspired the team to work more effectively and provided staff with the opportunity to extend their roles."

Huw started his working life as a porter at Charing Cross Hospital and trained as an operating department practitioner (ODP) before joining the theatre team at the old West Norwich Hospital in 1984.

He admits that working in emergency theatres can be stressful at times, "but the team is amazing and I've loved working with them."

After a suffering a mild stroke in January, Huw is looking forward to a more relaxing retirement. He enjoys painting, singing karaoke and spending time with his son and daughter.

ELAINE SCOTT

began her career as a cadet nurse in 1962 and rose to become a ward sister in Nottingham before emigrating to Rhodesia with her husband, John. The family returned to the UK with their two daughters after six years and Elaine went on to qualify as a neonatal nurse at the James Paget Hospital, where she worked for 30 years. She joined the NNUH Neonatal Intensive care Unit in 2004 and, despite battling serious illness, she retained her commitment and enthusiasm right up to her retirement in October 2011.

"A kind, thoughtful and caring lady, she is unafraid to act as an advocate for both families and staff," wrote one of her colleagues. "She will be greatly missed."



VEMENT

HUW PURCELL-JONES Emergency

Theatre Team Co-ordinator

ELAINE SCOTT Staff Nurse, Neonatal Care Unit

Bruce has twice been responsible for the redesign of the A&E department and colleagues have decided to name the resuscitation room after him.

Married to Cynthia, a former NHS community manager, he has three children, enjoys singing and "making things" (he is attending a blacksmith course) and is relishing to opportunity to spend more time in their beautiful garden in Forncett.



DR TONY PAGE was pivotal in developing a pacemaker service for heart patients in Norwich, creating a

PATIENT CHOICE: INDIVIDUAL

GOLD Rachel Fromings, Sister in Critical Care

FINALISTS Lucy Eggleton, Physiotherapist; Nikki Fisher, Gastroenterology Specialist Nurse



RACHEL FROMINGS was nominated by Mandy Poole, from Norwich, whose son Richard Smibert, 28, spent many months in the Critical Care Complex with major brain stem injuries before he could be safely transferred to Caroline House for rehabilitation.

Rachel organised and trained carers to come into the hospital to

help cope with his needs, procuring a wheelchair and a “voice box” so he could be more independent. Mrs Poole wrote: “Rachel helped Richard to feel special and safe in her care... she deserves an award for her kindness and professionalism.”

Rachel, who qualified as a nurse in 1983, says caring for Richard was fun because of his sharp sense of humour. “He was with us a long time because he had breathing and swallowing difficulties and needed specialist care. We just did what we could to help him retain his independence.”



Most outstanding member of staff: Rachel Fromings receives her award from NNUH Trust Governor Annabel Kennan and (far left) finalists Lucy Eggleton and Nikki Fisher



Helpful and dedicated: Serco Award winners the “Ops” team and (right) finalists Josie Royall and Darren Sills

SERCO AWARD

GOLD Operations Team

FINALISTS Josie Royall, Senior Nurse, Holt Ward; Darren Sills, Specialist Dietitian

THE SERCO Award is a chance for our contractor colleagues to nominate those who “go the extra mile” to promote partnership working between all our hospital colleagues. The Operations Centre plays a pivotal role in the day-to-day

running of NNUH, troubleshooting problems and helping to smooth patient flow throughout the hospital. Led by Karen Watts and Debbie Laws, the “Ops team” were chosen for their efforts to promote harmony between staff, particularly in times of difficulty or crisis.

“Karen’s passion for patient care truly inspires us to improve our services,” wrote one of their nominators. Another praised Debbie Laws for her “calm and organised manner.... She understands the pressures we face in times of increased workload and tries to resolve issues before they arise I find the whole team very helpful and dedicated to their roles.”



PATIENT CHOICE: TEAM

GOLD Weybourne Day Unit

FINALISTS Audiology Department; Docking Ward

THE WEYBOURNE Day Unit, based in the Colney Centre, is the focus for chemotherapy treatment and other specialist procedures, including stem cell harvesting and venesections.

Up to 60 patients a day attend the unit for treatments lasting anything from 30 minute to seven or eight hours. The nurses also run a teleclinic for patients to assess any side effects and check their blood results prior to appointments.

Many cancer patients and their relatives nominated the unit for its “comforting ethos, cheerful approach and unfailing kindness from the whole team”. One patient wrote: “Nothing is too much trouble for the staff and they give every bit of information requested. Coupled with a great cup of coffee and refreshments from the volunteer staff, this makes my three-weekly visits so much more tolerable and even enjoyable.”

Sister Debra Blackstone commented: “It means so much that the patients nominated us. We have a great admin team and an amazing group of volunteers who help us out every day, including Saturdays. We simply could not manage without them.”



Most outstanding teams: the winning Weybourne Day Unit and finalists the Audiology team (practising vertigo treatment) and Docking Ward led by Sister Julie Fox

VOLUNTEER OF THE YEAR

GOLD Eve Chandler, Eye Clinic

FINALISTS Ann Chandler, Scoliosis Clinic; Colin Websdell, Acute Medical Unit

AT 93, EVE Chandler has been a volunteer in the busy Eye Clinic for the past 14 years, providing information and support on behalf of the NNAB (Norfolk & Norwich Association for the Blind).

She began volunteering when her husband died 28 years ago “because I hate staying at home and because I love to meet and talk to people”.

A great-great-grandmother, she was disappointed to have to give up driving five years ago when her sight began to fail. She now comes to the hospital on the bus two and a half days a week without fail – even in snow.

Asked how she has managed to stay so youthful, she recommends “five veg a day and a clear conscience! I would also recommend volunteering – it gives you a reason to get up and keep yourself tidy and it’s very satisfying to be able to help other people, especially these days when times are so hard.”



Volunteers of the Year: winner Eve Chandler and finalists Ann Chandler and Colin Websdell



LEADERSHIP AWARD

JOINT WINNERS Leisa Freeman, Consultant Cardiologist, and Jennifer Garioch, Consultant Dermatologist
FINALIST Carrie Wingfield, Dermatology Specialist Nurse

DR LEISA FREEMAN was the driving force behind NNUH becoming a heart attack centre for Norfolk and Suffolk, with first-class facilities for interventional angioplasty and other specialist cardiac procedures such as electrophysiology. She has also succeeded in making NNUH one of the largest non tertiary centres for congenital heart disease in the country.



Colleagues comment on her “inspirational” leadership and her ability to make every one of the cardiology team feel valued: “She is not just adaptable and open to new ideas but she brings many new ideas to the table.”

Leisa herself admits to a “terrier-like” determination to do the best for patients. “You have to keep the pressure on, nipping away the obstacles, in order to make major changes in the NHS and ensure the rest of the team buys into the idea. I’ve had fantastic support from my hospital colleagues and of course we could not have achieved what we did without the generosity of so many local people through the Norfolk Heart Trust’s charity appeals, Balloons4hearts and now Sparks4hearts.”

Having trained in London, Leisa specialised in congenital heart conditions before moving to Norfolk and taking on a new persona, running a 1,000-acre farm and breeding prize-winning pedigree cattle while continuing to work part-time as a cardiologist. As the first non-vet in the country to be able to undertake embryo transplant in cows, she won the Nuffield Agricultural Scholarship and toured eastern Europe to learn more about the technique.

It was only when she divorced and returned to full-time work that she left farming behind and focused her considerable energies on developing services for heart patients in Norfolk. Having stepped down as clinical director for cardiology earlier this year, she is an advisor for the Royal College of Physicians and a Trustee of the GUCH (Grown Up Congenital Hearts) Patients Association.

She unwinds by riding her horse, playing golf and salmon fishing in Scotland and Wales with her husband, Jon.

Winning leaders Dr Jennifer Garioch and Dr Leisa Freeman receive their awards from David Wright, non-executive director of the NNUH Trust and (left) finalist Carrie Wingfield who was recently appointed the Trust’s first nurse consultant



AS CLINICAL DIRECTOR for dermatology, Jennifer Garioch has encouraged nurse-led clinics, appointed the Trust’s first nurse consultant and worked collaboratively with other specialties to provide the best possible outcome for patients.

A colleague wrote: “Her drive and commitment to making the Trust a centre of excellence for skin cancer is

inspirational and her passion for improving the patient experience is contagious, spreading across other specialties in the hospital.”

As Chair of the Skin Cancer Multidisciplinary Team, Jennifer has driven forward many services for patients. Two of her most notable achievements were to introduce sentinel lymph node biopsies for patients with melanoma – in association with the Plastic Surgery department – and to develop *Mohs* micrographic surgery for certain types of skin cancer.

NNUH was the first hospital in the Eastern region to offer the sentinel lymph node biopsy service for patients with melanoma to determine how far the disease has spread.

The *Mohs* technique is designed to remove certain types of skin cancer and was set up three years ago with the help of the histopathology team at the Cotman Centre, using equipment generously funded by the Big C cancer charity. Around 150 patients now benefit from this delicate treatment each year.

After training at the Royal Infirmary, Glasgow, and St Mary’s Hospital, London, Jennifer joined the dermatology team as a consultant in 1996.

She is married with two young children and lists her interests as the French language and keeping fit – she did her first triathlon earlier this year and took part in the Norwich team triathlon championships at Whitlingham in the summer.





TEAM OF THE YEAR

GOLD Rheumatology Day Unit and Rheumatology Reception Team
FINALISTS Denton Ward; Holt Ward (now Kimberley)

MORE THAN 4,000 patients were treated in the Rheumatology Day Unit last year for a range of procedures from intravenous infusions to injections into the joints and sacral epidurals.

Working under the leadership of Sister Caroline Ferrari, the team are highly skilled and offer a first-class service which allows patients to attend as out-patients instead of being admitted to hospital.

Colleagues nominated the team for their “caring and friendly approach ... they are always willing to help out other departments when necessary... they are sensitive to different situations and personalities and professional at all times.”

With up to 18,000 patients using the department each year, the Rheumatology reception team were also nominated for their professional and friendly attitude: One colleague wrote: “Despite working in a small office with lots of heavy patient notes, they show great empathy with patients and deal professionally with a constant stream of queries from both staff and patients ...Their team spirit would be hard to match.”



Outstanding teams: The winning Rheumatology Day Unit and Reception team and finalists Denton and Holt (now Kimberley) Wards



EMPLOYEE OF THE YEAR

GOLD Prina Ruparelia, Respiratory Consultant
FINALISTS Kelly Davis, Gissing Ward Sister; Francesca Kelly, Senior Occupational Therapist

SINCE JOINING the respiratory team two years ago, Dr Prina Ruparelia has driven forward many changes and developments. “She is always willing to take on extra work, she always has time for people and her positive outlook entuses others,” wrote one of her nominators. “She has supported our patient support group and pulmonary rehabilitation research and she is always calm and sensible in her approach.”

Having completed her medical training in London, Prina chose to specialise in respiratory medicine “because it combines acute illness with chronic conditions such as emphysema and COPD (chronic obstructive pulmonary disorder). There is always something we can do to help patients so it’s a very rewarding field to be working in,” she explains.

Among her grateful patients are those with chronic sleep disorders who are finally able to get a good night’s sleep with the help of a life-changing machine to keep the airways open during the night. She stores their details on her “stardust shelf”.



Dr Prina Ruparelia receives her award from NNUH Chief Executive Anna Dugdale and (left) finalists Kelly Davis and Francesca Kelly

UNsung HERO: CLINICAL

GOLD Stephen Bradford, Children's Theatre Support Worker

FINALISTS Lynn Clarke, Healthcare Assistant on A&E;
Jonathan Tidman, Healthcare Assistant on Kimberley Ward

STEPHEN BRADFORD was working as an upholsterer when a spell in hospital with appendicitis inspired him to apply for a job in theatres. That was 36 years ago and it was clearly a turning point as he has never been tempted to return to his old profession. He is shortly to retire as a support worker in children's theatres and his colleagues wrote movingly of his unstinting support over many years.

"He is always ready to offer comfort patients and their families on their way to theatre, dispensing kindness and reassurance at a stressful time," wrote one. Other tributes described him as "an absolute legend...he'll do anything for anyone... He is always smiling... I've never known him to complain..."

Stephen insists "you are only as good as the rest of the team" and says he will miss the work as much as his colleagues. "It's good to feel you are making a difference, even in a small way - but others make a much bigger difference than me."



Unsung heroes: winner Stephen Bradford receives his award from NNUH director of nursing Nick Coveney (above), and (left) with finalists Lynn Clarke and Jonathan Tidman



UNsung HERO: NON-CLINICAL

GOLD Christine Waterson, Ward Clerk, Denton Ward

FINALISTS Mark Pointer, Medical Technical Officer, Microbiology;
Matthew Trollope, Web Developer, IT; Switchboard team

CHRISTINE WATERSON has worked in the health service for 20 years and is described by colleagues a "ray of sunshine" on the ward. "She never complains, is always cheerful and boosts staff morale. She is the first to remember birthdays and provides cake and goodies to celebrate. She works long hours to deal with the workload and is always ready to support the nurses with admin tasks and queries."

Christine herself plays down her role, pointing out that it's the the nurses and doctors who make the real difference for patients. "They're a lovely team and it's the least I can do to help them out when I can," she says.

Winner Christine Waterson and finalists Mark Pointer and Matthew Trollope



BEST SUGGESTION or INNOVATION



GOLD Fred Pickworth, Consultant Radiologist

DR FRED PICKWORTH'S suggestion may sound simple but it has made a huge difference for patients awaiting ultrasound scans to diagnose deep vein thrombosis (DVT).

Instead of having to wait for a scheduled appointment, patients attending the DVT clinic are now able to have a scan the same day by being slotted in-between the radiologists' routine ultrasound work. Previously the patients would be sent home until they could return to the hospital for a scheduled scan and usually this would involve taking preventive

blood-thinning heparin injections, just in case.

Around 209 patients per month are referred to the emergency DVT clinic but only about 14 per cent are diagnosed with a DVT so in many cases the preventive drugs were found to be unnecessary.

Fred is delighted that the new system has proved to be more efficient but says it could not have happened without an increase in ultrasound capacity and support from his colleagues.



Best suggestion: Radiologist Dr Fred Pickworth receives his award from Jonathan Sisson, chair of Octagon



LINKS AWARD FOR PARTNERSHIP WORKING

GOLD Dr Jeff Cochius and the Neurology team

FINALIST Lavinia Ganley, Pharmacist, Medicine for the Elderly

THE LINKS Award recognises individuals or teams who have reached out to build links between the NNUH Trust and partner organisations.

Dr Jeff Cochius and the neurology team were nominated by a Christine Chambers, whose late husband, Patrick, suffered early-onset dementia. She says their holistic approach to his care – and in particular for their help in referring him to the mental health trust's Younger People with Dementia service – made a significant difference at a difficult time for the family.

"Prior to this I felt like I was sinking, juggling full-time work, caring for Pat and running his business," she wrote. "Your intervention reinforced collaboration between specialties and demonstrated a commitment to effective teamwork. You are excellent ambassadors for your profession."



Links Award winner Dr Jeff Cochius with Trust non-executive director Liz Ollier and (above right) with neurology specialist nurses Rachael Rendell and Terrie Johns. Pharmacist Lavinia Ganley (right) works with local nursing homes and carers to ensure that our elderly patients get the drugs they need when they leave hospital



IMPROVING PATIENT SAFETY AWARD



WINNER Helen Dillon, Pharmacist
FINALISTS Karen Hinchley, Deputy Sister, Neonatal Intensive Care Unit; Kirsty Rowden, Site Manager, Operations Centre

HELEN DILLON has endless enthusiasm for ensuring that patients receive appropriate medication throughout their hospital journey. Within the Critical Care Complex (CCC) she has driven many improvements, including one of the NIPPs projects (*see below*), and her colleagues find her unfailingly knowledgeable, friendly and receptive. “She is never too busy to help”... “She can always see another way to achieve a task”... “She’s a great team player and an asset to the Trust,” were some of the comments from her nominators.



Patient safety winner Helen Dillon receives her award from the Trust’s director of resources, Julie Cave, and (far left) finalists Karen Hinchley and Kirsty Rowden



NNIPs AWARD

(NORFOLK AND NORWICH IMPROVEMENT PROJECTS)

WINNER

More efficient use of emergency theatre time (Mark Rochester, Guido Koehler, Edward Cheong, Paul Malcolm, Kamal Al-Naimi, Anthony McDonnell and Mike Irvine)

FINALISTS

- Better ways of monitoring high dependency patients on Buxton Ward (Caroline Kavanagh, Debbie Upton, Sophie Mitchell, Jonathan Payne and Martin Firks)
- Screening and treatment guidelines for delirium in Critical Care (Rachel Fromings, Steve Miller, Carol McEwan, Akesh Dhrampal, Helen Dillon and Brendan Fletcher)
- Guidelines for the safe use of intravenous drugs for chronic lung infection (Mark Pasteur, Jo Buxton, Helen Willimott, Helen Williams and Mary-Ann Boyfield)

The winning project team (pictured above with Dr Debbie Brown, director of patient safety for the NNUH Trust) aimed to make more efficient use of emergency theatre time by instituting a daily planning meeting, co-ordinating start times and communicating better with radiology. This has resulted in an additional 13 cases being completed each week and a reduction in length of stay for patients undergoing ureteric stent placement from 3.7 days to 1.5 days.

The NIPPs finalists (pictured below) were chosen from 16 very diverse projects. They represent months of collaborative work by multi-professional teams – often in their own time – to collect data and drive forward sustained and measurable improvement in patient care.



SPECIAL AWARD FOR SERVICES TO HEALTHCARE

ANDREW HART, Consultant Gastroenterologist

DR ANDREW HART has done a great deal to put Norwich on the international map for research into inflammatory bowel disease, gastrointestinal cancer and pancreatic cancer.

Working with colleagues at NNUH, the UEA and the Institute of Food Research, his studies have helped to shed significant new light on these little understood conditions and his work has been published in a number of professional journals, including *The Lancet*.

Andrew completed his medical training in Leeds and Leicester and undertook a year's research at the Institute of Public Health in

Cambridge before taking up a consultant post in Norwich in 1998. He modestly insists his work is the result of great teamwork.

"We are also lucky to have access to databases from around the world to help us investigate the causes of gastrointestinal disease. The next step is to see whether changes in diet can help prevent the onset of inflammatory bowel disease. We are also investigating whether statins can have anti-cancer effects."

Andrew continues to undertake clinical commitments in addition to making a significant contribution to the Norwich Medical School as a teacher and mentor.



Dr Andrew Hart (right) receives his Special Award from Trust medical director Mr Krishna Sethia

Staff celebrate 40 years' service

Among the 46 Trust employees who received long service awards this year, three have devoted more than 40 years to the NHS.

RICHARD CRACKNELL has spent his entire working life as a biomedical scientist. He joined the old N&N in 1970 after training at Middlesex Hospital and continued to work in the hospital laboratory until his retirement earlier this year.

"A lot has changed but I've had a superb career in the NHS and the camaraderie and team spirit in the lab are fantastic," he says.

"We used to be test-tube scientists until computers came along. A simple blood glucose test that used to take 20 minutes to complete now takes only seconds and the lab carries out thousands of tests every day.

Richard is married with two grown-up children and four grandchildren and he enjoys walking, birdwatching and fishing.

JULIAN GANT started his career as a porter at Kelling Hospital in 1970 and went on to train as a theatre assistant, working at various hospitals in Norfolk including St



Michael's in Aylsham – now an attractive new housing development where Julian has a home. As an experienced practitioner, he has seen many advances in surgery and an increasing move towards specialisation. "When I started there were lots of operating theatres in Norfolk and we worked on everything from plastic surgery to orthopaedics. We even delivered babies!"

Away from work, Julian enjoys game shooting and getting out and about in his speed boat in North Norfolk.

PATRICIA PARSONS worked as a secretary in the RAF and in a hospital pharmacy before becoming a student nurse in 1970. She has worked in theatres ever since, rising

Celebrating 40 years' service: Richard Cracknell, Patricia Parsons and Julian Gant

through the ranks to become a theatre sister specialising in trauma and emergencies and taking time out only to have her two daughters. "I loved the work because you never knew what was coming through the door," she says. "When I started my training the surgeons were treated like gods and you wouldn't dare to speak to them. I think it's changed for the better because the atmosphere is more relaxed and the teamwork is much better."

Now retired, Patricia misses the "buzz" of emergency theatres but keeps busy looking after her three young grandchildren.

Quality of Care

AROUND 100 people attended a special “Medicine for Members” event at NNUH in November to hear about the latest findings by the Care Quality Commission (CQC).

While Cromer passed with flying colours, the CQC inspectors had some minor concerns about NNUH and one “moderate” concern about patient nutrition when they visited in March.

On the second of their two unscheduled visits, in October, they noted many improvements and found the hospital to be compliant in six out of seven outcomes, with one moderate concern around record keeping. “Staff told us how they had embraced the need for change and how they could already see the benefits of that change.”

Director of Nursing Nick Coveney explained there had been a “call to arms” at mealtimes to ensure there are no distractions and that patients are fully prepared and encouraged to eat.

Work was also in progress to improve the completeness and accuracy of patient records.

Trust Chief Executive Anna Dugdale said she welcomed the CQC perspective. “We know that we give great care to the vast majority of patients but we do sometimes get it wrong and we are trying to put that right.” (see *Anna’s comments on page 5*)

DATES FOR YOUR DIARY

- **Christmas Fayre**, 4-8pm on Thursday 8 December, East Atrium, NNUH (see page 4)
- **Carers’ Information Day** 10am-4pm, 14 December: a chance to hear about the support available to carers locally
- **Council of Governors** meeting from 2-4pm on Thursday 22 March

WELCOME

...to the following consultants who have recently joined the Trust:

Dr Catherine Schunmann, consultant in sexual and reproductive health

FAREWELL

...to the following long-serving staff who have left the Trust since 1 October 2010:

Ruth Watson, senior healthcare assistant in Critical Care, after 39 years,

New hospital tops out

THE NEW Cromer Hospital moved a step closer to completion when North Norfolk MP Norman Lamb officially “topped out” the new building at its highest point.

Construction work started a year ago to redevelop the Mill Road site and plans are on track to welcome the first patients in March next year. Once all services are transferred, most of the old hospital building, which dates from 1932, will be demolished to make way for landscaping and car parking.

The £15 million development will provide facilities for day treatment, out-patient care, minor injuries and renal dialysis, along with extended diagnostic services. A new ophthalmic operating theatre is being built and there will be facilities for on-site mammography (breast screening) and a DEJA scanner for osteoporosis diagnosis.



MP Norman Lamb tops out watched by Trust Chief Executive Anna Dugdale, Cromer service manager Helen Lloyd, Dean Burgess, regional managing director for Mansells and NNUH Trust chairman David Prior

by the generous Sagle Bernstein and Phyllis Cox legacies. The Minor Injuries Unit on the

ground floor will be named after Mrs Bernstein and the procedure unit on the first floor of the new hospital will be named after her sister Muriel Thoms, who was a patient at Cromer. The audiology unit will be named after Phyllis Cox.

The Hospital Arts Project is now fundraising to create a range of artworks for the new hospital following the

theme of sky, sea and land.

- For more information visit www.nnuh.nhs.uk/page/newcromer



The old Davison and Barclay ward areas have been retained and refurbished as a permanent renal dialysis unit with room for expansion.

The new hospital project is being funded

THE PULSE

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