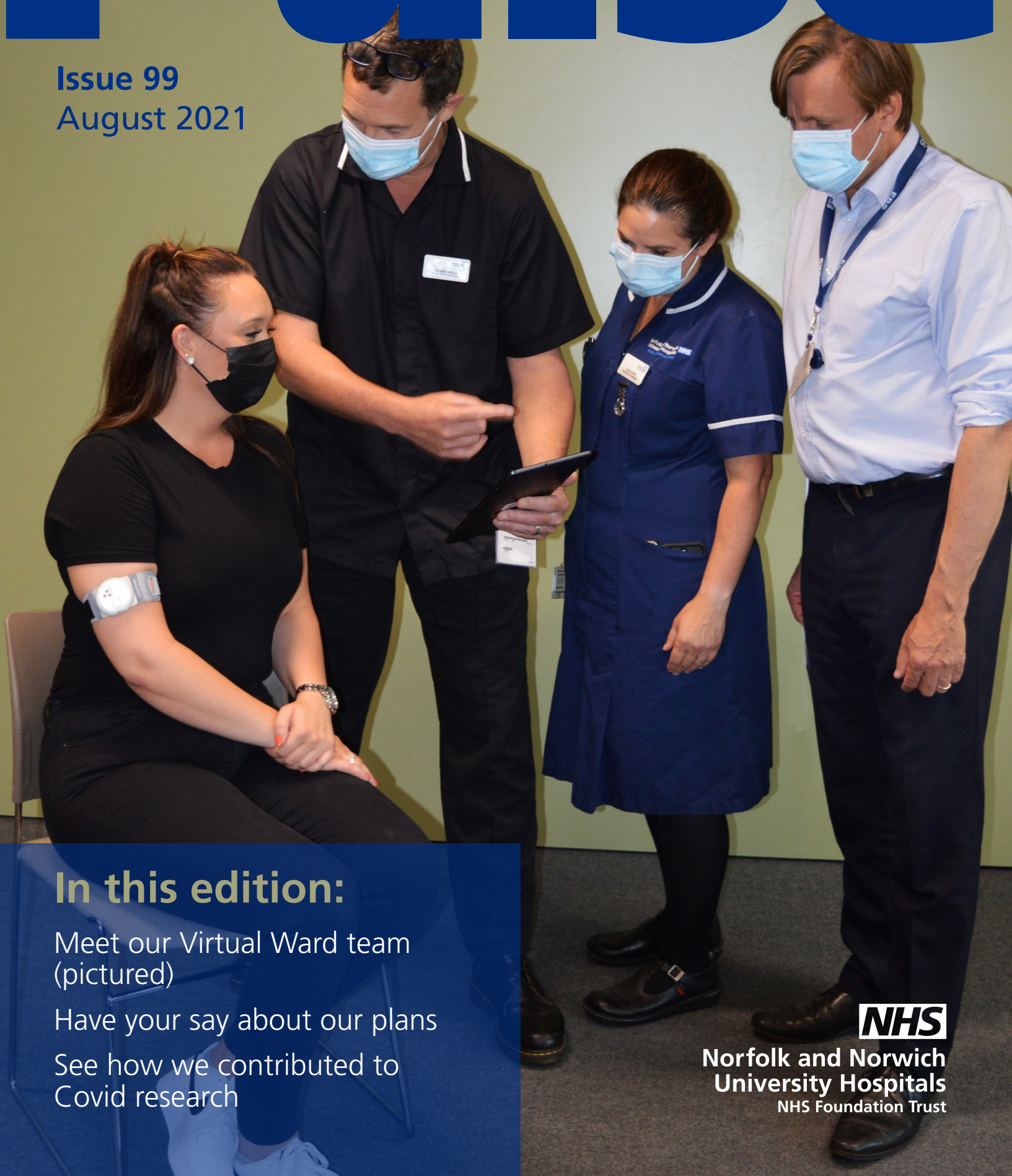


# THE Pulse

Issue 99  
August 2021



## In this edition:

Meet our Virtual Ward team  
(pictured)

Have your say about our plans

See how we contributed to  
Covid research



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



Food and drink

**Feast@:** West Atrium, Level 1, open daily 7am - 1am

**Feast@ the Deli:** West Atrium, Level 1, open Monday – Friday, 7am-3pm

**Feast@ Café Bar:** Out-patients East, open Monday - Friday, 7.30am - 4.30pm

**Coffee House:** Plaza (West), open Monday - Friday, 7am - 6.30pm; Saturday, 9am - 4.30pm; Sunday, 9am - 3.30pm

**Little Costa:** Out-patients West, open Monday - Friday, 7am – 5.30pm

**The Pod:** Plaza East, open Monday – Friday, 7am - 8pm; Saturday, 9am - 6pm.

Shopping

**WRVS:** East Atrium, open Monday – Friday, 8am - 8pm; weekends, 10am - 6pm

**WH Smith, M&S Food:** Plaza (West), open Monday – Friday, 7am - 7pm; Saturday, 9am - 5pm; Sunday, 9am - 4pm

**The Stock Shop:** West Atrium, Level 2, open Monday – Friday, 9am - 5pm; Saturday, 10am - 3.30pm.

Services

**Cash machines:** East Atrium, Level 2, WHSmith and the main restaurant

**Lost property:** Call 01603 286803 or ext 2803

**Patient Advice and Liaison Service (PALS):** For confidential help and advice call 01603 289036

**Chapel:** Open to all. For details of services or to contact the Chaplains call 01603 287470 Cromer Hospital, call 01603 646200

**Hospital Radio Norwich:** To request a song or a bedside visit, call 01603 454585 or from your Hospedia bedside unit dial \*800.

Contact us

**The Pulse Editorial team:** call 01603 289821 or ext. 5821, email [Communications@nnuh.nhs.uk](mailto:Communications@nnuh.nhs.uk)  
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**Norfolk and Norwich University Hospital Colney Lane, Norwich, Norfolk, NR4 7UY**  
**Tel:** 01603 286286; **Website:** [nnuh.nhs.uk](http://nnuh.nhs.uk)

**Cromer and District Hospital, Mill Road, Cromer, NR27 0BQ**  
**Tel:** 01263 513571.

**Please note that all opening times are currently subject to change.**



Letters and social media

@NNUH



“ I visited A&E on Sunday morning suffering from severe rib pain after a fall. I have nothing but praise for the treatment I received. Everything was checked thoroughly, the person giving me my final assessment was considerate and very helpful, and everyone was kind. Thank you.

A I had a need to contact the Audiology Department for urgent attention following a mishap with my hearing aid causing deafness in my right ear which in turn made my existing tinnitus condition in my left ear unbearable. I was seen the same day and the care I received was outstanding and the amazing treatment I received resolved the issue. My sincere thanks to all the staff involved.

H When my son, who is five, suddenly became ill last night I contacted 111 and was told to take him to ED. I went straight there and was met promptly but a nurse who contacted Coltishall ward and asked us to wait for transfer.

Five minutes later a lovely nurse came and escorted us. We were welcomed by the warm smiles of the staff who were quick to check him over and prompt in treatment and medication. We had a short delay in waiting to see the senior doctor to give us the all clear. When he arrived he was apologetic about the delay. This however wasn't needed as I understand how busy you all can be. We were treated with care, compassion and kindness.

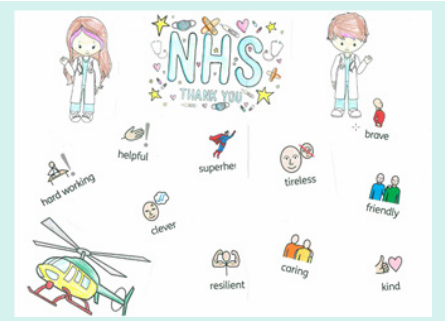
To a five-year-old who has never stayed in hospital, he wasn't phased by it at all and that's entirely down to the team on Coltishall ward last night.

R

I would like to say a massive thanks to each and every member of the Cath Lab. Our daughter had to come in last week for a procedure and has autism and complex needs. They really took the time to find out what they could do to help and support her. They all went above and beyond to help keep her anxiety down, explain everything in a way and level she understood and help keep her relaxed, enabling the procedure to be carried out, especially Mark and Jack the nurses who were looking after her.

L

**The pupils of Harford Manor School drew doctors, nurses and other hospital staff as real-life superheroes and sent us some drawings:**



I was only too pleased to take up the offer of Cardiac Rehab. I found the sessions excellent. We were guided in exercise and monitored all the time, and given so much confidence. We could ask questions, and again our drugs were discussed and how we were feeling. The talks were very interesting and informative, helping us understand why we had the health issues and how to help avoid repeats.

The staff were delightful and I found the whole experience enjoyable. I would urge anyone to take advantage of this fantastic service. Thank you to all for the help and guidance.

P



Volunteers respond to new challenges

**Our 600 Volunteers are a vital part of Team NNUH, providing invaluable care and support to our patients and their families during what's often an anxious time.**

During the pandemic, it wasn't safe for many to come to our hospitals but we're pleased that many are back with us now.



**“Our Volunteers are active in every corner of the hospitals, meeting and greeting, collecting feedback, engaging with older people and patients with dementia, providing end-of-life care, helping in the Emergency Department and supporting those being discharged... all of which we're very proud of,”** said Sally Dyson, Voluntary Services Manager.

**“The pandemic gave us a slight pause and enabled us to think about how we can rebuild volunteering around our patients, as well as how to make it easier for younger people to volunteer with us.**

**“It also put volunteering on the radar for lots of new people, with innovations such as recently-retired nurses helping at mealtimes, with end-of-life care and to deliver vaccinations, and firefighters helping with fit masks for clinical staff.**

**“We greatly appreciate everything our Volunteers contribute, including bedside companionship, reading aloud, iPad activities, hand massage, visits from PAT dogs, spiritual support and helping patients return home.**

**“Now there's a huge opportunity for us to grow, and we're planning a more patient-centred model, including enhanced support on discharge, when Volunteers can drive a patient home, unpack bags, make a cup of tea, do some shopping and follow up with welfare calls. We're also planning more digital virtual roles such as Volunteers carrying out telephone patient experience surveys and “This is me” questionnaires from home.**

**“It's been a hard year but we're ready to meet the next challenge with a new and improved Voluntary Services – watch this space!”**

**If you're interested in volunteering, please email Voluntary Services on [Volunteers@nnuh.nhs.uk](mailto:Volunteers@nnuh.nhs.uk) or call 01603 286060**

Save the date – AGM 6 October

Join us online for our Annual General Meeting from 4-6pm on Wednesday 6 October, where we'll provide a review of the year and an update on how we're performing.

The event will include our Inspiration Awards from the Norfolk & Norwich Hospitals Charity to recognise all the support the charity has received from the public over the last year.

There will also be a presentation from one of our clinical teams to show how we are improving patient care.

**Look out for more details on our website or email [communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk) to register for the event, which will be held on Microsoft Teams.**

**It's been quite a while since my last message to you in the Pulse, in fact it was December.**



The whole community has had to deal with the many challenges that Covid has put in our paths - such a lot has happened. It has been a difficult and extremely busy year and we're currently managing the third wave of the pandemic.

Our hospitals are hugely busy and teams are working extremely hard – my thanks to all staff for everything they are doing.

A top priority for us is doing everything we can to increase our efficiency and capacity for elective care and treatment for our patients.

One of our innovations in the last few months - that you can see featured on the cover and read about on page 12 - is our Virtual Ward. Since we launched the Virtual Ward in February, more patients are completing their recovery in the comfort of their own homes and it's getting great feedback.

Please also take a look at our story on pages 10 and 11 which is all about planning for the future.

We'd really love to hear your views on our plans for services for the next five years ahead and you can do this really easily through our survey on the website or by scanning the QR code below.

Please take part and tell us what you think and what improvements you would like to see in our hospitals.

**Sam Higginson, Chief Executive, NNUH**





## Peter raises £40,000 for heart patients

Fundraiser and heart patient Peter Orford has presented our Cardiology Department with a £40,000 cheque.

He raised the money through the Friends charity shop in London Road South, Lowestoft, which he's run for 10 years with his wife Margaret and more than 30 volunteers. The sum is on top of more than £80,000 they've already donated via the Norfolk Heart Trust (NHT) to help fund an electrophysiology service to treat heart rhythm problems, and will go towards funding a Clinical Psychologist to support patients with long-term heart problems.



Pictured left to right: Peter Orford; Catherine Head, Consultant Cardiologist; Margaret Orford and Alisdair Ryding.

Alisdair Ryding, Consultant Cardiologist and NHT Trustee, said: "This is an outstanding achievement which is due in no small part to the leadership and time commitment provided by Peter.

"The money raised by Peter and Margaret and the volunteers is vital. Replacement machines with improved technical capabilities continue to be needed – without the fundraising of people like Peter, our Cardiology department would struggle to maintain the excellent standard of care for the people of Norfolk.

"Peter and Margaret have done, and continue to do, so much for us and we're extremely grateful for their generosity."

**"My first heart operation was 13 years ago at Papworth Hospital in Cambridge and I had to get up at 3.30am to get to the hospital in time for my treatment,"** said Peter, whose pacemaker is regularly checked here at NNUH.

**"I decided to start fundraising so that patients and their families only have to travel to Norwich, and this makes a lot of difference."**

**"The staff are all immensely dedicated and caring - this is only a small gesture to say thank you for looking after me so well."**

## New café at Cromer hospital

Work is under way to build a new café at Cromer Hospital, funded by the N&N Hospitals Charity, which will open later this year to provide a greater selection of food and drinks for patients and staff in more spacious surroundings.



## Meet our Fundraising team

We're opening a new Charity Hub in the East Atrium, on level two, where our N&N Hospitals Charity team will be based.



**"We're very excited about moving to our new space, as it means we'll be much closer to staff, patients and the public, who we hope will pop in to talk to us about their fundraising plans,"** said Louise Cook, Head of Fundraising. "Being in the heart of our hospital community will enhance the support we can offer."

To find out more about the support provided by the N&N Hospitals Charity for the Norfolk and Norwich, Jenny Lind and Cromer hospitals, visit our website at [nnhospitalscharity.org.uk](http://nnhospitalscharity.org.uk)

**N&N**  
Norfolk & Norwich  
Hospitals Charity

## Looking ahead to our 250th anniversary



In 2022, we're looking forward to celebrating our 250th anniversary - we saw our first out-patients on 11 July 1772 and first in-patients on 17 November the same year.

Originally established through charitable donations, the hospital has gone from strength to strength, becoming a teaching Trust when it moved from St Stephen's in the city centre to Colney Lane on the outskirts in 2001.

Charitable donations continue today and we greatly appreciated the way so many people and organisations in Norfolk, and further afield, supported staff and patients with generous donations during the pandemic's peak.

Now we're looking to the future and planning ways to celebrate our 250th anniversary – and we'd love you to be involved in any of the following ways:

- Send us your ideas or suggestions about how we can celebrate
- Let us know if you'd like to receive updates about our celebration plans
- Tell us if you're interested in organising a fundraising event in 2022
- Contact us if you're a past employee and would like to get involved.

**We want to include everyone in our celebration, so please email us on [250@nnuh.nhs.uk](mailto:250@nnuh.nhs.uk)**

**1772 - 2022**  
Celebrating 250 years of caring

## Are you interested in becoming a governor?

The role of governor involves talking and listening to patients about their issues and concerns, what's working well and what could be improved, then including their views in the Council of Governors' work.

You should care about our patients, staff and the services the Trust provides, and want to bring the knowledge and experience of staff into discussions and decisions about the direction of the Trust. Elections for governors are run each autumn to fill any vacancies or when governors stand for re-election after their three-year term.

**If you're interested in becoming a governor, look out for more details on our website or email [membership@nnuh.nhs.uk](mailto:membership@nnuh.nhs.uk) for more information.**



## Views sought on our long-term plans

Our hospital governors have asked members for their views about our plans for the future.

Our five-year strategy completes this year with a raft of expanded services and new additions to both the N&N and Cromer hospitals, so now it's time to move on to the next phase of our development and ask patients and the public about the improvements they'd like to see in the future.

The governors held five virtual events in July to find out – and the answer was improved communication and customer service, the ability to see electronic records and more support for staff training and development.

You can read more information about our strategy on pages 10 and 11.



## Kavitha is named 'Employee of the Month'

In November, Nurse Kavitha Raju was named Buxton Ward's "Employee of the Month", a huge achievement as it was less than a year after she completed our Overseas Nurses Recruitment programme.



**"I'm from Kerala, in southern India, and wanted to come to the UK as there are lots of job opportunities for nurses here," she said. "I've family who live close to Norwich and the hospital was described as one of the best in the country to me."** Kavitha was on a night shift when she heard she'd won the award.

"I came into the changing room and everyone was congratulating me," she said. "I asked what they were congratulating me for and I was told I had won the 'Employee of the Month' award. After reading some of the nominations, I felt very appreciated and quite emotional.

"I have to credit my line manager Sammie Ritchie as she has been very supportive. We have regular meetings and she makes sure that all my questions are answered. All my colleagues have been so lovely too.

"If you are planning to come to UK, there are a lot of processes and you must be mentally ready to take on the challenge. The staff here are so supportive and will give you the opportunities you need to succeed. I'm really glad I came."

## Rob qualifies as Critical Care nurse after pandemic experience

**As a student nurse, Rob Bogyere spent six months supporting us during the peak of the pandemic, five in Critical Care and five on a ward – and now he's a fully-qualified Critical Care Nurse.**



**"Opting to work on Critical Care as a student was about supporting the hospital while gaining valuable experience,"** he said.

On Critical Care, Rob nursed ventilated Covid-19 patients then, on the ward, learned about the discharge process and how to support patients and their families.

"It was difficult and really busy, you were whizzing around looking after patients and at night it was even busier," he said. "Then we got help from nurses from the James Paget and Queen Elizabeth hospitals through the surge support programme and the army came in too, which also took some of the pressure off.

"If I can come through that, then I can't really think of any better grounding for working in Critical Care in the long run."



## Expert view: Harnessing the power of participation in research

**Our research team has played a key role in our defence against coronavirus, recruiting 65% of all Covid-19 vaccine trial participants in the Eastern region.**

**Prof Jeremy Turner and Dr Christopher Jeanes, joint principal investigators on the Novavax vaccine study at NNUH, reflect on the unprecedented pace and scale of setting up the trial and how we can harness the power of participation for future clinical trials.**

Over the last year, there has been a huge interest and threefold increase in clinical trial participation in the East of England as a result of the pandemic.

Last autumn, more than 500 participants from the NHS, Norwich Research Park and local community rolled up their sleeves to take part in the ongoing Novavax vaccine trial, which was set up at an unprecedented pace and scale at the NNUH-run Clinical Research Facility at the Quadram Institute.

Prof Turner, Consultant Endocrinologist and Clinical Director for the National Institute for Health Research (NIHR) in the East, said the results from the study have surpassed expectations.

“The vaccine research programme has been an immense combined effort on behalf of the participants and involved the whole Research team from NNUH and beyond, with contributions from the James Paget University Hospital, Queen Elizabeth Hospital, primary care, community care and the NIHR.

### Quality research at pace

“The Covid outbreak has truncated the research process to such a short timeframe that participants can quickly see that their efforts are making a difference. We need to harness that for other research and show the impact that taking part in research can have.”

Dr Jeanes, Infection Control Doctor and Microbiologist, said “One of the things that this has demonstrated is that high-quality clinical trials and research can be done quickly and effectively and should be harnessed. I think we had three weeks to going from nothing to injecting the first patient and recruiting 500 patients.”

Prof Turner added: “Being involved in research leads to real change in people’s healthcare. People are still on the trial while results are coming out and usually this is a 12 to 24-month timescale.

“Chris is a Microbiologist, I’m a Diabetes Consultant, our Lead Nurse specialises in cancer and another key member of the nursing team is a Paediatric Research Nurse. We all had a common enemy, which was Covid, and we were all terrified of it. That unified our passion to do something about it and there was shared endeavour across the health economy in Norfolk.



*Pictured: The Covid-19 Vaccination Research team outside the NNUH-run Clinical Research Facility*

### Harnessing enthusiasm

“Trials may never go back to how they were because there’s been such a mass participation exercise and people have seen what it’s like to be involved in a clinical trial and the difference it has made.

“We have expanded our relationship with the health research world and community and we want to maintain that and the engagement in clinical trials.

“If the trial had shown this vaccine was not effective, we would still have been contributing something massive to the national effort – it was a huge bonus to find that it was 89.3% effective.”

### State-of-art research facilities

The NNUH-run Clinical Research Facility is our primary location for all clinical trials that don’t need to be in the main hospital building.

“We might never have secured the trial if it hadn’t been for this facility,” said Prof Turner. “It helped us become one of 15 sites across the whole of Great Britain to host this trial - for us to be chosen was huge.”

**To find out more about taking part in research, visit: [bepartofresearch.uk](http://bepartofresearch.uk)**

## Patients benefit from 4D heart scans

Our patients are among the first to benefit from 4D flow images of their heart now that Dr Pankaj Garg, Honorary Consultant Cardiologist and UEA Norwich Medical School Lecturer, has put his research into clinical practice.

Using our state-of-the-art MRI and new 4D flow software, a short, non-invasive scan and hour of processing provides precise imaging of the heart valves, helping doctors determine the best course of treatment.

**“The standard method of diagnosing heart valve disease is with an ultrasound method called echocardiography, which is limited to only one-directional flow imaging in the heart,”** said Dr Garg.

“It’s very exciting to be able to do 4D flow scans for our patients, which is more precise and if we know more precisely where the leak is in a heart valve, we are able to make better informed decisions.

“Every patient who has their scan this way is having one of the most cutting-edge scans in the country and the patients are quite excited to be getting this expertise.”

Dr Garg is the first at NNUH to receive a Wellcome Trust Clinical Career Development Fellowship Award with funding of £746,198 to support ongoing international collaborative research for the development of non-invasive tools to predict pressures in the heart.



*Pictured from left to right: Clinical Scientist Bahman Kasmai, Strategic Development Manager Liz Rump, Radiographer Richard Greenwood, Consultant Cardiologist Pankaj Garg and Radiographer David Hewson.*

## Research team champions “proactive deprescribing”

Growing evidence shows that ageing often affects the way our body handles certain drugs, leading to the need for doctors to review and stop some older patients’ medications if the harm will outweigh the benefits - known as “proactive deprescribing”.

Our Older People’s Medicine Research team and UEA’s School of Pharmacy are working with clinicians and researchers across the country on the new CHARMER project – a group of studies aimed at increasing the chance of medicines that could cause future harm or discomfort being stopped when people are in hospital.

The team, funded by the National Institute for Health Research (NIHR), is looking for people aged over 65 in England who are on five or more medicines to help with their research.



*Pictured: Navena Navaneetharaja, Ania Spurdens and Martyn Patel from the Older People’s Medicine Research team*

Dr Martyn Patel, Consultant in Older People’s Medicine, said:

**“We’ve found that both our local studies and other people’s studies across the UK show that admissions to hospital, particularly for older adults, can often be directly linked to the medicines on their regular prescription list.**

**“People are very open to having a discussion and review of their medications but it’s often an opportunity that never comes to pass, either with their GP or during a hospital admission.**

“We’ve come up with the concept that it would be great to enthuse hospital doctors, in particular those working in geriatric medicine or routinely involved in the care of older adults, to make a special effort to conduct a medication review. So, when a patient on a large number of medications is admitted, a doctor or pharmacist will go through the list and actively consider which are no longer optimum and discuss with them the need for some to be switched or stopped.”

**For more information, visit [uea.ac.uk/groups-and-centres/charmer](http://uea.ac.uk/groups-and-centres/charmer) or Twitter @CHARMER\_Study**



## “ We are listening...

Our Patient Panel was launched nearly two years ago in August 2019 with the ambition of bringing in direct expertise from patients' own experience as users of our hospital services to help us improve patient care.

Here Sarah Higson, Associate Director of Patient Experience, tells us about how the Patient Panel is transforming our approach to patient involvement and helping us to improve our services.



“We really wanted to build a partnership with patients where they helped us by bringing their experience to bear and we in turn were open to listening to everything they had to tell us, from straight feedback to ideas and innovations to make our services and processes more patient-centred”.

**“We wanted to build a team of people we could work with alongside our clinical colleagues, so that we could really get serious about ‘co-designing’ service improvement and embedding the patient voice far and wide across our organisation.**

**“The Patient Panel’s role is crucial and is helping us to get to the heart of what really matters to our patients. Panel members’ contributions, grounded in their own experience, have begun to fundamentally improve how we use patient feedback to help us on our journey to providing Outstanding care.**

### Establishing the Patient Panel

“It was a pivotal point for us when we took this approach. We set up the Panel with a structure to be meaningful, not tokenistic and not ticking a box. Our Patient Panel has real form and function built into how it works.

“We recruited a chair with superb experience from primary care, Rosemary Moore, who helped establish what we needed the group to do and how it would work. We thought that a group of about 20 people would be about right for the size of the organisation and all members would join as volunteers, going through the same induction processes that all our volunteers do including mandatory training and checking through the Disclosure and Barring Service.

“We have 14 members now who represent different aspects of our community, with a range and variety of backgrounds and experiences. Building a team like this takes time and that was really important to us.



Patient Panel Vice Chairman Richard Drew and Chair Rosemary Moore

### Achievements

“We’ve come a long way in two years. Patient Panel members have built connections and are embedded in the organisation, and are working in partnership with us on important workstreams such as infection prevention and control and patient discharge processes.

“Our Vice-Chairman, Richard Drew, took on an extremely important role as the patient representative on redesigning the consent policy across Norfolk’s three acute hospitals and co-led sessions from a patient perspective – a great, totally patient-centred project.

### Next steps

“Now we’re proactively looking for the final few members of panel to give us more and wider representation. This will help us reach out further across the hospital to embed the patient voice in improving and designing our services, and to work with Patient Panels in our colleague hospitals in the county.”

**If you would like to apply to become a Patient Panel member please email your enquiry to: [patient.experience@nnuh.nhs.uk](mailto:patient.experience@nnuh.nhs.uk)**

Look out for more details of the Patient Panel members’ work in the next issue of the Pulse in September.

## Caring for carers

At one point in our lives, three in five of us will become carers for someone we love – and every minute four people take on a caring role. In total, around seven million UK adults are carers, with a further 700,000 young carers.

**“These are significant figures, and carers play a vital role in supporting our patients during a hospital stay, out-patient appointment or visit to the Emergency Department,”** said Ruby Allen, Patient Engagement and Experience Facilitator.

“We greatly value them and recognise their importance in helping to make patients’ time in hospital as comfortable as possible.

“We already provide a ‘Carer’s Passport’, offering benefits such as free parking and discounted meals, alongside agreeing what support a carer will give so we can provide what they need.

“There’s always more we can do, so our Carers Forum, which includes representatives from most areas of the hospital, carer organisations and carers themselves, meets every two months to look at ways to work even more closely together.

“During Carers Week in June, we held our first Carers Conference with the Queen Elizabeth Hospital in King’s Lynn and James Paget University Hospital in Gorleston to enable carers and staff to share experiences and develop further understanding of how we can support them.”

**If you’d like to join our Carers Forum or simply give feedback on your experience as a carer when using our services, please email [Patient.Experience@nnuh.nhs.uk](mailto:Patient.Experience@nnuh.nhs.uk) or call the team on 01603 288295.**



## Your feedback helps us improve

**We understand that being in hospital can be stressful, which is why we always aim to make your time with us as pleasant as possible – whether you’re here for a check-up appointment or as an in-patient. By listening to your feedback, we learn what we’re doing well and where we can improve.**

**“We value everything patients tell us, whether a compliment or a concern, and always take action,”** said Sarah-Jane Lynam, PALS (Patient Advice and Liaison Service) and Complaints Department Manager.

**“It’s great for staff to hear praise from patients and to share good practice and of course we want to know when things didn’t go well so we can put them right.”**

The PALS team has recently started working with patients and families who make formal complaints and brings the same ethos to resolving them.



Pictured from left: Jay Smith, PALS & Complaints Assistant; Matt Souter, PALS & Complaints Assistant; Jane Salzedo, PALS & Complaints Officer; Marion Wahlberg, PALS & Complaints Officer; Louisa Vargeson, PALS & Complaints Assistant and Lee Shiers, PALS Officer & Point of Care Lead.

“We see complaints as feedback and will speak to each person who raises one to ensure we fully understand their issue, can make any changes necessary and learn from it,” said Sarah-Jane.

“The new combined PALS and Complaints team aims to provide a seamless service by responding to concerns and complaints in a way that is straightforward, easily understood and accessible to all patients and families.”



**If you’re a current patient and have feedback on your experience, please let our PALS and Complaints team know by calling 01603 289045 or 01603 289036 or emailing [PALS-and-Complaints@nnuh.nhs.uk](mailto:PALS-and-Complaints@nnuh.nhs.uk).**



## Healthcare at NNUH: What matters most to you?

We offer a wide range of healthcare services to around one million people across Norfolk and beyond.

For the last five years, we've worked to a plan that ensures our services best met the needs of our community. It's helped us achieve many successes, including establish the Norfolk Centre for Interventional Radiology, the Norfolk and Norwich Kidney Centre and develop the NHS North Norfolk Macmillan Cancer Centre at Cromer Hospital.

Now we're looking ahead and developing a plan for the next five years - and we'd like to hear your views about the Norfolk and Norwich and Cromer hospitals and what matters to you about the care and treatment we offer.

We're looking at setting out the next five-year plan in a series of "commitments", rather than objectives or goals, as we hope that this is clearer and more straightforward in helping us to define our work in terms of who we are, who we serve and what we do.

This gives us five main areas: our patients, our people, our stakeholders, our services and our resources.

These commitments will shape our long-term direction, service development and how we work with our partners and, as with our current corporate goals, there'll be a number of plans which teams will develop to help support the commitments and achieve all the milestones.



*The Norfolk and Norwich Kidney Centre is one of the largest renal dialysis centres in the UK, seeing almost 90 patients a day, and continued to offer essential treatments throughout the pandemic.*

**We'd love to hear from as many people as possible, and your views about our plans for the next five years of providing healthcare services are important.**

**There's a survey on our website which you can find at the top of the homepage at [www.nnuh.nhs.uk](http://www.nnuh.nhs.uk) or use this QR code which will take you to the survey.**

**You'll find more detail in the survey about what each of the five commitments means and what we hope to achieve.**



*The Norfolk Centre for Interventional Radiology houses the most advanced technology in the world, including two world-class Siemens Artis Pheno C-Arm robots, placing us among the biggest centres in the UK for interventional radiology and a leader in training throughout Europe.*

## Our headline commitments:

### Commitment 1 - to our patients:

"We will plan each step of your care with you and ensure that you have the best possible experience of our hospitals each and every time."

### Commitment 2 - to our people:

"We want everyone to feel proud to work here and have the opportunities to reach their full potential."

### Commitment 3 - to our partners:

"We will work with you to get the most out of our collective expertise, to join up our services and to improve the health and wellbeing of our diverse communities."

### Commitment 4 - our services:

"We aim to deliver the highest quality of care in all of our hospital, specialist and complex services by ensuring that they are clinically-led and based on evidence and research."

### Commitment 5 - our resources:

"The taxpayers investment in our hospitals will be used to maximum effect to ensure services are delivered at the best possible value."

These commitments are very much a starting point. We'd really like you to get involved and to hear what you think so you have the opportunity to help us shape the services we'll provide over the next five years. We've already held online events with our Governors across the different county districts and are planning more via Facebook - look out for the dates and times on our website.



## Our NNUH vision

We also want to ask for your views about our NNUH vision statement. Does it say what you think is most important about our hospitals? Is it easy to understand? What do you think of the way it's worded?

Our current vision statement is:

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

You can give your feedback on this through our [online survey](#).





## Improving facilities for patients and staff

We're looking to the future to ensure that we continue to offer our patients the best possible care by launching new services and building high-tech new facilities – and we're looking after our staff too. Here are some of our latest projects.

### Patients benefit from our innovative Virtual Ward

**Did you know that more and more patients are completing their recovery in the comfort of their own homes thanks to our innovative new Virtual Ward?**

The Virtual Ward, launched in February, enables them to remain fully under our care, with a daily consultant-led virtual ward round, medical advice and specialist nurses who keep in close contact via daily phone or video calls. There's also a number to call with questions, concerns or simply for reassurance – and patients can even receive urgent support 24/7 by pressing an alert button on Tablet, just like a call bell.

They're constantly monitored via a small, easily-rechargeable device that's strapped to their arm and can even receive treatments such as oxygen and IV drugs at home.

**"We've currently up to 20 patients on the ward at a time, reducing their hospital stay by days or, for some, even months,"** said Johnny Wells, Virtual Ward Lead. **"The benefits of being at home, sleeping in their own bed, eating their own food and in the company of their family, away from the stress of the hospital environment, are huge."**

Leigh Jones, one more than 150 people to have benefitted so far, said: "After a week and my health improving I felt a little depressed and agitated being in hospital with limited visitors.

"A member of Virtual Ward explained fully about the service and use of equipment. I felt very confident

going home with the reassurance I had nurses monitoring me 24 hours a day. The equipment, including a Tablet, blood pressure cuff and arm monitor was very easy to set up.

"I am so grateful to all the wonderful nurses and IT people who gave me the confidence of being at home and feeling as reassured as I would have in hospital. Being home with the family and pets greatly improved my mental health and I believe speeded up my full recovery. I really hope Virtual Ward will be the future for patients like me."

"The feedback from patients is tremendous, with 96.3% saying they'd use the service again and 96.4% saying that they're very satisfied," said Johnny. "Our Virtual Ward greatly enhances patient experience, a huge priority for us, at a time when they feel anxious and vulnerable, and has supported their family and carers as well. It not only means that patients who don't need to be in hospital can complete their recovery at home before being fully discharged, but frees a valuable hospital bed for someone else."



The Virtual Ward team

### Critical Care Outreach team expands to provide 24/7 service

**All deteriorating in-patients now receive immediate attention, 24/7, from one of our Rapid Response Specialist Nurses, thanks to our newly-expanded Critical Care Outreach service.**

The restructuring of existing teams to form a new "Recognise and Respond" team means they can reach many more urgent calls from staff for additional assistance each day.

"It's exciting to see the team grow and means we can give patients equal support whether they deteriorate in the middle of the day on a Wednesday or the middle of the night on a Sunday, greatly enhancing quality of care," said Katie Heathcote, Matron.

"We're also able to better support colleagues on the wards by being present whenever they need us to assist with rapidly-deteriorating patients or patients who have moved to their ward from Critical Care and require extra support. And it means we're able to expand our life support teaching programme and study days for staff across the Trust."



Pictured left to right: Alanna Forrester, Emma-Jane Otterli, Katie Heathcote, Wayne Bowditch and Kirtsy Lewis



## Improved care for patients with dementia

We're now able to offer out-patients with dementia enhanced access to cancer treatment and support, thanks to Jon Ward, our new Macmillan Dementia Support Worker.

Jon offers patients and their families the emotional and practical support they need at such a difficult time. He helps them compile the "This is Me" booklet to enable us to understand them, and their likes and dislikes, better, liaises between families and clinics about any adjustments that can be made to improve their experience, and meets them when they visit the hospital to support them through their investigations and treatment.

He also makes sure they get any additional information they might need, including advice about living with dementia and obtaining the right community support.

**"It's great that there is now some dementia support for our out-patients who are going through cancer investigations and treatments,"** said Jon. **"It's so important to ensure our patients living with dementia have emotional support, guidance and advocacy while they're here. I'll have the time to ensure their needs are met at a very challenging time."**

Liz Yaxley, Dementia Services Manager, added: "I'm delighted that we're able to introduce this important role, which makes a real difference to patients and their families."



### Improving facilities for our staff and patients

#### New Jenny Lind Children's Hospital facilities

Our £6.5m children's theatres complex in the Jenny Lind, due to open in the autumn, will cement our position as a major provider of specialist paediatric care and enable us to meet the needs of our younger patients well into the future.

The development will be completed in two phases, the first providing a twin paediatric theatre suite and a six-bay recovery unit, and the second a paediatric Emergency Department and six day-procedure beds.

"The new facilities will help meet increasing demand on our services and give patients and carers a better experience, including a reduction in waiting times," said Caroline Banson, Clinical Lead Paediatric Theatres Nurse.

"We're lucky to be able to design our services and environment with the child's needs at the heart of everything we do."



#### Improved relaxation area for our Emergency Department staff

We're providing ED staff with much-needed changing, rest and kitchen facilities with a £75,000 extension, scheduled to open later this summer. "It will give staff an area to relax in and help us all maintain a healthy balance to continue to provide excellent care for our patients," said Senior Matron Alice Richardson.



#### Day Procedure Unit is renovated

Last month, our first patients were treated in our newly-renovated Lion and Golden wards in the Arthur South Day Procedure Unit. It's part of our wider Theatre Improvement Programme, which includes a new Ambulatory Procedure Unit and the Jenny Lind children's theatre complex.

The renovated wards include a new recovery area enabling patients to stay for up to 23 hours, so those having more complex procedures can recover in the unit without needing an in-patient bed, allowing us to increase operating theatre activity.

"This is such a fantastic space," said Diana Bernardino, Clinical Lead. "It will be a great environment for our patients and our team. We are future-proofing our department and these are exciting times."





## Taking care of our mental health

**While we hope that the worst of the pandemic is behind us, its impact on our mental health is still being felt by many.**

Lockdowns, furlough, fear and uncertainty have taken their toll, and we're caring for higher-than-ever numbers of adults and children with mental health issues, as well as seeing a 50% rise in alcohol and substance misuse. Acute illness is the tip of the iceberg, and many more of us are experiencing mental health problems that, while not requiring hospitalisation, affect our daily lives.

**"Most common are varying degrees of anxiety, low mood and depression, often made worse by lack of contact with people's normal support network during the lockdowns, not being able to access normal coping strategies such as gyms and social activities, and difficulty in finding professional help due to services moving online during the pandemic,"** said Dr Jo Derisley, Consultant Clinical Psychologist.

"Conversely, the easing of lockdown and removal of restrictions is also affecting some people's mental wellbeing, as they've become fearful of social interaction and nervous about returning to normal life. This can increase anxiety and make conditions such as Obsessive Compulsive Disorder (OCD) and eating disorders worse, as fear of contamination increases, as does the need for using behaviours to try to assert some control over life.

"If you or a loved one is experiencing any of these symptoms, it's important to remember that they're completely understandable. It is absolutely normal to struggle with mental health when we've experienced something that's been completely out of our control and disrupted our lives so fundamentally, making us concerned about our lives, livelihoods and loved ones. It's very important to talk this through and seek help accordingly."



## What's the difference between anxiety and depression?

**One in four people in the UK experience a mental health problem each year, and anxiety and depression are two of the most common. The terms are often interlinked, as it's not unusual to have both conditions together and some of the symptoms are shared.**

### Anxiety

**We all feel anxious at different times but anxiety in the medical sense includes a group of conditions. The most common is generalised anxiety disorder where sufferers are anxious about a variety of everyday things, often without a logical cause. Its two main symptoms are:**

- Excessive anxiety
- Worrying most days for more than six months, with difficulty controlling these feelings.

**Other symptoms are often also experienced:**

- Feeling on edge or restless
- Irritability
- Fatigue or tiredness
- Difficulty sleeping
- Poor concentration
- Muscle tension and aches
- Headaches
- Sweating
- Dizziness
- Bowel problems
- Fast heartbeat and shortness of breath.

### Depression

**Depression is a single illness that's defined as having a low mood and/or a loss of interest or enjoyment in most activities for two weeks or more. People may also experience other symptoms, including:**

- Guilt
- Helplessness
- Loss of appetite
- Thoughts of death or suicide
- Fatigue or tiredness
- Difficulty sleeping or sleeping more
- Feeling worthless, low self-esteem or low confidence
- Poor concentration, loss of interest
- Fidgety or unable to sit still
- Weight changes, often caused by changes in appetite
- Loss of libido
- Slower movements.

### Supporting others

Check on your friends and family to see if they're OK, especially if they don't seem "themselves". Listen to them, be there for them and encourage them to do things they enjoy – or seek professional help if needed

## How to find help and support

**If you're experiencing any symptoms of anxiety or depression, it's important to seek help. There are many effective self-help techniques that can make a huge difference, and a wide range of professional help is also available – start by talking to your GP.**

### Self help

**Here are some ways to benefit your mental wellbeing:**

- Be kind to yourself, don't judge yourself harshly for struggling, and do things you enjoy – take a walk, exercise, do yoga or meditation or find a new hobby. Mindfulness exercises can also be very calming.
- Meet family and friends
- Talk to others about how you feel
- Eat and drink healthily – and cut down on alcohol
- Establish a daily routine, plan activities that increase your sense of pleasure and achievement and get enough rest and sleep
- Appreciate the good things in your life and feel grateful, this will help you feel positive
- Try breathing in through your nose for four seconds, holding for two seconds, and breathing out of your mouth for six seconds. Repeat these steps for three to four minutes
- Write your worries down in a notebook, noticing your mood. This can lead to worries becoming less intrusive and a greater sense of control.



**Mindfulness and relaxation resources you may find useful:**

- **Headspace** - [www.headspace.com](http://www.headspace.com). Find guides on meditation, mindfulness and positive mental health
- **ThinkNinja**, a mental health app for people aged 10-18 promoting wellbeing and resilience - [www.nhs.uk/apps-library/thinkninja/](http://www.nhs.uk/apps-library/thinkninja/)
- **NHS apps** - go to the NHS website for a range of apps - [www.nhs.uk/apps-library/category/mental-health/](http://www.nhs.uk/apps-library/category/mental-health/).

### Professional help

**If you feel you need professional help it's important to get in touch with your GP, who can listen to you and find the psychological or medical support you need – you may benefit from a combination of both.**

**There's also a range of organisations that you can contact direct – here are some:**

- **The Wellbeing Service** – you can self-refer if you're stressed, anxious, feeling low or depressed, go to [www.wellbeingands.co.uk](http://www.wellbeingands.co.uk)
- **The Samaritans** – [www.samaritans.org](http://www.samaritans.org), helpline: 116 123
- **Anxiety UK** - [www.anxietyuk.org.uk](http://www.anxietyuk.org.uk), helpline: 0344 775774, text support line: 07537 416905
- **First Response**, NSFT for immediate advice, support and signposting. Call 0808 196 3494. They also have videos for young people and parents on their YouTube channel
- **Young Minds** provides online resources for supporting children with anxiety including parents' help and advice. Visit [www.youngminds.org.uk](http://www.youngminds.org.uk). Parents' helpline: 0808 802 5544
- **NHS Every Mind Matters** has resources to help manage mental health and support. Go to [www.nsh/oneyou/every-mind-matters](http://www.nsh/oneyou/every-mind-matters)
- **Campaign Against Living Miserably (CALM)** provides listening services, support and information, including a web chat. Visit [www.thecalmzone.net](http://www.thecalmzone.net) or call 0800 58 58 58
- **The MIND website** – [www.mind.org](http://www.mind.org) – has guides on relaxation techniques
- **No Panic** supports people with anxiety, OCD and panic attacks. Visit [www.nopanic.org.uk](http://www.nopanic.org.uk) or call 0300 7729834
- **Just One Norfolk** offers information for young people. Call 0300 300 0123 or visit [www.JustOneNorfolk.nhs.uk](http://www.JustOneNorfolk.nhs.uk)





## New MRI scanner improves patient experience

A state-of-the-art MRI machine was installed at Cromer Hospital in February as part of a £8m imaging equipment replacement programme in both Norwich and Cromer.

It provides improved imaging quality and an enhanced experience for patients – around 20 local people receive scans in the new machine each day.

**“The new scanner is a huge improvement in technology, with more advanced imaging and offers a wider variety of examinations and diagnostic quality,”** said Shelley Johnston, Deputy Lead MRI Radiographer.



*Pictured: Radiographers Shelley Johnston, Amanda Noyes and Elizabeth Skidmore with the new Cromer MRI.*

## New cancer centre nears completion



**The new North Norfolk Macmillan Cancer Centre is nearing completion at Cromer Hospital.**

**We're due to start seeing our first patients later this year when new chemotherapy services are launched, together with an information and support service.**

Once fully operational, the centre will include three new clinic rooms, two minor procedure rooms, five chemotherapy chairs and one chair for the Acute Oncology Service which supports patients through their cancer treatment.

Currently, most patients from the Cromer area have to travel to Norwich, so the new centre will enable more people to access cancer treatment and support closer to home.

The centre is a partnership between Macmillan Cancer Support, the Norfolk & Norwich Hospitals Charity and the Norfolk and Norwich University Hospitals NHS Foundation Trust, which runs Cromer Hospital.

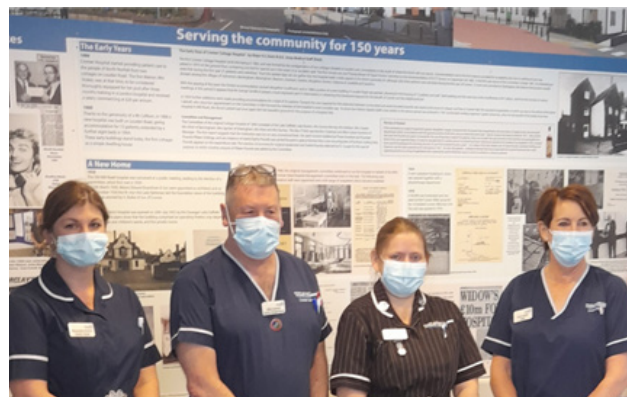
## New panel displays Cromer Hospital's history

A new wall panel has been unveiled showing the history of Cromer & District Hospital.

The display, put together by the Cromer team and funded by the N&N Hospitals Charity, shows how the hospital has developed over more than 150 years to provide the wide range of services, including day procedures, out-patient appointments, scans and treatment for minor injuries, that it offers today.

**“We're very proud of the long history at Cromer and the fact that we're still at the heart of the local community,”** said Anita Martins, Matron for Cromer.

“Generations of patients have benefitted from our nursing and medical care and we're delighted that people can see more about the origins of the hospital when they visit us.”



*Pictured: Billy Lawson, Dawn Smith, Alexandra Parvin and Anita Martins in front of the new display.*