

THE Pulse

Issue Number 69
Summer 2014



Our Vision

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

Norfolk and Norwich University Hospitals



NHS Foundation Trust

**A royal opening for our
new cancer treatment
facility, pp 2-3**

Plus, how our
critical friends
are helping
improve patient
experience, p10
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history goes
on show in
Cromer, p12



NORFOLK AND NORWICH UNIVERSITY HOSPITAL

Colney Lane, Norwich, Norfolk NR4 7UY
Tel: 01603 286286 www.nnuh.nhs.uk

Restaurant West Atrium, Level 1, open 7am–8pm

Serco cafe bars Out-patients West and East

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

The Pod Plaza (East), open Mon–Fri, 7am–1am, weekends 11am–1am

WRVS shop East Atrium: open Mon–Fri 8am–8pm and weekends 10am–6pm

WH Smith Plaza (West) – see Cafe Pure, above

The Stock Shop (ladies' fashions) open Mon–Fri 9am–5.30pm and Saturdays 12–5pm

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

Lost property 01603 287468 or ext 3468

Patient Advice and Liaison Service (PALS)
For confidential help and advice call 01603 289036 / 289045

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

CROMER HOSPITAL

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

OTHER HOSPITAL DEPARTMENTS

- **Cotman Centre**, Norwich Research Park: Cellular Pathology, Radiology Academy
- **Innovation Centre**, Norwich Research Park: Microbiology
- **Francis Centre**, Bowthorpe Industrial Estate, Norwich NR5 9JA, ext. 4652: Health Records
- **Norwich Community Hospital**, Bowthorpe Road, Norwich NR2 3TU: Breast Screening, Pain Management
- **20 Rouen Road**, Norwich, NR1 1QQ, ext. 6954: HR, IT services, recruitment, payroll, training, finance, data quality, health and wellbeing, out-patient appointments, cancer management, procurement, clinical effectiveness, commissioning team and information services
- **Norwich Contraception and Sexual Health Clinic**, Grove Road, Norwich NR1 3RH. Tel: 01603 287345

THE PULSE

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Royal opening cancer unit

The Norfolk and Norwich University Hospital welcomed His Royal Highness The Duke of Gloucester to officially open the Winterton Unit, the new radiotherapy building situated off Mulbarton ward, in May.

The Duke was greeted by the NNUH Chief Executive Anna Dugdale, and Chairman John Fry, before being introduced to the Director of Womens, Children and Cancer Services, Jo Segasby and Head of Radiotherapy Jenny Tomes. He was given a

tour around the new £4.5 million unit and met the architects and builders to learn about the concept and design of the building. The building has many small finishing touches to make the unit feel more like a hotel than a

hospital, for example, decorative artwork and relaxed seating in the waiting area.

The Duke also spoke to members of the Radiotherapy Physics team about radiotherapy and was shown the new linear accelerator by Fran Hall, Treatment

Superintendent Radiographer (pictured above right hand corner). She explained how the new TrueBeam state of the art linear accelerator works. The new machine is more powerful than the existing linacs in the Colney Centre and will enable the hospital to



Chief Executive Anna Dugdale with HRH The Duke of Gloucester

LETTERS

Dear *Pulse*,

I have just spent some time in hospital and the paramedics and ambulance service were brilliant. I was admitted to Dilham ward on 21st February and out on the 24th February. It was lovely, the food was brilliant, I was offered plenty of cups of tea and everything was 100%. Please pass on my thanks.

*Yours sincerely,
Tony Fairweather*

Please send your contributions, comments and suggestions to communications@nnuh.nhs.uk or to Communications, NNUH, Colney Lane, Norwich, NR4 7UY

for new style



Fran Hall with HRH The Duke of Gloucester

be able to offer new techniques.

The Winterton Unit will expand the world class radiotherapy facilities at NNUH increasing the radiotherapy capacity by a third over the next five years. The first linear accelerator has been installed and is now being used to treat patients with

cancer. The building was future-proofed with additional space for a second linear accelerator which will be installed at a later date as demand dictates, making a total of six linear accelerators at NNUH.

The Duke, who is president of Cancer Research UK, also

met with patients who have received radiotherapy to learn about their treatment. He then met other members of staff, fundraisers, donors and governors over lunch, before unveiling a commemorative plaque and signing the NNUH visitors book.

Diabetes Champion honoured

Diabetes Patient Champion, Dave Rea, has been honoured for his hard work and dedication with a surprise celebration at the Elsie Bertram Diabetes Centre. Dr Ketan Dhatariya thanked Dave for his hard work and dedication and presented him with a certificate and vouchers as a sign of the department's appreciation.

In Dave's 10 years as a Diabetes Patient Champion he has:

- Been a member of the management team for the Diabetes Patient Supporters
- Been involved in the Diabetes Prevention Research Study at the University of East Anglia
- Spoken at seminars for students at the UEA (School of Pharmacy and School of Health Sciences)
- Reviewed literature for the department
- Sits on the local Diabetes Network, providing the patient's voice
- Sits on the eye screening and facilitator management boards
- Frequently manned the Patient Supporter stand to promote diabetes awareness and the Patient Supporters Service.

Dave gives up his time for free and according to the department is "an absolute star". Thank you from all of us at the NNUH.

I continue to be impressed by the rate of development and improvement within our hospitals.

There have been lots of positive changes over the last few months.

In May, His Royal Highness The Duke of Gloucester officially opened our new radiotherapy building, the Winterton Unit. It was a great occasion which celebrated a fantastic new facility for our patients. The unit was a huge investment for the trust and will allow us to make a massive improvement in both what we can do for patients and in the number of people who will benefit. Having this available to people in Norfolk and Suffolk is really excellent.

Another area of development you can read about on page 6 is the e-prescribing system which we, together with the James Paget University Hospital, will be introducing. To have a single list of drugs, and the same IT system for us and the James Paget, makes sense because we have many staff working across both hospitals. It will help to reduce errors, ensure a better service for our patients, and is a great example of the application of technology.

We are also proud that the new VATS lobectomy service is now well established and benefiting lung cancer patients, who can opt for less invasive surgery. This new technique has been introduced by one of our surgeons who is training the other surgeons within the department. It demonstrates an openness to learning new methods and improving skills and has shown clear benefits for patients. Again there is a theme of applying new techniques and technology to establish an excellent service.

We have been developing the clinical services in Cromer since its redevelopment, with many of our staff working there during part of the week. These new services have been extremely popular in North Norfolk and will be added to this summer by a new pain management clinic.

These developments are exciting and real successes. I hope you enjoy reading about them, and long may they continue!



JOHN FRY

Chairman, Norfolk and Norwich University Hospitals NHS Foundation Trust

Our thanks to...



Thanks to Joan Thurgill (bottom left) for her £750 donation to the Norwich Children's Fund which will be spent on resources for young patients with Epilepsy, such as medication

boxes, books and DVDs. Joan's grandson Stephen Herring (bottom right) has been treated at the Jenny Lind Children's Hospital since he was diagnosed with Epilepsy aged 7.

Thanks also to students from Sewell Park College who donated a portable DVD player and a range of DVDs to the A&E department for children, after fundraising with a non-uniform day.



Ward Sister Mel Griggs organised an eggciting Easter egg challenge on Coltishall Ward and raised the eggastic amount of £500 for the ward's charity fund. This will buy a new set of scales. Well done Mel and Coltishall!

We are incredibly grateful for everyone's support towards the charity including: Mr & Mrs Spooner; Mr & Mrs Blowers; Old Norvicensian Lodge; East Point Rotary Club Lowestoft; Easton Village Community Lunch; Norwich & Peterborough Building Society (North Walsham); St Thomas's Church, Norwich; Rebels Charity Bingo; Mrs Read & Family; Emma Bussey; Robert Rout; Raef Maunder; Niamh Costello; The One Account Customer Care Team (Norwich); Mr Gaul; Lauren Beaham; Stephen Kerrison; St Bartholmews Church, Sloy; Sewell Park College; Kate & Silas Slack; Mrs Vera Stevenson; Mrs Rosemary Thetford; Rachel Miller; Peter Kean-Cockburn; Matthew Pask; Bellfolk Trusts and Dunelm.

Bike Ride 99.9km/48km

This year we are giving everyone a new reason to get on their bike and fundraise for the hospital charity. The NNUH 99.9 Sportive offers a choice of two circular routes – 99.9 km/60 miles or 48 km/30 miles – through the quiet leafy lanes and charming villages of southern Norfolk. You can expect a wonderful day out with full back up and feed stations, with fun for all the family at the start and finish in Earlham Park, Norwich.

Your participation in this event will help fund important equipment and facilities for cancer patients in the region, as £12 from every entry fee will go direct to the Norfolk & Norwich University Hospitals' Targeted Radiotherapy Appeal. And if you decide to raise additional sponsorship, you can choose any hospital department or ward to benefit from these donations, helping neonatal intensive care, cardiology and stroke patients, or many others. With entry costing just £26, why not ride for a reason and help NNUH improve the lives of cancer patients in our region.

Register now at www.nnuh-sportive.co.uk

Massive thanks to Knitters

A post on the NNUH Facebook page resulted in over 80,000 people viewing our plea for people to knit blankets for our Neonatal Intensive Care Unit. The blankets need to be 20 inches x 20 inches, without holes so that tiny hands or feet do not become caught; they can be any stitch or ply and any baby friendly wool. We also ask that blankets are washed and come from a smoke free environment.



Jill Wakley, NICU Matron, said: "We have many regular knitters who have supported us over the years but because of a change in how we use the blankets and hats we now need at least 100 blankets and hats a month, so we are asking everyone to get involved and help us."

Blankets can be dropped off at the hospital's main reception in West Atrium Level one marked 'NICU blanket' and donors are asked to include their name and address, alternatively they can be posted to Louise Cook, Fundraising, 20 Rouen Road, Norwich, NR1 1QQ.

Forthcoming Events

- 27th July: Sean Terrington Memorial Golf Day Organised by Duff Morgan
- 31st August: 99.9/48km NNUH Bike Ride
- 6th September: Lighthouse Dance, North Walsham organised by Mr & Mrs Rodney Rose
- 17th September: An evening with Elizabeth Talbot at Dereham Town Football Club organised by Inner Wheel Club Of Dereham
- 11th December: NNUH Christmas Fayre 4-8pm

Race Night a Thundering Success

The first ever race night held in the hospital restaurant was a thundering success and raised over £2,000 towards the Targeted Radiotherapy Appeal. The evening was a success due to the hard work of the West Norwich and Taverham Lions Clubs and the support offered by our colleagues in SERCO. Both food and entertainment were excellent!

Rate of survival figures for trauma patients treated at NNUH best in the region

New figures show a rise in the number of patients treated at the Norfolk and Norwich University Hospital who survive after trauma. The figures published by the Trauma Audit and Research Network show that between 1st January 2011 and 31st December 2013 the NNUH had an extra 1.2 additional survivors out of every 100 patients – the best outcomes in the region.

Dr Victor Inyang, Consultant in Emergency Medicine at NNUH, pictured below, said: “These figures show that we are saving more people who’d be expected to die after receiving a trauma injury. They also show we have made improvements over the last two years. In 2012 the NNUH set up a trauma board to review how to improve trauma care. “Consultants



lead all trauma cases across the hospital 24/7 and we have excellent joined up care from as soon as the patient arrives in A&E, to our surgeons, intensive care unit, care on the wards and rehab, both inside the hospital and in the community. The figures are testament to the strong team ethos across the hospital.”

Mr Darren Morrow, Consultant Vascular Surgeon at NNUH and chair of the trauma board, said: “All the members of the trauma board have worked very hard to evaluate our performance and introduce the highest standards of care for trauma patients. I am delighted that we are now able to demonstrate that this has resulted in more lives being saved. We intend to continue making further improvements in the future.”

Photo by Denise Bradley/EDP

Specialist Surgery for lung cancer patients

Specialised video assisted thoracoscopic surgery (VATS) is being offered to lung cancer patients at the Norfolk and Norwich University Hospital (NNUH) after a successful pilot. The department also carries out surgery on patients from the James Paget University Hospital, Ipswich Hospital and the Queen Elizabeth Hospital at King’s Lynn.

VATS lobectomy is a type of key-hole surgery which is carried out to remove some forms of lung cancer tumours. It has many benefits over traditional surgery; it is much less invasive and patients’ recovery is quicker resulting in less time spent in hospital. The pain and discomfort during recovery is also significantly reduced and patients are left with just a few small scars. It is also more suitable for older patients who may not be fit enough to undergo the traditional operation.

The new service has been piloted following the appointment of Mr Waldemar Bartosik, Thoracic Surgical Consultant in December 2012. Mr Bartosik is now training the Trust’s two other Thoracic consultants so that in 2014 the whole team will be able to perform this advanced surgery.

Within the first year of the VATS programme Mr Bartosik and the Thoracic team have ensured 55% of all lobectomies have been performed by key-hole surgery, compared to 14% nationally, with 0% mortality and a low complication rate.

Mr Bartosik, Thoracic Surgical Consultant at NNUH, said: “This procedure is still quite new in the UK and not offered routinely in many Thoracic centres, so it’s brilliant news that this is an option for patients with certain types of lung cancers or other localised lung diseases who live in Norfolk and Suffolk. Patients used to have to stay in hospital for a week or more after surgery and now they could be home within four days after VATS, which is fantastic.”

Dates for your diary:

Council of Governors meetings

- 12pm to 2pm on 25th September 2014 followed by AGM. This year’s theme for the AGM will be Cancer.
- 10am to 12pm on 16th October 2014

Public board meetings

- 26th September at 9am
- 28th November at 9am

NNUH staff crafters fair

The next NNUH staff crafters fairs will be held in the East Atrium, levels 1 and 2, from 10am–4pm on 3rd September and 5th December.

NNUH and JPUH to launch electronic prescribing system

The Norfolk and Norwich University Hospital NHS Foundation Trust (NNUH) in collaboration with James Paget University Hospital (JPUH) has been successful in a bid for £1.7m from the Department of Health sponsored Safer Hospitals Safer Wards Technology Fund and will be introducing an Electronic Prescribing and Medication Administration system.

With matched funding the project will total £3.5m and will support both hospitals' quality priorities and will improve patient safety by reducing medication errors, missed doses and improving the quality of prescribing.

Implementation has started with the aim to go live fully at both hospitals

by 2016. Once introduced, doctors will be able to record prescriptions electronically and nurses will administer drugs against the electronic record on the wards. There will be advanced decision and support mechanisms available to support clinicians prescribing medicines for patients.

Professor Krishna Sethia, Medical Director of NNUH, said: "E-prescribing is a major step forward in helping clinicians provide the best care and giving patients confidence that they are in the safest possible environment."

Professor Carol Farrow, Clinical Director of Pharmacy Services at

NNUH, said: "We are absolutely thrilled to have received this funding and to start implementing e-prescribing. The Pharmacy department will be working very closely with departments to configure the system, link it up with other software packages and provide training."

Nick Oligbo, Medical Director at the James Paget University Hospital, said: "E-prescribing is something we have been very keen to implement at the James Paget. It is great that we are now able to introduce this system for the benefit of our patients."

Extra breastfeeding support

A group of 25 volunteers have been recruited to help provide breastfeeding support to new mothers at NNUH.

The "Breastfeeding Peer Supporters" can also listen to any of the women's experiences and concerns, describe effective positioning and attachment for breastfeeding and demonstrate the technique of hand expressing milk.

The volunteers have trained with the Breastfeeding Network (BfN) Charity or the National Childbirth Trust (NCT), have completed a nationally recognised qualification with the Open College Network and taken a two day Breastfeeding Management course to UNICEF standards.

The volunteers complement and enhance the care given by the maternity staff at the NNUH and act as a "well informed friend" or mentor to new mothers.

The new volunteers join ten others who started in February last year.

Luisa Lyons, Infant Feeding Co-ordinator at the NNUH, said: "Historically women have supported each other during pregnancy, childbirth and being a mum. We now have a large group of volunteers who will help even more women to breastfeed successfully and more importantly, continue to enjoy successful breastfeeding once they leave hospital."

New staff walking group

As part of the 3Fs (Fun, Fitness and Friendship) campaign to improve staff fitness, a staff walking group has been formed. The group has been meeting monthly since March and has brought people with a common interest together for a walk in the Norfolk countryside. Karen Carpenter set up the group and said: "We have rambled on Hardly Flood Plains, around Ringland and Swannington and at Ludham Broad."

The physical health benefits of walking as part of your regular exercise include improved performance of the heart, lungs and circulation; lowering blood pressure and reducing the risk of coronary heart disease and strokes. However the impact on mental health and wellbeing can be just as significant by reducing stress levels and improving resilience. Walks are advertised in advance in the weekly staff email or you can contact karen.carpenter@nnuh.nhs.uk for more information. Go on, give something new a try!

Nurses and Midwives Celebrate professions

The Norfolk and Norwich University Hospitals NHS Foundation Trust (NNUH) celebrated International



Nurses and Midwives Day to recognise the amazing caring work nurses and midwives do and the pride they take in their profession.

NNUH marked the occasion with a range of activities, stands and events including a talk by Ashley Brooks, a National Patient Champion (pictured), who spoke about patient experience and his admiration for the nursing profession. Students from the Pre Nursing Experience Pilot, newly qualified nurses, and the NNUH Director of Nursing Emma McKay (also pictured) gave a talk on 'Why be a nurse?' to give their own inspirational views on why they became nurses.

Cromer Hospital held celebrations on Monday 12th May – see the back page for details.

Advances and Controversies in Reconstructive Microsurgery – NNUH leads the way

Consultants from the Norfolk and Norwich University Hospital have just organised and hosted the first ever international conference on reconstructive microsurgery in the UK, 'Advances and Controversies in Reconstructive Microsurgery'.

Mr Andrea Figus, Consultant Plastic Surgeon at NNUH, says: "We work in an excellent hospital and we are a small and dynamic department. We thought there was a real benefit to organising an international conference to share our expertise working in microsurgery and of course hear about the experiences and innovations from other top surgeons."

Mr Figus, Miss Rozina Ali and Mr Sam Norton, all Consultant Plastic Surgeons at NNUH (pictured below), organised the international conference together and felt it was important for the conference to be international to maximise the opportunities to interact with the best surgeons worldwide and give the most benefit to all the delegates.

Challenges

Mr Figus says: "It was massive to organise, we had to find the right topics,

venue, speakers and organise all the delegate attendance, and initially it was quite daunting. We wrote to speakers to invite them and we realised that a lot of people knew of Norwich and our work here."

Prestigious experts from the USA, Taiwan, India, UK and Europe attended and discussed current concepts, techniques and outcomes of microsurgical reconstruction used in treating patients with breast cancer, head and neck cancers, as well as hand, lower limb and transplantation surgery.

The NNUH is a centre of excellence for microsurgical reconstruction and treats patients from across Norfolk and Suffolk as well as parts of Essex and Cambridgeshire. The plastic surgery department carry out around



Photos by Jenni W Photography

200 microsurgery procedures every year. Operations range from four to eight hours long and include breast reconstruction for patients with cancer, head and neck cancers, skin cancer and trauma cases.



Krishna Sethia, Medical Director at NNUH said: "The plastics team here at the Norfolk and Norwich has achieved centre of excellence

status, their work transforms patients' lives on a daily basis and this was a fascinating conference about this field."

Amongst over 30 speakers, highlights included Robert Allen from the USA, who performed the first diep flap technique for transferring tissue from the abdomen to breast; Professor Simon Kay from Leeds Teaching Hospitals NHS Trust, the first surgeon to perform a hand transplant in the UK; Professor Jesse Selber from the USA, specialist in robotic-assisted microsurgery; Professor Maria Siemionow from the USA, pioneer in face transplantation; and Professor Ming-Huei Cheng from Taiwan, expert in microvascular lymph node transfer.

Benefits

Mr Figus said: "The event exceeded any of our expectations – there were the top international speakers, we had more than 180 people attending the two days of the conference and we are now helping to put in place the foundations of the first British Microsurgical Society, the British Society of Reconstructive Microsurgery, "BSRM". We are creating a very effective network and we hope to be able to support it in the future as well.

"We also created a lot of connections for our junior staff, and we think we may be able to set up three fellowships for staff to study overseas for six months with other internationally renowned surgeons in Houston, Boston and Taiwan."

So would they do it again?

"Well," says Andrea, "we are still receiving amazing feedback, so yes, I think we will do it all again in two years."



The Norfolk and Norwich University Hospitals NHS Foundation Trust and Serco have been working together in partnership since the opening of the new hospital in 2001. The relationship has developed over the years with the focus consistently remaining on providing the best patient care experience for the Norfolk community. Serco employs 650 staff on site, providing services such as building and maintenance, cleaning, catering, portering, security, waste, linen and grounds maintenance. Here you can meet a few of the faces who work behind the scenes and read about how some of Serco's innovations are helping to improve patient care.

Profile: Jason Kong



Jason joined Serco in 2007 as a part time catering assistant whilst he was studying a degree in Business Management. Jason always had a desire to work within Catering and in a hospital after seeing firsthand the care his father had received at the Royal Marsden. His

experience left him with a desire to impact the lives of all those patients who pass through the doors of this hospital and ensure they and their families are provided with the right care, specifically non-clinical, during their time of need.

Jason quickly progressed to Patient Services Co-ordinator and subsequently Patient Services Manager for domestic services and patient catering, managing around 350 front line staff at that time and ensuring the services that Serco provide are of the highest standard for the patients of NNUH.

Now he's in an interim role as a Senior Patient Services Manager with lots of responsibilities but his current focus is on patient catering including the new menu, the pre-ordering system, recruitment and looking at efficiencies.

Jason says he enjoys working for Serco and working closely with the NNUH: "There is opportunity but it is hard work. We're very fast paced, always looking for the next best thing. I think we've got a shared vision with the NNUH to always strive for that." And according to Jason, the driving force behind Serco's vision is Contract Director Nayab Haider. "He has to lead by example because if you don't understand what we're trying to achieve, you're not going to put your heart into it. It's hard work, and putting your heart into what we do is what keeps us going."

A shared

Patients and staff might not realise the impact that some of the technological and service innovations Serco has introduced at NNUH over the past 13 years. Below are some of the key innovations which have been introduced which have made the biggest difference to patient care and improved customer experience for NNUH staff.

Patient Catering

Patient food across the NHS is an emotive subject. After feedback about patient food through the Friends and Family Test, Serco launched a patient catering project to transform the food and drinks offered to patients, and to ensure patients receive the best meal offering available. As part of the project Serco has introduced a new à la carte menu with 26 choices, brought the production of fresh sandwiches, soups, cold desserts and salads in-house, introduced a new fruit trolley to promote patients eating '5 a day' and introduced a new digital based food ordering system to ensure that all patients are provided with their first choice of meals. Frontline members of staff have also been given customer service training by providers of training for the 2012 London Olympics, 'World Host'.

Feedback from patients has been extremely positive, with surveys showing an increase in the positive perception of patient catering by 30% with a fantastic 99% of patients now believing there is enough choice at meal times. The project is ongoing and is helping to provide a more enhanced service to our patients.

As part of the project Serco has involved Richard Hughes, Head Chef owner of the locally acclaimed Lavender House in Brundall and the 2013 award winning British cookery school of the year. Richard has helped advise on the menu, the introduction of on-site made sandwiches and cakes, and has been developing the Serco chefs and kitchen staff.

Entrances Project

Together with members of NNUH and the Hospital Arts Project, Serco have helped to transform two of the key entrances to the hospital, creating a nicer environment for patients and visitors. The East and West Out-patient entrances have been revamped to make it easier for patients, visitors and staff to find their way around the busy hospital and improve their experience whilst here. The entrances and outside canopy areas have been colour coded to support way finding so that patients and visitors can instantly identify the area of the hospital they need to attend. The reception and waiting areas have



ethos and values

been redecorated to give a fresher look and feel. The work also involved replacing the flooring and seating outside the cafes.

eServiceDesk

In 2012, Serco conducted a series of workshops with various staff to understand what it did well and areas for potential improvement. One area for potential improvement that was consistently identified was the Servicedesk function and the desire to have a facility to electronically log requests and monitor the progress of any requested jobs raised. eServiceDesk was created to improve efficiency and the effectiveness of Serco's service delivery and it is now vitally important. The web based system acts as a primary point of contact for all members of NNUH staff to log requests relating to Serco.

It has had a significant impact on the performance and productivity with clinical staff spending less time logging and chasing requests and more time doing what they do best, caring for our patients.

Helping keep our hospital MRSA free

In March the NNUH celebrated two years without any incidences of MRSA blood stream infections (bacteraemias). Serco played a key part in this success and this spring, in partnership with Serco, Adenosine Triphosphate (ATP) testing is being piloted on wards to provide us with real time scientific environmental tests to ensure our hospital is as clean and safe as possible for patients. ATP testing involves taking swabs from surfaces which have been cleaned and testing them in real time to ensure the environment has been cleaned to the highest standard ensuring no germs are left behind that may not be visible to the naked eye.

Looking forward

Nayab Haider (pictured left), Contracts Director for Serco at NNUH, who joined as frontline member of the team in 2001, said: "Serco is a values-led company and its culture and ethos is at the very heart of everything it does. It gives people real responsibility so they can put their ideas into practice and make a real difference for our patients, community and customers.

"The 13 years I have spent at this hospital have been the most humbling and inspiring of my life where you see examples at all levels of people making a difference in patients' and families lives. It is an absolute privilege to be part of the successful NNUH journey."

DID YOU KNOW?

- Serco and NNUH have been working together for the last 14 years
- Serco and NNUH pioneered the Princes Trust programme in 2009 and celebrated the 500th student with 63% of participants successful in gaining employment
- NNUH has a Combined Heat and Power Unit which produces 33% of the energy the whole site needs, saving around £7,000 a week in electricity costs
- NNUH recycles 450 tonnes per year
- NNUH was successful in receiving the Cleanest Hospital in the Country award

Profile: Ian Cunningham

Ian has worked within the NHS for 35 years and started out as an apprentice carpenter working for Norfolk Healthcare Authority at the time. He transferred to Serco in 2001 when the new hospital opened at Colney Lane and has progressed in various roles to the position of Asset Services Manager he currently holds today.



Ian's team work around the clock to ensure the building is well maintained and safe for all patients, staff and visitors, reacting to maintenance requests from staff, patients and visitors. Most of their work is behind the scenes but is as critical as any other profession in the hospital. For example, in the last year, Serco has changed around 500 swipe access points in the hospital to upgrade and future proof the whole system for the next 10 years.

Ian agrees there is joint working between Serco and the NNUH. "It is very co-ordinated," he says, "although, the soft services colleagues are more involved in the day to day delivery, we in engineering by the very nature of things, look at it as long term, reflecting on what we've done in the past and how things have performed in the past, to make improvements, to change the way we do things, to change equipment, to change the infrastructure."

Ian added: "The overall goal is the same, it's to try and deliver the best place for the people of Norfolk that we can, with the resources that we have."

From taste testing new menus, to auditing our wards and speaking to patients on dignity day – the NNUH is lucky to have a small army of critical friends. Our external auditors and patient representatives play a crucial role in checking that the hospital maintains high standards and provides the best possible care and patient experience. Pulse editor Susie Hawes met up with two of them to find out more.

Michael and Maureen Lake are retired, but that does not mean they are not busy people – they commit a lot of time here at our hospital. Michael was approached by the NNUH to become an external representative to take part in CQC style unannounced inspections on our wards when daily Quality Assurance Audits were introduced in 2011. He was a volunteer and trustee for Age UK at the time and Michael leapt at the chance, saying “I felt it was a way of putting something back into the community.” His wife, Maureen, who had been a patient here on Denton ward and had had a very good experience, also became involved.

They are both now regular auditors, carrying out at least one audit a month, across any of the wards and out-patient areas. Audits are carried out every day and take around an hour and a half. Two senior nurses/matrons from other areas of the hospital join external representatives to inspect the standards of care provided to patients in that setting including cleanliness, assistance with meals, medication and records. Ward and clinic staff have no idea the

auditors are about to start an inspection and the assessment starts from the welcome they receive on arrival. As an outsider, external representatives act as an extra pair of critical eyes and are primarily responsible for talking with patients and families and listening to their feedback. “Patients are quite happy to talk to us, and I think one advantage is because we’re not staff, they’re more willing to talk to us if they’ve got problems,” says Michael. “And they quite like chatting!”

“I suppose our role is looking for problems. It’s easier for us to come in from outside as members of the public and notice that something doesn’t look quite right, and enquire whether it is right or not.”

After each audit, the group gives feedback to the matron and sister. Maureen says: “I think it was probably a little bit intimidating for the ward staff in the early days, but of course, it was then taken as a view that really, we are there to help them, and to constructively criticise.”

Michael adds: “I think they quickly realised that when we have a criticism, it’s meant

Our crit



positively, because that’s the way we criticise, and it has resulted over the last three years, in considerable improvements.”

All the auditors have a checklist to go through and know what standards to expect. So what happens when they see something they are not happy about? Michael says: “Some of the problems are technical, for example, they’re not allowed to store things on the floor, but you can go on a ward where there are things on the floor. It doesn’t necessarily make them non-compliant, but it’s noted and they’re expected to make some changes and do something about it before the next audit.”

The Quality Assurance Audits have been so successful that the programme was shortlisted in the Health Service Journal’s 2013 Awards in the Acute Sector Innovation category. Other hospitals have even visited the NNUH to see how the audits are benefiting patients. Michael



ical friends



thinks the Trust made a big statement when they launched the audits, “It was a very brave move when they started,” he says, and according to Maureen, “it certainly has paid off – they’re delighted, it’s led to lots of improvements.”

Maureen and Michael also attend the Patient Experience Working Group where again they act as “outside observers” to give the patient voice. The meeting takes place once a month and is led by the Director of Nursing, matrons and other senior staff who discuss issues that have been raised in patient surveys, to ensure the patient experience at NNUH is as good as it can be.

Michael adds: “We listen and make a comment if we think it’s going to be helpful. It’s just an outside voice that’s able to make an off the wall suggestion from a patient view.”

And in May Michael and Maureen joined other external

representatives to take part in the Patient Lead Assessment on Care and the Environment (PLACE), an annual assessment of the hospital and its environment. The Government led requirement involves teams of staff and external assessors looking at different parts of the hospital, from car parking to A&E, to wards. It is similar to an audit but it is planned. Michael and Maureen were involved in checking the environment was clean, tidy and making sure equipment wasn’t broken. Maureen says: “There’s not quite so much patient interaction, but we can talk to the patients about the food when we do food tasting. On Guist ward, we watched the food service to make sure it was done properly and that the patients get what they need, that they have chance to sit up in bed, get their hands wiped, and then when the service is finished, we sampled some of the food.”

So, do Michael and Maureen enjoy being an external representative? “Absolutely, we love it – it’s become a fairly big part of our lives because we’re even more involved now.” Maureen and Michael would recommend the role to anyone interested in getting involved with the hospital, and find it very rewarding.

For the Trust, the 72 external auditors play a crucial role. Director of Nursing Emma McKay says: “The Quality Assurance Audits provide us with daily in-depth feedback from across our wards and clinics. The external representatives on the teams are incredibly valuable to us because they bring independence and an outside view from a fresh pair of eyes. Our staff work hard to keep our standards of quality of care high, but this programme helps us to constantly challenge and raise those standards even further, so that we can provide the best possible care and experience for our patients.”

Pictured above: Maureen and Michael inspect the ward noticeboard; left, they give feedback to Kilverstone ward; and below, they chat to patient Richard Hewett about his experience.



Florence Nightingale letter on show to public



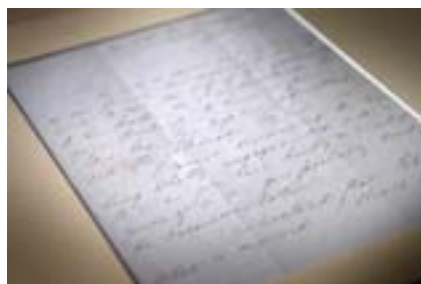
Left to right, hospital administrator Sue Hayward, medical secretary and translator of the letter Louise Osborne and matron Anita Martins. Photos by Antony Kelly / EDP

Cromer Hospital celebrated International Nurses Day and International Midwives Day by unveiling a letter written by Florence Nightingale in 1857 which has been in the hospital for decades, though not formally displayed in public.

Sandra Meaden, a former nurse and key driving force in the redevelopment of Cromer Hospital officially unveiled the letter. Helen Lloyd, Operations Manager at Cromer Hospital, said: "We are delighted to be able to display a bit of Cromer Hospital history."

Emma Jarvis Hospital Arts Project co-ordinator said: "This letter has been

on display for many years but not in public. How it was discovered remains a mystery. We have no records of how Florence Nightingale became linked to Cromer Hospital – if anyone knows anything about the background of this



letter it would be really great to hear from you."

International Nurses Day is a global celebration of nursing and nurses, is formally marked on 12 May every year, the anniversary of Florence Nightingale's birth. International Midwives Day is formally marked on 5th May.

Save the date! Hospital Open Day 18th Oct

Patients and local residents will have the chance to see behind the scenes of Cromer Hospital at an Open Day from 11am–4pm on Saturday 18th October.

The event is free and visitors will be able to see the hospital facilities first hand, have the opportunity to find out more about their own health and take part in a variety of activities.

Further details will follow in the next edition of *The Pulse*.

WELCOME

...to the following consultants who recently joined the Trust: **Dr Simon Lines** (Renal); **Dr Louise Hamilton** (Rheumatology); **Berenice Lopez** (Chemical Pathology); **Baska Kumar** (Upper GI); **Mr Iain McNamara** (Trauma & Orthopaedic); **Dr Geropantas** and **Zach Tasigiannopoulos** (Oncology).

FAREWELL

...to the following long-serving staff who have recently left the Trust: **Margaret Thompson**, Admin Officer

(21 yrs); **Brenda Fuller**, Deputy Sister (21 yrs); **Robert Shaw**, Specialist Medical Electronics Technician (23 yrs); **Miss Frances de Boer**, Consultant (23 yrs); **Maria Litten**, Sister (24 yrs); **Thomas Howman**, Clinical Specialist (24 yrs); **Paul Davies**, Biomedical Scientist Advanced (26 yrs); **Alison Smith**, Matron (28 yrs); **Kenneth Gare**, Senior HCA (29 yrs); **Margaret Drake**, Receptionist (34 yrs); **Paul Chapman**, Specialist Biomedical Scientist (41 yrs) and **Patricia Parker**, Physiotherapist after 43 year's service.