

# THE Pulse

Issue Number 63  
Winter 2012



### Our Vision

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

Norfolk and Norwich University Hospitals



NHS Foundation Trust

## Our stars shine bright at this year's Staff Awards



### New appeal launched

Help us raise £600,000 to benefit patients, p4

TARGETED  
**RADIOTHERAPY**  
APPEAL

### Our services for older people are getting a make-over



Why we're re-naming the department, pp6-7

### Staff Awards 2012

The full story on all the winners, pp8-15



### Cromer Open Day

Hundreds see behind the scenes of our new hospital, p16



## NORFOLK AND NORWICH UNIVERSITY HOSPITAL

Colney Lane, Norwich, Norfolk NR4 7UY  
Tel: 01603 286286 [www.nnuh.nhs.uk](http://www.nnuh.nhs.uk)

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

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

**Deli food2go** Plaza (East), open Mon–Fri,  
7am–1am, weekends 11am–1am

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

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

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

**Serco helpdesk** (for housekeeping, porters,  
catering and maintenance): ext. 3333

**IT helpdesk** Log a call using the computer icon  
on the intranet home page

**Security** ext. 5156 or 5656

**Lost property** 01603 287468 or ext 3468

### Reception desks

East Atrium Level 1: ext. 5457 or 5458

West Atrium Level 1: ext. 5462 or 5463

Out-patients East Level 2: ext. 5474 or 5475

Out-patients West Level 2: ext. 5472

### Patient Advice and Liaison Service (PALS)

For confidential help and advice about our service  
to patients call 01603 289036 / 289045

**Travel Office** for car parking permits, ID badges,  
keys to cycle sheds, use of pool cars and Trust  
bicycle, public transport information: ext. 3666

**Bank** Cash dispenser in East Atrium

Level 2 and in WH Smith, Plaza (West)

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

**Sir Thomas Browne Library** open Mon–Thurs:  
8.30am–5.30pm, Fri: 8.30am–5pm

## CROMER HOSPITAL

Mill Road, Cromer NR27 0BQ  
Tel: 01263 513571

## OTHER TRUST DEPARTMENTS

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

# LETTERS

Dear Sir,

I would just like to offer heartfelt thanks for the treatment which I received from everyone from ambulance staff to consultants following a tachycardia incident that required an emergency admission to your A&E department.

It's difficult to find words adequate to express the gratitude I feel not only for the expert medical treatment but the prevailing atmosphere within A&E; all the staff, cleaners and meal-servers included, were not simply courteous and reassuring but thoroughly professional, caring and helpful at every stage. I'd like them to know that. It's clear too that they are very well-led.

How very fortunate we are in having a world-leader such as the NHS and a standard setter like the N&N.

Yours sincerely,  
Nicola Cole.

To 'Pulse'

I write to thank all concerned with my excellent treatment and attention I received the four days I was under care. I was impressed with the kindness of the people looking after the ward and the excellent treatment by all concerned.

The food was good, with choices. I can't fault anyone for their attention.

Thanks again,  
Mr W. C. Chalkley M.I.E.T.

Dear Pulse,

I was diagnosed with breast cancer four years ago, aged 42. After losing my mum to breast cancer I checked myself regularly for over 9 years and caught my tumours just weeks before the cancer could spread.

I'm eternally grateful to my surgeon Mr Hussien who successfully performed my mastectomy and reconstruction surgery. He and Dr Epurescu, my Consultant Oncologist, have been like my guardian angels. I still have Zoladex injections every 11 weeks to prevent the cancer returning and will continue doing so for another 18 months.

I never dreamt it could be possible for something positive to come out of having breast cancer. I now help others who are going through the ordeal of hair loss. I have expanded my hair dressing business, FresHair, and now have a private consultation room, for men and women who may wish to have a consultation, wig cut or styled after I trained with Trevor Sorbie's "My New Hair" ([www.mynewhair.org](http://www.mynewhair.org))

I will be eternally grateful to NNUH.

Mrs Sue Helps.

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

## CHARITY CHRISTMAS CARDS

Friends of NNUH Christmas cards are available to order by calling 01603 287107 or by emailing [fundraising@nnuh.nhs.uk](mailto:fundraising@nnuh.nhs.uk)

Christmas cards can also be found at Cards for Good Causes in the Forum and The Original Norwich Charity Christmas Card shop in The Assembly House.

Christmas cards in aid of the Neonatal Intensive Care Unit are also available to order by calling Trudy Burgess on 01603 286866.

## CHRISTMAS FAYRE

There will be Christmas Fayre taking place on the Plaza and in the East Atrium on Thursday 13th December from 4.00pm–8pm. Visit Santa in his grotto and meet his reindeer, browse the many different craft stalls and enjoy an evening of music and fun.



# Patient survey expands



**OUR PATIENTS WILL** soon be seeing posters in Outpatient clinics and A&E at the Norfolk and Norwich University Hospitals Trust (NNUH) asking for feedback on their experience.

Patients staying on wards have had the option of taking part in feedback surveys for several months, but now the hospital is expanding patient surveys into all Outpatient clinics starting with a pilot six areas covering five clinics and A&E.

Anna Dugdale, Chief Executive said: "Expanding our patient surveys across the hospital allows us to benefit from a daily snapshot of patients' experience, and gives us opportunities to take swift action where necessary, and build this feedback into improving our patients' overall experience of their care, through service redesign and re-tuning.

"As a result of the volume of feedback to be drawn from the full range and number of patient groups who visit A&E and Outpatients clinics, we will have confidence that we are making any changes acting on credible representative feedback from patients. We will also be able to publish our patient rating scores every month and feature case study feedback-inspired projects."

We will be offering different feedback methods to patients to reflect their communication preferences, that is, online and an App made available through a QR code or web address for those comfortable with technology, and postcards for those who prefer a more traditional approach.

After the first six areas (A&E, Medicine for the Elderly outpatients, Fracture, Eye, Diabetes and Stroke clinics) have piloted the surveys, the project will then be rolled out in waves to cover the remaining clinics across the hospital.

## Using feedback to improve patient experience

The survey will ask patients "How likely is it that you would recommend this service to your friends and family?", which is the question NNUH already uses as part of its inpatient surveys. (Acute Trusts in the East of England have been required to ask inpatients this question since April this year and acute Trusts' inpatient wards and A&E departments across the country will be required by the Government to do this from April 2013).

NNUH is committed to benefitting from patient feedback across its wards and clinics to help it make changes to services to improve patient experience: recent examples include one ward adjusting the timing for admitting patients, and the introduction of an additional fresh fruit service across all inpatient wards.

## Clinical Research Trials Unit Open Day

**THE CLINICAL RESEARCH** Trials Unit (CRTU) is holding an open day from 10am-2.30pm on Friday 15th February in the Medical School at the University of East Anglia. The aim is to raise awareness of how the unit can support clinical staff in research projects.

The CRTU can offer the following support to colleagues who are thinking of setting up a research project:

- Developing ideas into projects
- Looking for sources of funding
- Helping to manage data
- Statistical analysis of results
- Nursing support, including finding participants, screening patients, gaining consent, carrying out observations/interventions such as blood pressure, blood samples. For more information, e-mail [noreen.cushen@nnuh.nhs.uk](mailto:noreen.cushen@nnuh.nhs.uk)

## REASONS TO BE CHEERFUL



**AS I WAS GOING** over the proof of this edition of *The Pulse*, it struck me how much there is to celebrate.

I've been fortunate to attend some brilliant and humbling events over the last couple of months including the Keeping Abreast Fashion Show which was such a great evening. I was very struck by the courage of the really inspirational women strutting their stuff to raise money and help support other women going through breast cancer.

It was also humbling to celebrate the achievements of amazing colleagues at our Staff Awards in October. It was such a lovely evening full of heart-warming stories and I feel truly privileged to work with such dedicated, caring people. When the going gets tough, the tough get going, and the going is going to get even tougher over the coming months and years.

It was encouraging to receive the results of the recent unannounced CQC inspection which confirmed the huge improvements the ward teams have made to the standards of care our patients are receiving, and great to be able to publicly acknowledge the contribution to this success, made by our independent 'inspectors' drawn from the local community.

In this issue, you'll also hear about why we are re-naming our service for older people. It is only right that we should give greater prominence to the service we provide to our older people. They are a very important and increasing part of our local population and developing and improving services for these groups of patients is a strategic priority for us.

As we come to the end of another challenging year I wish you all a very happy Christmas and hope you can enjoy some time with your friends and family over the festive period.

**ANNA DUGDALE**

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

## BOOST FOR BREAST CANCER RESOURCE FUND

A patient has donated almost £2000 to the Breast Cancer Resource Fund since 2001, by asking for donations at her Christmas lights display.

Last year Mrs Sandford raised £212 alone. She said: "I wanted to put something back into the hospital, to say thanks for the care I had." The Breast Cancer Resource Fund is used to improve the quality of life for breast cancer patients in Norfolk. Money is spent on support groups, complementary therapies, counselling and travel expenses.

## THANK YOU TO GISSING WARD

Sheila Brunton has donated £450 to Gissing ward to say thank you for her care after she had surgery.



Sheila said her treatment was "brilliant" and praised her "fantastic surgeon" Dr Van Leuven, his secretary, Carolyn Gibson and the rest of the staff on Gissing ward. The money, which was raised through a charity dance, will be used to help buy two monitors for the ward.

## MUCKY RACES HELP FRIENDS

Hundreds of people waded through rivers and bogs, climbed horse jumps and took on obstacles to raise money for the Friends of NNUH in October. The Friends provide additional funding, support and amenities to enhance the well-being of patients.



Photo by Diss Event Photography.

# NEW TARGETED RADIOTHERAPY APPEAL

**NNUH HAS LAUNCHED** a new fundraising appeal to raise £600,000 so it can treat more cancer patients with a type of radiotherapy which reduces treatment times and also means some patients can be treated closer to home.

The money raised will be used to reconfigure some of the existing rooms in the Colney Centre, to provide state-of-the-art facilities for people undergoing internal radiotherapy, known as high dose rate (HDR) brachytherapy. The new facilities will allow more patients to benefit from this treatment.

Standard radiotherapy uses radiation directed at the tumour from outside the body so that the radiation travels through normal tissue to get to the tumour. This means that some normal tissue could be damaged, although modern techniques aim to keep this to a minimum. Brachytherapy involves placing radioactive sources inside or near a tumour. As the radiation is delivered internally it does not have to pass through so much normal tissue, which reduces the long-term side effects. It also means the dose that tumours can receive is significantly higher, which in turn can improve cure rates and reduce treatment times.

HDR brachytherapy is mostly used to treat cervical cancer patients at NNUH. The new facilities will mean NNUH will become one of just a handful of hospital Trusts in the country offering HDR prostate brachytherapy. The new service lead, Dr Jenny Nobes says "this will reduce travel for this group of patients who currently have to travel to London for HDR brachytherapy".

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

## Donate online

[www.justgiving.com/](http://www.justgiving.com/)

**NNUH-TargetedRadiotherapyAppeal**

**OVER A THOUSAND CYCLISTS** rode 79 miles from Cambridge to Norwich on 30 September to raise money for the Targeted Radiotherapy Appeal.

Last year, the event raised £33,000 which enabled the hospital to buy an incubator cot for its neonatal intensive care unit for premature and critically ill babies. It is hoped a similar amount will be raised from this event.

Sponsorship money is still coming in for this event. You can post your sponsorship form and cheque made payable to NNUH to the Fundraising Office, NNUH, Colney Lane, Norwich NR4 7UY



## Avoid Norovirus this winter

**EXPERTS AT THE** Norfolk and Norwich University Hospital are reminding patients, visitors and staff that washing your hands with hot soapy water is the best way to protect yourself from Norovirus this winter.

The Norovirus stomach bug causes nausea, diarrhoea and vomiting and is very easily spread from person to person, by consuming contaminated food or water or by contact with contaminated surfaces or objects.

The symptoms of Norovirus last



around two days and no specific treatment is required apart from rehydration. However, even after the symptoms have cleared up people may still carry the virus and infect others, so good hand hygiene is important at all times.

Dr Ngozi Elumogo, Director of Infection Prevention and Control at NNUH, says: "We are starting to see Norovirus circulating in the community and our advice is to wash your hands as a matter of routine with hot soapy water. Hand sanitisers and alcohol gel will work against bacteria and flu viruses but they will not protect you against Norovirus."

It is important that people do not visit patients if they have been ill with a stomach bug in the past four days, or in close contact with someone who has had sickness or diarrhoea.

*By Glaucoma Research Manager Heidi Cate, and Ophthalmology Consultants David Broadway and Tom Eke.*

### What is glaucoma?

Glaucoma is a disease of the nerve at the back of the eye called 'the optic nerve'. Damage to the nerve causes patchy loss of vision which comes on over months or years, and may not be noticed in its early stages. Once the damage has occurred the vision cannot be restored, so early detection of the disease is important.

### What are the causes?

Most cases of glaucoma are due to high pressure inside the eye, caused by impaired flow of fluid inside the eyeball. This high pressure can cause damage to the optic nerve. Sometimes, poor blood supply or a weakness in the optic nerve structure itself may make the nerve susceptible to damage, even under normal pressure conditions.

### Are there any other risk factors that make you more likely to develop glaucoma?

- Age: older adults are at highest risk
- Race: people of Afro-Caribbean descent are at higher risk
- Family history: higher risk if you have a close blood relative with glaucoma
- Glasses/contact lenses: if you are need strong glasses you may also be at an increased risk

### How is glaucoma detected?

Regular eye tests by an optometrist should detect glaucoma before it damages vision. An eye health check should include three glaucoma tests: checking the optic nerve looks healthy, measuring the eye pressure and assessing the peripheral vision.

### How is it treated?

Glaucoma is usually treated with eye drops, which reduce the pressure within the eye and slow down the rate of damage to the optic nerve. Sometimes patients can have a quick laser treatment instead of, or as well as, the drops. A few people may need an operation to control their glaucoma.

### Does the treatment work?

Modern treatments are successful in keeping the vision good for the majority of patients. The earlier glaucoma is detected, the easier it becomes to maintain vision.

**To find out more information about Glaucoma telephone 01233 648170 or visit [www.glaucoma-association.com](http://www.glaucoma-association.com)**

## More efficient theatres



**A SERVICE IMPROVEMENT** project has been running in main theatres since April

2011 and it is making a huge impact on how other parts of the hospital run, as well as improving the experience for patients.

The Productive Operating Theatre (TPOT) programme has been developed by the NHS Institute for Innovation and Improvement and aims to help trusts streamline the way they manage and work. NNUH is one of the largest trusts to take on the programme which is being led by clinical lead Kate Booth and Sheila Hall.

Around half of theatres have taken part in a series of workshops designed to identify any obstacles that stand in the way of efficient theatres. The remaining staff should go through the workshops by August 2013.

One of the most useful changes which have been implemented as a result of TPOT is around bed requests for patients who have had surgery. Dr Rowe, Anaesthetic

Consultant and Clinical Leader, Zbys Kaznowski, have developed a web based system that speeds up the process. Theatre staff can request beds for patients in the Same Day Admissions Unit from their computer, rather than telephoning the theatre co-ordinator who then used to telephone the bed manager, often several times a day, before being able to respond to theatre staff. The bed manager now receives alerts for bed requests to an iPad and is able to respond and update availability, all at the click of a button and whilst on the move. This system has now been rolled out to all theatres and the recovery unit and means patients are making their way to their ward more quickly after surgery.

Sheila Hall said: "The TPOT programme has given theatre staff the opportunity to identify and resolve issues around inefficiency; it has enabled them to take ownership of the many changes and improvements and the iPad is just one such development."

# Better care for LATE

*Older people's services are being re-named in a bid to make our care even more patient centred and inclusive. Here we explain more about the wards involved and what they are doing.*

**OUR SERVICES FOR OLDER PEOPLE** are changing from 'Medicine for the Elderly' (MFE) to 'Older People's Medicine' (OPM) in a bid to become more patient centred. Lead consultant, Dr Helen May said: "The word 'elderly' has negative connotations and isn't really reflective for every patient in our department. We want our department to reflect our patient centred care and 'Older People's Medicine' feels more inclusive."

The department is not only the largest in the hospital, but the largest single sited department of its kind nationally. With an ageing population in Norfolk, up to 8500 patients are discharged from Older People's Medicine at the NNUH every year, with two thirds of those patients returning to their usual place of residence after their stay. This feature covers the wards involved and what they're doing to take Older People's Medicine forward.

## **Brundall: Ortho-Medical Unit** **Sister: Tracy Shaw**

Brundall ward caters for patients over the age of 70 who have had hip fractures. There is a dedicated nurse, Colin Brown, funded by the Ivy Child Charitable Trust and the Pat Green Charitable Trust, who offers support and advice to patients and their families about patients' recovery and how to cope after their operation.

The ward aims to ensure all patients are seen by an Ortho-geriatrician, a

specialist surgeon, who is responsible for completing a falls risk and bone protection assessment and gets involved in the patients' discharge planning. The ward also aims to ensure patients are sent to theatre within 36 hours of admission and have a pre and post operative cognitive assessment during their stay.

Sister, Tracy Shaw, said: "Our dedicated ward staff are focused on providing patient centred care. We all strive to provide the care we'd like to be seen given to our loved ones."



*Patient 94 year old Gladys Cursons.*

## **Elsing: Dementia Unit** **Sister: Zena Aldridge**

Although there are patients with dementia on several wards in the hospital, Elsing ward is the dedicated unit specialising in care for dementia patients. This ward has recently secured £27,000 of funding from the Health Innovation and Education Cluster to improve the environment for patients with dementia. Over the next few months work will be carried out to introduce colour coded bays and bathrooms, clearer signage, colour contrasting handrails as well as bathroom improvements. The day room will also be upgraded for multipurpose



use such as group activity and therapy and as a quiet space for patients to rest.

Senior nurse matron, Jane Douglas said: "We are doing a lot of work to improve the environment and develop further the knowledge and skills of our staff for our dementia patients."

## **Kimberley: Short Stay Older People's Medicine** **Sister: Sarah Turner**

Kimberley ward is taking part in the hospital's 'front door' project where older people are fast tracked straight from A&E to this short stay ward, where they stay on average for around four days. The project, which was piloted in August and has now been implemented, is helping to improve the flow of patients through A&E.

Sister, Sarah Turner, said: "The team are very enthusiastic, dynamic and forward thinking and demonstrate a passion for nursing within the speciality of Older Peoples Medicine."

# R LIFE



*Patients and staff on Elsing ward celebrate the Queen's diamond jubilee with a tea party earlier this year.*

## **Holt: Acute Older People's Medicine with direct admissions for infectious symptoms** **Sister: Pauline Garnham**

Holt ward specialises in acute medicine for the older person, caring for patients with respiratory, cardiac and infective conditions including, acute onset of dementia or alzheimers symptomatic behaviour.

There are also 12 dedicated side rooms for infection prevention and control. These are used to care for patients with C-Diff, Norovirus and other causes of diarrhoea and vomiting.

Sister, Pauline Garnham, said: "We are committed to improving the physical, emotional and spiritual health of all individuals and communities we serve, providing care with excellence and compassion within a multidisciplinary team, who share our fundamental commitment to target areas that affect the health and quality of life of the older person."

## **Heydon: Stroke Unit** **Sister: Jane Shemilt**

Heydon ward is a 37-bed specialist stroke unit. The ward receives referrals for patients with a suspected stroke directly from A&E, GPs and from within the hospital.

The Heydon team has a multidisciplinary approach to patient care – nurses and therapists work closely to give patients well rounded care. The ward aims to provide intensive and prompt treatment for patients and has a 12 bed Hyperacute Unit.

Manjari Mull, Project Manager in Stroke Services, said: "Our aim is to provide prompt multidisciplinary specialist stroke care, to arrange and facilitate a smooth transition to appropriate stroke aftercare, with dedication and commitment to each individual's needs in a safe and caring environment."



*Patient Donald Dowdy on Knapton ward speaking to Lord Howe on a visit earlier this year.*

## **Knapton: Acute Older People's Medicine** **Sister: Hannah Absalom**

Knapton ward specialises in acute medicine for the older person. Patients are admitted with a range of complex medical problems requiring acute nursing input. There are four direct entry beds for patients who are admitted directly from A&E with specific symptoms.

The team is proactive and focused on complex discharge planning and work closely with carers and families to involve them in all aspects of the discharge process, to achieve the best outcome for their patients.

Sister, Hannah Absalom said: "We are a new and evolving team on Knapton ward, who are keen to develop and

promote the delivery of a high standard of nursing care for older people."

## **DEMENTIA UPDATE:**

### **New 'Dementia co-ordinator'**

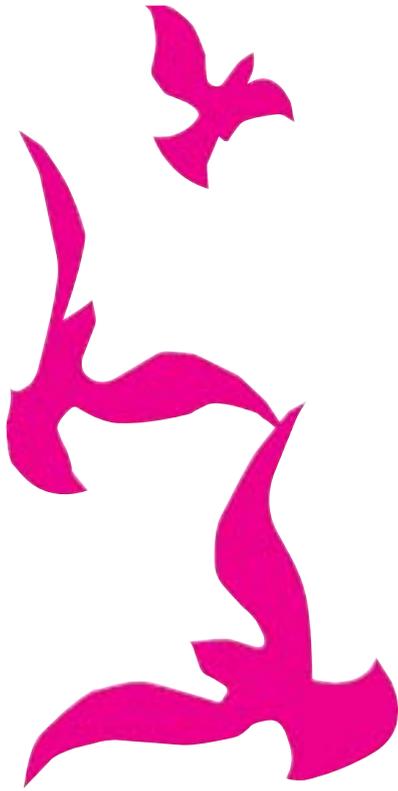
Norfolk's three acute hospitals are each taking on a new post for a dementia co-ordinator to help deliver the Trust's Dementia Action Plan. Dr Helen May, lead consultant, said: "Our elderly population means we need a strong skill base for managing patients with dementia. This new post will help us to develop those skills right across the Trust, including the surgical wards, A&E, and the pre-operative assessment clinics."

### **NNUH signs up to be dementia friendly**

NNUH is among the first hospitals in the country to sign up to being dementia friendly in a new initiative being led by Norfolk and Suffolk Dementia Action Alliance.

We will be focusing on five key areas: the hospital environment, the knowledge, skills and attitudes of staff, the ability to identify and assess cognitive impairment, the ability to support people with dementia to be discharged back home and the use of a person-centered care plan which involves families and carers.

The aim is to reduce readmission rates, prevent falls, improve the care for patients with dementia, and improving the sense of pride and well being in staff who care for people with dementia in acute hospitals. For more information go to [www.dementiaaction.org.uk](http://www.dementiaaction.org.uk)



# STAFF AWARDS 2012

**OVER 200 PEOPLE** gathered at The Forum in Norwich in October to celebrate our 5th annual Staff Awards. This year ten individuals and three teams from the Norfolk and Norwich University Hospital and Cromer Hospital received awards in recognition of their outstanding efforts and achievements.

The Norfolk and Norwich University Hospitals NHS Foundation Trust runs the awards scheme every year for its 6500 staff and for staff employed by its service provider Serco, who generously sponsor the awards.

The Trust received an overwhelming 500 nominations from patients and staff from a range of departments, many with heart-warming stories to tell. Here you can read all about the winners and the wonderful comments their colleagues and patients have to say about them.

## LIFETIME ACHIEVEMENT

**SANDRA MEADEN BEGAN** her nursing career in the NHS in 1965. She joined NNUH in 1982 and was a sister on Claxton ward for many years, which led to her pioneering work with David Ralphs, culminating in the opening of one of the first day surgery units in the UK in the early 1990s. The unit won several Charter Marks for their work in day surgery. She later became Chair of the Royal College of Nursing National Day Surgery Forum and a council member and treasurer of the British Association of Day Surgery.

Sandra then became the Service Improvement lead and introduced many services that we now have today, including one stop sessions in plastic surgery and gynaecology. She also played a key role in the introduction of Choose and Book in Out-patient Booking. Sandra also completed an MBA in her spare time.

Sandra's crowning glory has been her ten year involvement in the redevelopment of Cromer Hospital which moved to its new facility three weeks before she retired. Sandra oversaw the project management and said: "I look at it and feel very proud... it's everything I hoped it would be."

Sandra jokes that she's been "a jack of all trades" during her time at NNUH but says her proudest moment was working on the day surgery unit. Although she thinks her change in career from being a nurse happened more by accident than design, she said: "Looking back I am satisfied with how it's all turned out." She added: "I've worked with Director of Resources, Julie Cave and Chief Executive, Anna Dugdale for many years and they've been very supportive to me both personally, and in my working life." Sandra is admired and respected by all of her colleagues and this was reflected in the standing ovation she was given by the audience when she collected her Lifetime Achievement Award.



*Left to right: David Ralphs, John Meaden, Sandra Meaden, Chief Executive, Anna Dugdale and Chairman, David Prior.*

## PATIENT CHOICE: TEAM

**WINNER** Gissing Ward

**FINALISTS** CCU/Kilverstone Ward; Interventional Radiology Unit

**FROM THE SURGEONS** to nurses, health care assistants, ward clerks, catering and cleaning staff, physiotherapists, pharmacists, dieticians and volunteers, everyone who has worked on Gissing ward can be proud to say they have worked as part of a team which provides 'exceptional' care for the many patients recovering from serious operations and illnesses.

Kelly Davis, formerly Sister on Gissing ward, said: "The team is fantastic, hardworking and very dedicated to caring for very sick complex patients." Patients can clearly feel a good team spirit when receiving care, with one nominee stating: "I am well on the road to recovery thanks to the exemplary care I received from a fantastic team of people... I was able to experience first-hand care that was delivered with expertise, compassion and respect." Another said: "They have gone far beyond their call of duty to reassure me night or day."

When it was announced that the team made the shortlist, Kelly said: "It was a real surprise and the team was really chuffed. I'm very proud of them, they work very hard... It's been a tough couple of years and they are constantly working under pressure, yet continue to provide high quality care."



Above: Most outstanding team, Gissing ward, collect their award from Liz Hogbin, Head of Compliance Governance. Below, Finalists CCU/Kilverstone ward and the Interventional Radiology Unit.



## PATIENT CHOICE: INDIVIDUAL

**WINNER** Dr David Booth, Consultant, Paediatrics

**FINALISTS** Mr Ben Davis, Consultant, Trauma and Orthopaedics and Sara Shorten, TIA Nurse, MFE

**CONSULTANT PAEDIATRICIAN, DR BOOTH** was nominated by Laura Palmer for the "first-class medical care" he has provided to her daughter Eva since she was born.

The Neonatal Intensive Care Unit (NICU) is one of three tertiary units for the East of England with capacity for 34 babies. The unit provides four levels of care including intensive care, high dependency, special care and transitional care. Working in NICU with very sick babies and parents experiencing high levels of stress is challenging. David admits "there's a lot of high intensity emotion involved in the work we do... it's routine for there to be very high stakes involved."

Yet somehow Dr Booth remains calm under the most intense pressure, and reassures parents at some of the most trying times of their lives. Nothing is too much trouble for Dr Booth, as Laura wrote in her nomination: "Dr Booth has always gone the extra mile and is very considerate and always accessible for help and advice, even if he isn't on call." She added: "His care, kindness and compassion has made, and continues to make, a real difference."

Dr Booth, who joined the Trust seven years ago, said: "Neonatal intensive care is always a team effort – you take the ultimate responsibility for patients, but each baby is cared for by a large number of staff on NICU. It's a really varied, challenging and rewarding job."

Dr Booth has a 7 year old daughter, which he says gives him perspective on the importance of his work, adding: "It helps focus your attention on what parents are going through."

Laura summed it up nicely for us: "Dr Booth is head and shoulders above the rest."



Above: Most outstanding member of staff, Dr Booth, with Public Governor, Annabel Kenna. Right: Finalists Mr Ben Davis and Sara Shorten.



## SERCO AWARD

**WINNER** Carl Ryan, Catering Assistant  
**FINALISTS** Dale Jackson, Project Manager, Cromer Hospital; Ray Moore; Cleaner, Coltishall Ward and Graham Clarke, Patient Services Co-ordinator



Right: Carl Ryan collects his award from Rosanna Longobardi, HR Director, Serco Health. Left: Finalists Dale Jackson, Ray Moore and Graham Clarke.

**CARL JOINED THE TRUST** 18 months ago and says it was the best move he's ever made. He enjoys spending time with both members of staff and patients and visitors while he works. Carl is a people person and says: "I like working with the public... they make my job absolutely fantastic" but he joked: "I probably talk to them a bit too much!"

Carl received 52 nominations for this award, the most anyone has ever received, so it's clear to see how popular he is. In fact he says some regular patients and visitors know him by name. Many of his nominees described him as helpful, smiley, hard-working and cheerful and someone who brightens up peoples days. One nominee said: "I hope I can be a little more like him as I go about my daily duties."

On hearing he'd been nominated by so many people, Carl said: "I'm honoured, but also embarrassed. There are plenty of people who work in the restaurant who could have easily been nominated. As far as I'm concerned I'm just doing my job. It's an award for everyone who works here, not just me."



## VOLUNTEER OF THE YEAR

**WINNER** Richard Kemp, Weybourne Day Unit  
**FINALISTS** Brian Matthews, Meet and Greet volunteer; Leona Pratt, CASH clinic and Christine Berwick, Jenny Lind

**RICHARD HAS VOLUNTEERED** on the Weyborne Day Unit for four and a half years. His first experience of the unit was as a carer to his wife, Doris, who had treatment for Myeloma there. After his wife died, Richard decided he wanted to give something back to the hospital to say thank you. He now volunteers all day on Mondays and Fridays and on Saturday mornings and always steps in to help out if others can't make it.

Richard helps out in so many ways that his nominees say that they don't know what they would do without him. He fetches prescriptions and the chemo, stocks cupboards, as well as making endless cups of tea for patients who he sits and chats with to keep them company. Richard calls himself a happy go lucky man and often gets compliments from patients for his warm smile and companionship.

Richard has a wonderful relationship with both patients and staff on the unit. One nominee said: "On the odd occasion when he cannot make it they ALL ask where he is." Another added: "All patients and staff adore Richard and his unselfish attitude ensures our patients are given the best care...I cannot overstate how much he improves the working lives of staff and the treatment of patients – he is a wonderful man and a brilliant volunteer."



Above: Volunteer of the year Richard Kemp above, receives his award from Mark Jeffries, Non Executive Director. Right: Finalists Brian Matthews, Leona Pratt and Christine Berwick.



## BEST SUGGESTION or INNOVATION



Above: Winner David Willis receives his award from Professor Edward Acton.  
Right: Finalists Alison Haynes, Paul Creasy and Paul Richardson.

**DAVID HAS DEVELOPED** a new technique to measure the dose of radiation that patients receive when they have radiotherapy and it's been recognised for improving the quality of patient care.

The new system known as Transit EPID Dosimetry (TED) verifies and assesses the radiation dose using the imaging system which is built into the treatment units, rather than using diodes.

Diode detectors have to be positioned on a patient's skin and can only record the dose delivered to a single point on the patient.

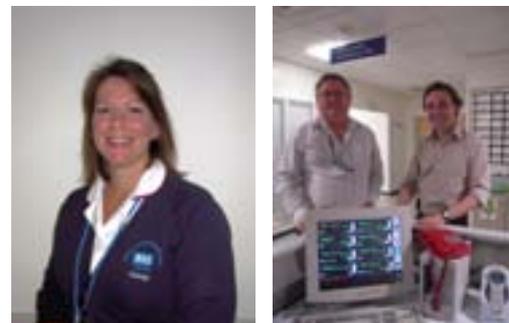
Using TED it is possible to estimate the dose delivered inside the patient. This not only greatly improves the quality of the assessment, but is more comfortable for patients and allows them to be set up for treatment more quickly. It can also have the extra benefit of fine tuning the dose of radiation for when tumours shrink or move within the body.

The technology is currently being implemented at the NNUH and The Royal Marsden. A number of other hospitals have contacted David to discuss the possibility of using this new method.

David finds his work rewarding and on winning the award said: "It's very nice for a physicist to be recognised for the work we do. With the new extension being built it's going to be a busy time for us."

**WINNER** David Willis, Clinical Scientist, Radiotherapy Physics

**FINALISTS** Alison Haynes, Senior Radiographer, Radiology; Paul Creasy and Paul Richardson, Cardiology



## RESEARCH AWARD

**WINNER** Mr Marc Moncrieff, Consultant Plastic and Reconstructive Surgeon

**FINALISTS** Dr Phyo Mint, Consultant, MFE and Mr David Broadway, Consultant, Ophthalmology

**MARC MONCRIEFF HAS** been recognised for his research into a service for patients with skin cancer called sentinel node biopsy. The service has huge benefits for patients because it allows targeted investigations to see if cancerous cells have spread to a patient's lymph nodes, often the first place cancer spreads to. The service means consultants can find out more quickly if a cancer has spread, and if there is no sign of the cells from the biopsy, then further tests do not need to be carried out. The technique is used in other countries around the world but the service has not been used as standard in the UK.

Marc has carried out research to see if the service is value for money in the NHS and what the cost is, as well as looking at survival rates and patient outcomes. Marc's paper, 'Setting up an effective and efficient sentinel node biopsy service for malignant melanoma within the NHS' has proved that the service can be used in the UK healthcare system. If cancer is caught early using this service, it prevents recurrent cancer later in life, thus saving money on treatment late in life.

Marc said: "Our paper is being recognised as a blueprint to show other units how to do it." Hospitals including Addenbrookes, Stevenage and Birmingham have now approached Marc about implementing the model.

Marc thanked colleagues who backed his and Dr Garioch's work, and added: "The Trust were incredibly supportive."



Above: Mr Marc Moncrieff with Dr Jennifer Garioch, Consultant Dermatologist and Mr John Skrypniuk, Consultant Clinical Scientist in Nuclear Medicine (right), receiving his award from David Crossman (left). Below: Finalists Dr Phyo Mint and Mr David Broadway



## UNSUNG HERO: CLINICAL

**WINNER** Sandra Olive, Respiratory Nurse Specialist  
**FINALISTS** Jean Mackay, MRCP Tutor, NANIME and Dr Liam Hughes, Consultant, Cardiology



Above: Sandra Olive collects her award from Emma McKay, Acting Director of Nursing. Right: Finalists Jean Mackay and Dr Liam Hughes.

### DR RUPARELIA AND DR PHILLIPS NOMINATED

Sandra calling her an 'exceptional' member of staff, adding: "Her infectious enthusiasm is a constant source of motivation... She always performs to the highest standards, going above and beyond her duties."

Sandra is one of two Respiratory Nurse Specialists who lead a recently expanded respiratory nursing team and, whilst her workload has increased, she still finds time to keep patients at the core of her work and will make unscheduled home visits if needed. She has established regular meetings to develop closer working relationships with community matron teams and has worked on the Lung Improvement Programme, a national government led initiative. She runs a weekly Chronic Obstructive Pulmonary Disease (COPD) clinic with Dr Phillips and was instrumental in driving forward a patient safety project on in-patient oxygen prescription and monitoring, for which the team was awarded a prestigious innovation award from the British Thoracic Society earlier this year.

Sandra isn't one to take all of the credit though and said: "I am lucky to be part of a good team; our nurses all bring different skills and experience and are committed to improving respiratory care and my medical colleagues are a great support."



## UNSUNG HERO: NON-CLINICAL

**WINNER** Irene Adlington, Deputy Data Quality Manager  
**FINALISTS** Sally Hardwick, MDT Co-ordinator, Haematology and Josie Socratous, Ward Receptionist, NICU

**IRENE HAS WORKED** in various roles since she joined the Trust as a receptionist in 1990. Since she joined the data quality team in 2005 she has trained hundreds of colleagues on various policies in an ever changing landscape.

The knowledge required for the role is vast and Irene is able to adapt to a range of queries and communicate with all types of departments and members of staff. Irene admits it's a busy and varied role: "You never know what your next telephone call is going to be about. I like it because it's a lot of problem solving and you're helping people."

Irene has experience of working in front line services and can relate to how other staff feel about data recording and uses her experience to help others. She's gone over and above what is needed or expected of her and always puts others first. She's created numerous step by step guides on policies to be used as training tools and to help departments meet targets.

One nominee said: "We rely heavily on her knowledge and expertise which she gives willingly and with humour, with emphasis on quality and patient care." Another added: "It is her endless drive which motivates us to nominate her for she truly deserves this award."



Above: Irene Adlington with Dave Batchelor who sponsored this award in memory of his late wife Denise who worked at the Trust as a Medical Secretary for 19 years. Left: Finalists Sally Hardwick and Josie Socratous.

## TEAM of the YEAR

**WINNER** Health Records Library

**FINALISTS** Urology One Stop Clinic; Obstetrics and Gynaecology Medical Secretaries

**WITH OVER 16 MILES** worth of shelving and 1.25 million case notes, the Health Records Library is a busy place to work. The team have been under increasing pressure after a 20% increase in demand for space over the last five years. This, combined with a shortage of staff and issues with equipment, has meant that everyone has had to pull together to get through a difficult year. Prior to additional staff being recruited, team members worked additional hours, including weekends, to address the backlog and re-file case notes into the archive to create more space.

Head of health records, Sarah Eggleton said: "However hard their task, they remained polite, dedicated and positive throughout." Another nominee added: "They still remain cheery and helpful" while another said: "They have constantly been giving it their all."

Sarah is proud to lead the team and added: "This group of staff has really demonstrated what excellent team work is all about and how it can overcome the most difficult situations."

Every day the Health Records Library dispatch at least 2000 case notes and receipt 2100 case notes. They are widely recognised as the backbone of the hospital, as one nominee said: "Without them the hospital couldn't function."



Above: Team of the Year with Chief Executive, Anna Dugdale. Below: Nominees Urology One Stop Clinic and Obs & Gynae Medical Secretaries



Above: Dawn Collins receives her award from Chief Executive, Anna Dugdale. Below: Finalists Alison Evans, Peter Reuben and Jamie Harris.



## EMPLOYEE of the YEAR

**WINNER** Dawn Collins, Assistant Director of Nursing

**FINALISTS** Alison Evans, Antenatal Screening Co-ordinator; Peter Reuben, Operating Department Practitioner, DPU and Jamie Harris, Team Leader, Pharmacy

**DAWN STARTED HER** nursing training at the Queen Elizabeth Hospital in King's Lynn in 1986. She's worked in Primary Care Trusts but her passion lies in the acute hospital setting and she returned to Norfolk to NNUH in 2006. Dawn oversees a number of key areas for the Trust including nurse education, practice development, PALs, the volunteers office, the equipment library, library services and many others as well as supporting senior nurses in the Trust.

Many people describe Dawn as caring, passionate and enthusiastic. One of Dawn's nominators said: "She remains always true to her nursing roots and shows an enormous dedication to patient care and helping others to achieve this.... We feel recognition should be given for the unfailing dedication and commitment which is clear for all who know her, and work closely with her, to see."

Another said: "She remains positive and enthusiastic when the challenges have been great and her passion for nursing continues to inspire many."

Dawn is always there for her staff and will often visit the Chaplaincy with colleagues who need some support or reflection. She said: "You've got to remember what it's all about sometimes. A patient isn't just a number in a bed; they're a father, a son, a brother, a friend. It's a busy life but you've got to hold onto the essence of nursing; care, compassion, commitment and communication."

She added: "You have to be resilient and strong but you have to keep the patients at the centre of everything you do. It's a tough profession, but it's one of the greatest privileges to be a nurse. I'm really proud of the nurses and standards we have at this hospital."

## LEADERSHIP AWARD

**WINNER** Sue Morgan, Head of Physiotherapy – Paediatric and Women’s Health Services

**FINALISTS** Joanne Barrell, Administration Manager, Gastroenterology and Rachel Cozens, Senior Biomedical Scientist, Haematology



**APPROACHABLE, EXCEPTIONAL, SUPPORTIVE,** encouraging, one in a million – just some of the words nominees used to describe Sue and the way she has led the Paediatric and Women’s Health Services Physiotherapy team.

Sue worked in her post for over 12 years before retiring in July and during that time she led a team who treat patients with a range of conditions both in the hospital and in the community. The clinical breadth is broad with patients ranging from babies and children to pregnant women, new mothers and women who’ve had other treatment and surgery.

Sue says she feels “slightly humbled” to have been nominated but doesn’t feel she can take all the credit and praises her team for the way they’ve evolved over the years. She said: “We’ve developed a really good physio team despite all the changes. I think we’ve responded to the clinical changes and always kept patients at the focus.”

Sue’s always supported her colleague’s career development, encouraging them to get new qualifications. One nominee said: “The high morale of the team is evidence of the fact that Sue has engaged with everyone in the team to have an active and valued role in the process of implementing the many service improvements and developments.”

Sue added: “I think they think I’ve supported them, but they have supported me too.”

*Left: Sue Morgan collects her award from Julie Cave, Director of Resources.*

*Above: Finalists Joanne Barrell and Rachel Cozens.*

## LINKS AWARD for PARTNERSHIP WORKING

**WINNER:** Cromer Hospital

**FINALIST:** Bereavement Team

**MEMBERS OF STAFF** at Cromer Hospital have worked tirelessly for several years to make the redevelopment of the hospital turn from a dream, into a reality.

Led by Operational Manager, Helen Lloyd, the staff have been recognised for their team approach to working with a number of external organisations throughout the project. They worked with local residents, planning authorities, contractors, the PCT, local councillors and patient groups.

Staff kept services running during the demolition and construction of the new building, with minimal disruption and whilst maintaining high standards of patient care. Fortunately since the move, there have been few problems because of the amount of ground work the team put in.

Helen said: “The whole senior management team led endless meetings with clinical staff and the construction team and participated in huge amounts of

detailed planning to ensure we could stay open. It was challenging, but each area of the hospital was involved at every stage so we could feedback to everyone about what was happening. As soon as we could, we had staff tours of the new hospital and that really helped reassure people.” When asked how she felt the day they completed the move, Helen said: “The main feeling was of immense pride and satisfaction.”

After finding out they’d been nominated for the Staff Award, Helen said: “To us we take pride in the fact we’ve done it, we’re really proud of what we’ve done, we feel we’ve all had a huge impact on the planning of the hospital based on the services we provide and we feel privileged to be working here. It’s lovely to get the recognition because all of us feel like we’ve worked as a team. We have been trusted to do it on behalf of the Trust and I think we got the balance right.”



*Above: Finalists, members of the Bereavement Team. Top right: Winners from Cromer Hospital.*



# Celebrating 40 years' of service

Among the 46 employees who received long service awards this year, the following were honoured for their impressive 40 years with the Norfolk and Norwich University Hospitals NHS Foundation Trust.



*Celebrating 40 years of service: Gillian Thurston, Hilary Barker, Denise Cowan and Carol Brand.*

**HILARY BARKER** joined the Hospital Trust in 1967 as a student nurse to train as a state registered nurse and once qualified went on to work in the operating theatres before becoming Sister in 1974.

Hilary has seen many advances and changes in surgical and medical techniques throughout her career, the main one being the introduction of laparoscopic procedures. Hilary was proud to be present at the very first laparoscopic cholecystectomy procedure in Norfolk as a scrub nurse at Spire hospital which in those days took 2–3 hours and can now take only 20–30 minutes.

Hilary is married with two sons and a daughter and her eldest son is following in her footsteps into the theatre environment to become an Operating Department Practitioner.

Hilary said: “I look back on my career having loved every minute of it, working with my colleagues and friends.”

**GILLIAN THURSTON**, joined NNUH in 1972 as an assistant in CSSD. In 1982 she moved to join Cytology as a Medical Laboratory Assistant and after taking a series of courses she became Laboratory Office Manager in 1999.

Gillian says her best achievement was being promoted as all the hard work she had put in, paid off. Her proudest moment was becoming a grandmother and she loves to spend time with her four grandchildren – she says “they certainly keep me young!”

**DENISE COWAN** started her career at NNUH in February 1970 as a filing clerk in medical records as it was known back then. Denise has worked under eight different managers in a range of roles including Registration Clerk, Appointments Clerk, Relief Clinic Receptionist and Out of Hours Staff.

Denise has gathered a vast amount of knowledge over the years and one of her biggest achievements was being asked to take part in the Relocation Project of the Health Records Library and The Scanning Project. Denise is proud to receive her Long Service Award and being part of the great team which won Team of The Year this year.

**CAROL BRAND** joined the Trust as a Theatre Nurse back in 1972. She completed her training at Addenbrookes and was a Cadet Nurse beforehand. Carol has always worked in Theatres including in Orthopaedics, the West Norwich Hospital, the original Jenny Lind Hospital and Main Theatres at the old site. She experienced the transition from the old N&N to the new Colney site.

Carol retired in September and says she’s been so busy she’s not had time to miss work, but does miss her former colleagues.

**ANN PEATE** began her career at NNUH in 1971 as a staff nurse on an Acute Medical Ward at the St Stephen’s site. During her time at NNUH Ann worked on the Surgical Unit on nights for 14 years while bringing up her family.

Ann later worked on day duty, then as a Senior Day Surgery Practitioner on the Day Procedure Unit at the old hospital, where she remained until it transferred to the Colney site. Ann retired at the end of January this year.

Ann says her biggest achievement was being part of the team to set up DPU at the St Stephens site and her proudest moment was gaining the Charter Mark Award.

## Public see behind the scenes at new hospital



**THE NEW CROMER AND DISTRICT** Hospital held its first Open Day in October to show local residents the new facilities first hand. Members of the public had the opportunity to find out more about their own health and

take part in a variety of activities including a life size 'operation' game, 'glo and tell' and a 'well teddy clinic for children'. Guided tours were also offered to show visitors behind the scenes.

Operations Manager Helen Lloyd said: "I thought the day was a great success, we had over 500 visitors who took the opportunity to visit all the areas open and take part in the displays. The feedback we have had has been extremely positive and the staff all expressed their surprise and delight that so much interest was shown. A great day for all!"

## New sea-side garden calms and comforts

**THERE IS NOW** an extra reason to visit the café at Cromer Hospital. The internal courtyard visible from the café window has been turned into a garden with a seaside feel. The space has been totally transformed for staff and visitors to enjoy, with an old boat called Sagle on a wooden deck, a raised planter with colourful plants, groups of rocks and pebbles with plants in the gravel and a pebble mosaic with a crab and fish.

The garden has been designed by local artist Jackie Finch who said: "I'm delighted to be involved with the Cromer Hospital courtyard garden, it's a lovely project to be working on."



For more information about Jackie Finch visit [www.finchgardendesign.co.uk](http://www.finchgardendesign.co.uk)

## Photographic record shows history of Cromer Hospital



Images from this project can be viewed online at [www.mrobinsonphotography.co.uk](http://www.mrobinsonphotography.co.uk).

**OVER THE LAST TWO YEARS** Cromer and District Hospital has been almost completely redeveloped. Before the demolition and redevelopment took place, local photographer, Mike Robinson, was given access to the buildings and grounds to create a photographic record of the hospital for the Hospital Arts Project.

Mike said: "Some of the history of the old hospital – the history that was written into its walls and floors, into the scuffed and over-painted doors and worn handles, the extensions and repairs – has been captured in a photographic record."

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

### WELCOME

...to the following consultants who recently joined the Trust: **Dr Javier Gomez** (Chemical Pathology); **Mr Waldemar Bartosik** (Thoracic Surgery); **Mr Sunil Nair** (Cardiology); **Dr Reham Soliman** (Microbiology); **Dr Elizabeth Hamilton** (AMU); **Dr Martyn Patel** (MFE) and **Mr Robert Brightwell** (Vascular Surgery).

### FAREWELL

...to the following long-serving staff who have recently left the Trust: **Karen Watts**, Assistant Director of Nursing, after 21 years; **Teresa Farrow**, Clerical Worker, after 22 years; **Joanne Bannister**, Clinical

Specialist, after 22 years; **Jane Mayes**, Staff Nurse, after 25 years; **Audrey Upton**, Midwife, after 27 years; **Kathleen Gavigan**, IDT Nurse Specialist Manager, after 28 years; **Catherine Hogden** known to her colleagues as 'Dotty', Nurse Manager, after 30 years; **Lydia Robson**, Midwife, after 37 years service; **Carol Brand**, Staff Nurse, after 40 years service; and **Tina Bray**, after 44 years working in Sterile Services Department.