We’ve made a great start

Press and PR awards - 2003

Plus: Logo news update
The right to know

Patient records, committee minutes, policy documents, letters... in an organisation the size of UCLH a vast amount of information swaps hands every day. A new law to promote openness and honesty in government will mean changes to the way information is managed across the public sector.

By August 2003 UCLH has to produce a publication scheme that states which information we will publish and where it will be available. This may include trust board minutes for example.

The trust’s information strategy is being developed to meet with these changes and will be implemented trust-wide during 2003. Libby continued, “Further to helping us comply with the law, this strategy is an essential part of our preparations for moving to the new hospital.”

There has been a restructure of the outpatients and therapies directorate and Debbie Brazil has been appointed general manager for outpatients.

Debbie will also take on responsibility for the booking project, which aims to provide a booked appointment for all outpatients and inpatients in the future.

New logo news

Branding is big business – and the most successful brands in the world – think Coca Cola, McDonalds, Mercedes-Benz - successfully communicate values about that company, organisation or product, with a simple logo or style sign. In 2001, the Department of Health decided that the NHS needed to adopt this practice, and the NHS lozenge was born. The concept behind the use of the lozenge, is that every NHS organisation, as part of one, single, NHS, should use the logo to communicate the shared, NHS-wide values of access, fairness, equality etc.

Since the guidance was introduced UCLH has struggled to implement it. Local history, individual hospital identity and confusion over what could and should be used has resulted in the use of several different configurations. But so what? Sam Coombs, corporate communications manager explains, “It may not seem important but using different logos sends out a very confusing message about who we are and what we do.

The concept of an NHS trust means little to our patients – as far as they are concerned, they’re attending, for example, the Eastman Dental Hospital, rather than University College London Hospitals NHS Trust. But the latter is how we exist as a statutory and legal entity, and patients need to know that for all sorts of reasons - from how well (or otherwise) we are doing in performance ratings or to make a suggestion or complaint.

The new use of logos policy recognises that local identity is important, but also that we need to wear our NHS badge, like other NHS organisations. The policy outlines how the NHS lozenge, UCLH Hospitals dome, and local hospital logos should be used. With stationery templates, and a checklist of what to use where for common purposes, it attempts to ensure that everything we produce complies with the Department of Health guidance, and looks like it belongs to the same ‘family’ of hospitals. At present, you’d never guess that we were eight hospitals under one trust umbrella, but implementing this policy should begin to change this, and make things clearer for patients and local stakeholders”, Sam says. So instead of eight hospitals, each with a different corporate identity, we now have the best of both worlds - a single UCLH corporate identity recognising local differences. But only if staff follow the policy, so now it’s over to you!

To access the new policy, go to ‘logo’ in the Press & PR public folders. For advice on use of the logo, ring the Press & PR unit on x 9997.

University College London Hospitals NHS

Una O’Brien has been appointed director of development and governance.

Una, who joined UCLH from the Department of Health to lead the clinical governance directorate, has had her role extended to include the additional responsibilities of service redesign and modernisation.

Senior staff changes...

Improving Working Lives

Keep an eye out in next month’s issue for the low-down on Improving Working Lives. Following an assessment initial reports suggest morale is on the up, staff feel they are well communicated with and many are proud to work at UCLH.

Cashing in on staff discounts

UCLH staff can now get discounts on a wide range of services and products – including books, holidays, CDs, flights and insurance to name a few – thanks to a new deal with the ‘Affinity Financial Network’. To see how you can save £50s, check out the web-site www.uclh.groupscheme.com. All companies featured on the site provide details of designated UCLH customer account handlers, as well as general online contact details.

Find out more at information events across the trust due to be held in early April – details of times and venues will be circulated via email and posters.

A cut above – improved pathology facilities

A visit by the accrediting body for laboratories UK wide confirmed staff in the pathology department’s specimen handling section were being hampered by an increasing workload and cramped conditions.

Three new ventilated cut-up tables, permanent photography resources, processing facilities and a separate reception solved the problems. Clinical head of service, Professor Paul Speight, said, “This new facility will greatly improve working conditions for staff and increase the amount of work we get through.

“We now have enough room to house equipment for carrying out urgent diagnosis of samples during an operation, in the same room, whereas before this was done on another floor.”

The enlarged facilities have enabled more efficient work practices and complemented staff training and development.

Email for all

All staff can have their own UCLH email address along with access to the Intranet, Internet and NHSnet. Together with Internet cafés around the trust, UCLH will meet government targets to get email for everyone who’s working for the NHS.

To get signed up simply fill out the email & web access form and return it, signed by your manager, to the IT Helpdesk. Your manager’s signature is needed to confirm you are a NHS employee. Anyone with email can print the form for you, available in the public folders.

Although this won’t affect your job, it will give you access to the Internet. This does not mean you will have to use computers for your work, unless you already do. If you are unable to use computers in the department, you can go to the Internet cafés.

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Good news from CHI

CHI has been a presence in our lives for quite some time now and in some ways it feels like we have come to the end of the line. CHI published their report of clinical governance at UCLH on March 5 and it confirmed our own view of where we are on the clinical governance journey – we have made an excellent start.

What did they say overall?
“The trust has strong leadership, staff communication, a motivated workforce and a “can do” culture. There is a clear strategic direction for clinical governance, systems and processes have been established and progress has been made in many areas. These arrangements need to be consolidated to enable the system to function fully.”

What did CHI say about notable practice?
• Our PACE service is impressive.
• Our staff training and development – particularly the nursing and healthcare assistant competency framework, and our support for healthcare assistants to train as nurses.
• Pharmacists based in directorates are highly valued by ward staff and junior doctors for their participation and advice during ward rounds.

What did CHI think that the rest of the NHS could learn from?
• The acute brain injury unit (ABLU) at the NHNN and the UCLH drug formulary are both excellent examples of how to run evidence-based services with good results.
• The patient emergency response team is an excellent example of a critical care outreach service.
• Inpatient services for teenagers are well thought out and clearly met their unique needs.

What does CHI think we need to do better?
• Sustaining progress on clinical governance and developing well managed strategies and plans.
• Developing robust clinical governance action plan targets and performance monitoring to match the standards set in finance and activity.
• Providing the trust board with appropriate information about standards of clinical care, and ensuring individual clinical areas benchmark their performance appropriately. The trust should consider robust outcome measures for all specialties.
• Ensuring all clinical areas routinely monitor and reflect on their standard practice through a programme of clinical audit.
• Developing/supporting clinicians in management roles and plan for their succession. Clarification of clinical directors and general managers roles in respect of clinical governance.
• Providing an acceptable environment for patients on all sites prior to services transferring to the new hospital from 2005.
• Building stronger communication links across services and sites. Strengthening clinical governance liaison between directorates.
• Developing open and collaborative relationships with other healthcare providers, especially those in the acute sector. Strengthening relationships with commissioners.

What did CHI say about patient and public experience?
• They were impressed with…
• The trust's close links with many external organisations.
• They were impressed with the implementation of evidence for medicines, and were impressed with UCLH’s formulary.
• They were also impressed with the ABLU at the NHNN.

Risk management?
They were impressed with…
• Incident analysis which has a high priority at corporate level.
• The active promotion of organisation wide learning.
• Our infection control team which is clearly valued by staff.
• Pressure ulcer prevention activities within the Trust.

Clinical audit?
They were impressed with…
• The clear strategic direction for improving clinical audit.
• Good examples of multi-disciplinary audit as well as participation in external multi-centre audits.
• Our role in the national sentinel audit of deaths relating to epilepsy.

Use of information?
They were impressed with…
• The clear and challenging agenda to deliver the electronic patient record system and meet clinical information needs.
• New performance management framework and benchmarking initiatives.

Education and training?
They were impressed with…
• Our strong culture of education and development is contributing noticeably to clinical staff motivation, retention and recruitment.

We could improve…
• Some staff groups need a more planned and systematic approach to training and compliance with statutory and mandatory training needs to improve.

We could improve:
• The delivery of relevant and accurate clinical information to all levels of the trust to monitor and improve standards of care.

Are we done?
No, this is a journey and we have made a great start. As CHI found during their inspection UCLH has some of the most innovative, forward thinking and effective ideas for reform – from the ABLU to EPR system. However there are areas which we need improve if we are to hold onto our status as a role model for other NHS trusts.

The next step will be to discuss CHI’s findings in our teams and to incorporate them into our clinical governance action plans for 2003/2004. On April 1, the chairman will be kick-starting the process by holding a CHI report action planning meeting with our PCTs, strategic health authority, and other external stakeholders.
A night of stars

Peter Dixon, Trust chairman, hosted the 2002/03 Press & PR Awards last month. The evening, funded by the Charitable Trustees, was a star-spangled night and good fun for all who attended. With over 50 people there, it was a great success and a great way to recognise and celebrate the contributions made by those who’ve helped facilitate communications or put themselves under the media spotlight.

Helen Anderson, press and PR manager says, “We’re really pleased everyone enjoyed the evening – it’s our way of saying thank you to all the nominees and winners and we hope they can inspire others to do the same.”

Here are the nominees and winners...

Best Newcomer
Stephen Bown
Jane Goodman
Winner: Nicky King
For her interview last April when UCLH hosted the 2002 Budget – she spoke on behalf of nurses, providing her viewpoint with great aplomb!

Best Internal Communicator(s)
The MAVW
The DTC directorate
Winner: The PALS team
PALS have spread the word about the service to all corners of the trust, reaching out to those hard to reach patient groups by using local network and user groups.

Best Departmental Coverage
Infection control
A&E
Winner: Hospital for Tropical Diseases
For putting HTD and tropical medicine firmly on the map. The team are recognised as leaders in the field, both locally and internationally. They really have achieved all round media success.

Press & PR award
Jeffrey Tobias
Annie McGinnness
Winner: Vanya Gant
The award goes to Vanya for his relentless work to put infectious diseases in everyone’s mind and alongside it, the Hospital for Tropical Diseases. He has been involved in (too many to mention) interviews resulting in articles in the Nationals papers and leading magazines, plus interviews on TV and radio.

Well done to all those nominated and thank you to everyone who supports the event, especially the Charitable Trustees and to Chris Field and Marjorie Cooper for their donation, which makes the prizes possible.

See you all next year...

30 second interview
Tonia Vlahopoulos has been working hard to improve the service the trust gets from NHS Professionals. She has been working on NHSP operational matters since December – a year after it was launched.

What is ‘NHS Professionals’?
NHSP is a health service recruitment organisation that aims to provide temporary staff to NHS trusts.

What is the difference between NHS Professionals and an agency?
In a nutshell an agency is a commercial enterprise and can change up to four times the commission that the non-profit NHSP charges. NHSP offers its members the same flexible work practices and they will always be given preference over an agency nurse.

What does your role involve?
I am the trust lead for NHSP operational matters. My role is to evaluate, review & modify current procedures to ensure best practice.

What do you think are the main challenges of your role?
Trying to convince staff of the benefits NHSP offers them. We have learnt from past experience and by working with NHSP we have taken many steps forward and will continue to do so.

What are your main priorities?
To continue working with staff to improve the service provided to us by NHSP. To ensure staff are well informed about NHSP developments and raise awareness of the flexible working NHSP offers. To reduce need for agency usage and to remain sustainable.

What can staff do to make your role more effective?
By letting me know about problems before they occur – my ability to deal with a situation is limited if an issue has already fared. Also, to receive the high quality service we expect it’s important that staff follow NHSP’s procedures.

What are you most likely to say?
Forget the past, we cannot change it, let’s work together and look at how we can ensure things are right from this moment on.

What are you least likely to say?
It’s hopeless.

What work-related thing can’t you live without?
The sense of humour & support of my colleagues.

Who would you like to see a 30 sec interview with?
Let us know.

Moments of supreme happiness – well done to Libby Flammig who gave an interview to the Nursing Times on the positive aspects of IVF treatment. It provided a good insight into the area of nursing.

Innovation in the NHS – the National Audit Office’s report of The Heart Hospital acquisition received good coverage. The report commented the move which has accrued successes such as: tackling the national shortage of cardiac treatment, improving capacity for cardiac treatment in north London, and cutting cardiac surgery waiting time from 18 months (in 2000) to no more than six months today.

Brothers in arms – well done to Annie McGinnness who provided excellent comment for the HSJ’s article on the NHS’s readiness in the event of a bioterrorist attack. She put forward a realistic and non-sensationalist view, highlighting our practices which ensure we are as prepared as we can be.

Media star – one of the Press&PR Award winners obtained a great follow-up feature in the Nursing Times on his Aseptic Non-Touch Technique – well done Stephen Rowley who is leading the way in this area.

The battle against cancer – well done to Dr Siow Ming Lee who achieved wide-spread coverage in the nationals about his and UCLH’s work in the fight against small cell lung cancer.

Something to smile about – The Eastman Dental Hospital pulled out all the stops to get great coverage in the Evening Standard on the work and job roles at the EDH – a great article and innovative advertising!

Natural healing – Dr Sarah Earnes from the RLH gave a great article advocating homeopathy and the RLH.

Don’t forget: If you’ve got a news story contact Helen Anderson, media relations manager on x 9506 or by email.

feature

30 second interview

UCLH makes frequent appearances in the local, national and healthcare media. ‘In the spotlight’ gives you a round-up of coverage in the last three months.

Congratulations…
to Louise Boden, chief nurse, who achieved wide-spread coverage on her OBE for services to health.

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Universal Community Day

If you cast your minds back some of you may remember music and a prize give away coming over Middlesex Hospital’s airwaves last April.

Universal Community Day is a fantastic opportunity for patients and staff to be entertained by people in the entertainment business. Universal Studios UK sets aside a day each year to ‘make a difference’ to local people. Their staff are set challenges by organisations like our voluntary services department, and do their best to meet them.

Lesley Borzoni, voluntary services manager, said, “We thought the challenge we set the staff at Universal Studios last year was met really well, but wait until you see and hear the challenge for this year - wow!”

This year the event, organised by the voluntary services department and Westminster volunteer bureau in partnership with Universal Studios, will be held on May 7, 10am - 5pm. The fun day will be followed immediately afterwards by the annual volunteers party with an invitation open to all.

Next month...

• Focus on A & E
• Low-down on Improving Working Lives
• Read all about the Public Accounts Committee’s findings on the acquisition of The Heart Hospital.

Inside Story is produced by the Press & PR unit at UCL Hospitals. If you have any news, views or stories, send them (with photos if you have them) to:

Matthew Woolridge at Trust HQ, John Astor House, in Foley Street or contact him on: x5840 or by email Matthew.Woolridge@uclh.org.

Competition

Win and be pampered!

Nikita Hair are offering a cut and finish, nordic head massage, intensive conditioning treatment, complete Nikita home hair care regime and 5 minutes of free tanning sessions - valued at over £110!!!

Q1. Who won ‘Best Facilitator’ at this year’s Press and PR Awards?

Q2. What three clinical effectiveness aspects impressed CHI?

Q3. Which date do the public gain a right of access to NHS information?

Send your answers, along with your name, place of work and telephone number to Erin Sharp in the Press and PR Unit by 11 April 2003. Good Luck!

Congratulations to last month’s winner, Paul Menkenzi, course administrator in HR, who won £100 worth of Sainsbury’s vouchers.

52 Club price increases

Health and safety measures at the 52 Club have been upgraded to match recently tightened legislation. The introduction of leisure assistants will provide crucial supervision in the swimming pool and increase staff presence throughout the club.

Unfortunately, the cost of this staffing cannot be maintained within the existing budgets and must be covered through an increase in the annual membership fees. But let’s face it, at £10 per month it’s still a bargain – only safer!

The new prices are as follows:

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Full Price / year</th>
<th>Monthly Price</th>
<th>Weekly Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full membership</td>
<td>£120.12</td>
<td>£10.01</td>
<td>£2.31</td>
</tr>
<tr>
<td>Associate Members</td>
<td>£150.00</td>
<td>£12.50</td>
<td>£2.89</td>
</tr>
</tbody>
</table>

Your membership will include:

**FREE**
- swimming
- gym inductions
- fitness testing
- Table tennis and racket ball
- Full sized snooker and pool tables
- One of the cheapest bars in central London

**DISCOUNTED**
- gym
- aerobics classes
- squash
- swimming lessons

The 52 Club is located at 52 Gower Street, opening hours are Monday – Friday, 11am – 11pm, 11am – 5pm at the weekend.