



Category: Setting the Stage/Strengthening the Foundation

Award Reference Number: 990
Region: Midlands
Disease: Cross dept
Organisation Type: In patient
Intervention: Staff Engagement/ culture change
Key words: Nottingham

Best Care Best People Best Place

Sherwood Forest Hospitals NHS Foundation Trust

Setting:

We are a medium sized acute district general hospital with an Income and expenditure of £236 million, serving 400,000 people in the central Nottinghamshire region, employing 4,500 staff and over 600 volunteers.

We believe in putting our patients first and feel that you should only expect the very best a hospital can offer. That's why we have pledged to offer each and every patient the best care provided by the best people in the best place.

Introduction:

One of the biggest challenges facing the NHS during this recession is how to engage and motivate staff to ensure a great patient experience, when we are going to be enveloped in national news of doom and gloom and local tough organisational decisions. Yet, at the same time, we still need to deliver health services with compassion, empathy and a caring smile.

In 2008, we began a branding pilot to examine what people expected from the Trust .

The aim was to find out what a good experience really is for people, what they see as important and to find ways to ensure more people give and receive this good experience.

To enable people to deliver and receive this experience staff and patients/carers developed a set of pledges.

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