

Ambulance team that go “beyond call of duty” scoops prestigious Patient Experience award

- Transformational initiative based across Yorkshire and involving a 4,600-strong workforce receives well-earned national recognition

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Ambulance crews catering for the needs of five million people living in Yorkshire and the Humber have scooped a prestigious award at the Patient Experience Network National Awards (PENNA).

Against strong competition, **Yorkshire Ambulance Service NHS Trust's** winning entry in the *Setting the Stage - Measuring, Reporting and Acting* category demonstrated to judges that ambulance staff consistently go “beyond the call of duty” to ensure patients benefit from the very highest standards of care.

In particular, Judges were impressed with the commitment shown by the Trust's senior management team in turning the culture of the organisation around - in just three years - so that the Patient Experience is now a key part of the Yorkshire Ambulance Service's DNA.

The successes in Yorkshire include:

- The development of a culture where colleagues are now encouraged to challenge the status quo so that a heightened Patient Experience can be delivered consistently across the ambulance service
- Greater accountability at all levels of the organisation - made possible through committees that benefit from greater levels of empowerment
- Trust-wide training and development programmes that emphasise the importance of an excellent Patient Experience - and provide solutions that help colleagues deliver this aspiration while on duty

Commenting on the major improvements generated at the Trust, Mark Inman, Head of Emergency Operations, said: “Traditional quality and performance measures only tell part of the story. Patient feedback is highly important to me and my team as it helps us set our priorities and also acknowledge excellence.”

Ruth Evans, Managing Director of PENNA, said: “This is an excellent example of what delivering a heightened Patient Experience is all

about – putting the needs of people at the forefront of your thinking and delivering a service that resonates with them,” she said.

“As a key profession, PENNA believes Patient Experience leaders need to be better at measuring and reporting the impact of their initiatives to ensure they catch the attention of their leaders and also the general public.

“I am delighted to say that the Yorkshire Ambulance Service’s winning entry more than achieved this goal, helping to make this year’s event the most successful in our history.”

The awards ceremony was held at the iconic Birmingham and Midland Institute – a former refuge of the Britain’s greatest writers, Charles Dickens – based in the heart of England’s ‘second city’.

More than 200 Patient Experience professionals, including the Jane Cummings, chief nursing officer of NHS England, gathered on 5 February, to celebrate 12 months of real achievement in the field of Patient Experience throughout the NHS and private healthcare sectors.

Other winners on the day were:

- **Sally Ryan of Ipswich Hospital NHS Trust:** Patient Experience Professional of the Year
- **Kath Evans of NHS England:** Outstanding Contribution Award
- **Northumbria Healthcare NHS Foundation Trust:** *Innovative Use of Technology and Personalisation of Care Awards*
- **Nottinghamshire Healthcare NHS Trust:** *Innovative Use of Technology – Social Media and Setting the Stage – Strengthening the Foundation Awards*
- **South Essex Partnership University NHS Foundation Trust:** *Access to Information Award*
- **University Hospitals Birmingham NHS Foundation Trust:** *Environment of Care Award*
- **Yorkshire Ambulance Service:** *Setting the Stage – Measuring, Reporting and Acting Award*
- **Liverpool Heart and Chest NHS Foundation Trust:** *Setting the Stage – Support for Caregivers Award*
- **Walsall Healthcare NHS Trust:** *Staff Engagement – Improving Staff Experience Award*
- **Liverpool Heart and Chest NHS Foundation Trust:** Overall Winner

“You cannot underestimate just how much effort, time and goodwill individuals and teams have put into these superb initiatives,” added Ruth Evans.

“But the reality is that patients throughout Britain are the big winners from these initiatives. It means they are experiencing heightened standards of and outcomes and services that are commensurate with their needs and expectations.

“The challenge for all health professionals is making the kind of output and results achieved by the Yorkshire Ambulance Service the norm on a daily basis.”

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