



PATIENT EXPERIENCE NETWORK
Re:thinking the experience

LATEST NEWS

Sandwell PCT staff are recognised for their commitment to 'patient experience' excellence

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- Finalist status at leading health awards demonstrates the growing appetite among local health professionals to meet growing public expectations.

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The commitment of the Sandwell Primary Care Trust to deliver a heightened patient experience to local people of has been officially recognised by a leading independent health body.

Staff based in West Bromwich have progressed to the final stage of the **2011 Patient Experience Network National Awards** – where they'll find out if their entry has been successful at a special awards ceremony on 18 January 2012.

The Patient Experience Network is the UK's leading independent body that champions and promotes the public's right to benefit from a world-class patient experience.

To be chosen as a finalist is a tremendous accolade for everyone associated with the Trust's patient experience programme. The quality of the competition in this year's event has been extremely high, with a panel of 42 health experts describing the high volume of entries as "outstanding".

While congratulating the Trust for its innovative and valuable work, Ruth Evans, Director of the Patient Experience Network, said: "In just 12 months, there has been a marked improvement in the quality of the patient experience work being carried out by hospitals across the UK. Sandwell PCT is a great example of this work in action.

"Healthcare professionals now understand what is required to ensure the patient's needs are met while they receive treatment. And, as the high quality of the entries in our awards demonstrates, greater numbers of Trusts and other healthcare providers are now taking proactive steps to ensure their people deliver a heightened patient experience for everyone who uses their service.

"This is good news for everyone who cares about the NHS. Of course, there is still a long way to go before the delivery of a heightened patient experience is part of the DNA of every health worker. But, as our awards demonstrate, there has been significant and tangible progress during the last 12 months. So good luck to Sandwell PCT and all the other Finalists on 18 January."

For a full list of PENNA 2011 finalists, please turn to page 2.

www.patientexperiencenetwork.org

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The 2011 PENNA Finalists

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For further information about the 2011 Awards, or the campaigning and educational work of the Patient Experience Network, please contact:

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Notes to Editors

1. **The Patient Experience Network** is an independent not-for-profit organisation. Its head office is based in East Sussex, and its work is carried out throughout the UK. PEN was founded in 2010.
2. 42 healthcare professionals and patient experience experts compiled the 2011 Awards shortlist. The criteria for assessing entries are available upon request.
3. The Patient Experience National Awards will be held at the Birmingham and Midland Institute (in Birmingham) on **18 January 2012**.