



PATIENT EXPERIENCE NETWORK
Re:thinking the experience

LATEST NEWS

Birmingham hospital staff are recognised for their commitment to 'patient experience' excellence

A6 Chaucer Business Park
Dittons Road
Polegate
East Sussex
BN26 6JF
Tel: +44 (0) 1323 482 208
Fax: +44 (0) 1323 482 287

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

FOR IMMEDIATE RELEASE

The commitment of health professionals in Birmingham to deliver a heightened patient experience to local people has been officially recognised by a leading independent health body.

Staff from the University Hospitals Birmingham NHS Foundation Trust have progressed to the final of the **2011 Patient Experience Network National Awards** – and they'll find out if their entry has been successful at a special ceremony on 18 January 2011.

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 in Birmingham. 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. University Hospitals Birmingham 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 University Hospitals Birmingham and all the other Finalists on 18 January."

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

www.patientexperiencenetwork.org

Event sponsors



FLAGSHIP SPONSOR: 2011 PENNA



GlaxoSmithKline





Continued from previous page

The 2011 PENNA Finalists

<p>ACCESS TO INFORMATION/CONTINUITY OF CARE/ SUPPORT FOR CARE GIVERS, STAFF AND FAMILY AWARD <i>Sponsored by Sanofi Aventis</i></p>
<ul style="list-style-type: none"> • University Hospitals Birmingham NHS Foundation Trust • Healthcare at Home • Royal Berkshire NHS Foundation Trust • Northumbria Healthcare NHS Foundation Trust
<p>COMMUNICATING EFFECTIVELY WITH PATIENTS AND FAMILIES AWARD</p>
<ul style="list-style-type: none"> • NHS Lothian CHP • Sandwell PCT • Central Manchester University Hospitals NHS Foundation Trust • Institute of Health & Society • Knowsley Health and Wellbeing
<p>ENVIRONMENT OF CARE AWARD <i>Sponsored by Awards International</i></p>
<ul style="list-style-type: none"> • Northumbria Healthcare NHS Foundation Trust • NHS Lothian • Salisbury NHS Foundation Trust • The Golden Jubilee National Hospital
<p>PERSONALISATION OF CARE AWARD</p>
<ul style="list-style-type: none"> • Royal Wolverhampton Hospitals NHS Trust • Taunton & Somerset NHS Foundation Trust • Knowsley Health and Wellbeing • Liverpool Women's Hospital
<p>MEASURING, REPORTING AND ACTING AWARD <i>Sponsored by GlaxoSmithKline</i></p>
<ul style="list-style-type: none"> • Northumbria Healthcare NHS Foundation Trust • NHS North Staffordshire • Cambridge University Hospitals NHS Foundation Trust • Nottinghamshire Healthcare Trust • Aintree University Hospital NHS Foundation
<p>STRENGTHENING THE FOUNDATION AWARD <i>Sponsored by GalbraithWight</i></p>
<ul style="list-style-type: none"> • Northumbria Healthcare NHS Foundation Trust • Health Works Clinical Commissioning Group • NHS Leicester City PCT • Ashford & St Peter's Hospital NHS Foundation Trust • Willen Hospice • NHS Ayrshire & Arran • East Lancashire Medical Services

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

Ruth Evans, Director. M: 07798 606610. **E:** r.evans@patientexperiencenetwork.org

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**.