



PEN National Awards 2017

Re:thinking the experience

PEN NATIONAL AWARDS 2017 CATEGORIES

Please see the [PEN Website](#) for more detailed information.

Alternatively contact awards@patientexperiencenetwork.org or call us on 03333 44 7060

	Category	Summary	Detailed description	Potential participants
1	Commissioning for Patient Experience	Programmes with a focus on good practice in commissioning for an improved patient experience	<p>This category includes examples where commissioners have undertaken initiatives to better shape the experience of care. This includes examples where commissioners have worked closely with providers, focusing on a shared approach across the patient journey.</p> <p>If you have examples of what good commissioning for patient experience looks like then why not put forward a submission now? What better way to acknowledge the great work of your team, share your good practice and gain recognition for the superb initiatives you have implemented?</p>	<p>Commissioners for example:</p> <ul style="list-style-type: none"> • CCGs • CSUs • NHS England • Local authorities • Housing associations
2	Strengthening the Foundation	Programmes aimed at strengthening the organisation's commitment	This is a broad ranging category that welcomes all work dedicated to strengthening the foundations within an organisation along the patient experience pathway. This category will include culture change projects, organisation-wide	<p>All organisations for example:</p> <ul style="list-style-type: none"> • Leaders

		to delivering excellent patient experience	<p>patient experience programmes and leadership initiatives. We want to hear from you, whether you are an individual, from a small dedicated team, senior level executive, large department or other professional body.</p> <p>If you have been involved in work committed to strengthening the foundation of your organisation and delivering superb experience of care this is the category to enter.</p>	<ul style="list-style-type: none"> • Patient experience leads
3	Support for Caregivers, Friends, and Family	Programmes and initiatives focusing on caregivers, friends, and family's needs – emotional, physical, educational, and spiritual, remembering that the 'family' is as described by the patient, programmes that support and involve the family	<p>This category concerns programmes focusing on caregivers, friends, and family needs – emotional, physical, educational, and spiritual. The case studies put forward show that carers, friends and families provide a huge resource that is often overlooked, which can leave them feeling unrecognised and dejected and can have a phenomenal effect on the experience of care.</p> <p>If you have some examples of how you have improved your support for caregivers, friends, and family – then why not put forward a submission now. What better way to acknowledge the great work of your team, share your successful practice and gain recognition for the superb initiatives you have implemented.</p>	<p>Providers of care</p> <p>3rd party organisations</p> <p>Voluntary sector</p> <p>Support Groups</p>
4	Measuring, Reporting and Acting	Strategic programmes and initiatives focusing on the use of patient experience	This category is aimed at any programmes that are effectively measuring the patient experience and feedback, reporting the outcomes, and ensuring actions to improve are taken as a result	Patient experience teams

		<p>measurement to drive improvement; Programmes orientated at effectively measuring the patient experience, reporting the outcomes, and ensuring actions to improve are taken as a result</p>	<p>– which can include very simple examples of ‘you said – we did’ or more complex feedback initiatives which includes, of course, Friends and Family Test activities and patient experience dashboards.</p> <p>If you have some examples of how you have effectively measured your patients’ experience, reported this, and taken action that has made a difference– then why not put forward a submission now. What better way to acknowledge the great work of your team, share your successful practice and gain recognition for the superb initiatives you have implemented.</p>	<p>Professional services organisations specialising in feedback collection and reporting</p> <p>Support and professional service organisations</p>
5	Using Insight for Improvement	<p>Action to improve NHS services which has been directly driven by patient or staff insight and feedback, such as the Friends and Family Test and other patient or staff feedback data or qualitative research</p>	<p>In partnership with NHS England this category focusses on the use of patient or staff feedback data or qualitative insight research to drive service improvement. We want to find and recognise the services and people who are making a real difference through their use of this kind of insight.</p> <p>If you have used the FFT and other feedback to increase transparency and/or involve patients in the shaping of their services, to drive real change and improvements, then this may be the category for you!</p> <p>In this category, we have 5 sub categories:</p>	<p>Anyone who has used patient or staff insight or feedback to make improvements to NHS services in England.</p>

			<ul style="list-style-type: none"> • <u>Using insight to improve services in Primary Care</u> – covering GP and dental practices where the FFT and other patient/staff feedback is being used to improve services • <u>Using insight to improve services in any other NHS-funded service</u> – covering hospital services, ambulance and patient transport services, community, and mental health trusts etc. where the FFT and other patient/staff feedback is being used to improve services • <u>Using insight to improve accessibility</u> – open to any service that has made a particular effort to use insight and feedback to improve accessibility for people who might otherwise be excluded due to their age, language, literacy, physical or mental condition and to act on that feedback • <u>Using insight from the Staff FFT</u> – open to those NHS trusts who participate in the Staff FFT and can demonstrate how they act on that feedback • <u>Outstanding contribution to insight work by an individual</u> – an individual who has made the most outstanding contribution to champion or deliver the successful use of insight and feedback 	
6	Communicating Effectively with Patients and Families	Systems and programmes facilitating two-way dialogue between patients/ families and their carers	This category looks at systems and programmes facilitating two-way dialogue between patients/families and their carers. The importance of effective communication cannot be	All organisations, especially patient experience leads and

			<p>underestimated and can have a powerful effect on the patient experience.</p> <p>If you have some examples of how you have communicated effectively in a way that has made a difference then why not put forward a submission now? What better way to acknowledge the great work of your team, share your successful practice and gain recognition for the superb initiatives you have implemented?</p>	<p>communications agencies</p> <p>Pharmaceutical organisations – patient information</p>
7	Access to Information	Programmes aimed at proactive and reactive provision of information pertaining to the patient's treatment	<p>This category focusses on programmes aimed at proactive and reactive provision of information pertaining to the patients' treatment. The case studies put forward in previous years highlight the ways in which organisations have found new or improved ways of accessing and utilising information.</p> <p>If you have some examples of how you have improved your access to information then why not put forward a submission now? What better way to acknowledge the great work of your team, share your good practice and gain recognition for the superb initiatives you have implemented?</p>	<p>In-house teams</p> <p>Pharmaceutical organisations</p> <p>Community/ Local authorities</p> <p>Primary care</p> <p>Commissioners</p>
8	Continuity of Care	Systems and processes to help continuity along the patient pathway, ensuring continuity of care from one professional to another	This category focuses on the ways in which organisations have found new or improved ways of providing continuity of care between disparate healthcare providers. This includes systems	<p>Commissioners and providers</p> <p>Partnership working</p>

			<p>and processes to help continuity along the patient pathway, ensuring continuity of care from one professional to another.</p> <p>If you have some examples of how you have improved your patients' experience through improving the continuity of their care then why not put forward a submission now? What better way to acknowledge the great work of your team, share your new practices and gain recognition for the superb initiatives you have implemented?</p>	<p>Local authorities</p> <p>GPs</p>
9	Personalisation of Care	Systems and programmes aimed at meeting individual needs – physical, emotional, and spiritual. Treating the patient as an individual and with compassion	<p>This category focusses on systems and programmes aimed at meeting individual needs – physical, emotional, and spiritual. Essentially this is about treating the patient as an individual and with compassion and is often about the small things making a big difference.</p> <p>If you have some examples of how you have improved your patients' experience through personalisation of their care then why not put forward a submission now? What better way to acknowledge the great work of your team, share your successful practice and gain recognition for the superb initiatives you have implemented?</p>	All organisations, including care homes and social care
10	Environment of Care	Programmes aimed at providing the best possible environment of care – from first arrival/ impressions and	This category is for programmes aimed at providing the best possible environment of care – from first arrival/ impressions	All organisations, including:

		throughout the care pathway	and throughout the care pathway. This can include the physical environment but also the emotional environment. If you have some examples of how you have improved your patients' experience through the environment of their care then why not put forward a submission now? What better way to acknowledge the great work of your team, share your best practice and gain recognition for the superb initiatives you have implemented?	Architects Designers Builders GP practices Care homes
11	Bringing Patient Experience Closer to Home	Programmes that intend to bring the patient experience closer to their home	This category includes initiatives that have been put in place to ensure the patient experience is closer to their home – this could be in their actual home, the GP practice, community centres or local centres (for example pharmacies) or other resources that can be accessed more readily. Primary care and community services are included in this category. If you have some examples of how you have improved your patients' experience through bringing their experience closer to their home or more accessible then why not put forward a submission now? What better way to acknowledge the great work of your team, share your successful practice and gain recognition for the superb initiatives you have implemented?	GP Local authorities Community Trusts Pharmacies
12	Staff Engagement/ Improving Staff Experience	This category concerns programmes focusing on staff needs – emotional,	The Staff Engagement/Improving Staff Experience category recognises how creating better staff experiences can bring benefit to all. This category concerns programmes focusing on	HR or OD

		<p>physical, educational, and spiritual – recognising the critical importance of staff engagement in the delivery of an improved patient experience</p>	<p>staff needs – emotional, physical, educational, and spiritual – recognising the critical importance of staff engagement in the delivery of an improved patient experience.</p> <p>Employee engagement is vital for ensuring employees are fully involved and motivated about their work or organisation. Intellectually and emotionally engaged employees help to create more satisfied, happier patients, and improve overall performance of a team or organisation. Engagement motivators usually include employee satisfaction with the impact for their work, rewards, relationships, values, mission, sustainability and working environment. If you have been involved in improving staff engagement or staff experience then this is the ideal category to enter, as being recognised for making improvements in this area can bring many benefits, not just to the team, but to the organisation as a whole.</p>	<p>Patient experience leads</p> <p>Communications</p> <p>Team leaders</p> <p>Operations leads</p>
13	<p>Including Social Care to Improve the Experience</p>	<p>Programmes which include social facets of care</p>	<p>There is a growing recognition that patient experience should take a broader remit and include local authority and social services amongst others.</p> <p>This category will include examples where other agencies have been involved with the shared ambition of improving the patient or service user experience. These could include social services, local authorities, housing, fostering and many others.</p>	<p>SCIE</p> <p>Housing and local authorities</p> <p>Fostering services and homes</p>

14	Partnership Working to Improve the Experience	Programmes where partnerships have been put in place to improve the patients' experience	<p>In a complex environment, partnership working is becoming more common, and this category includes examples where several (two or more) organisations have worked closely together, with the shared aim of improving the experience. This could be for patients, their friends and families or caregivers, or indeed staff.</p> <p>If you have some examples of how you have worked in partnership to improve the experience then why not put forward a submission now? What better way to acknowledge the great work of your team, share your successful practice and gain recognition for the superb initiatives you have implemented?</p>	All organisations including where Professional services or commercial organisations are the lead
15	Innovative Use of Technology/Social Media	This category concerns programmes focusing on the use of technology and/or social media as a mechanism to support improvements in the patient experience	<p>This category concerns programmes focusing on the use of technology and/or social media as a mechanism to support improvements in the patient experience.</p> <p>Has your team utilised some of the latest technology to enhance patient experience? Have you created an app or a tool which allows smoother access to patient feedback or faster, more efficient communication between staff and patient or other healthcare professionals? If you have used technology or social media to improve patient experience in any way, then we want to hear from you!</p>	Communications IT Commercial organisations

16	Turning it Around	As a result of a complaint, feedback through PALs or other route, a change has been implemented to improve the patient experience	<p>This category is for teams that have demonstrated a significant improvement or change following a negative experience or feedback.</p> <p>Through a process of unpicking the issue, and learning from an adverse experience, the organisation has implemented a change (could be to behaviours, processes, environment or other) that has addressed the issue for the better.</p>	<p>Complaints teams</p> <p>PALs</p> <p>Patient experience teams</p> <p>Clinical teams etc.</p>
17	Championing the Public	Programmes that enable the people's needs to be heard, understood, and met	<p>This category concerns programmes that strive to engage the public/ service users by listening harder to their needs or giving them a more active or involved role. This may be through highly effective or innovative engagement or shared decision making, translating what has been heard into meaningful action, or influencing other parties to change services to meet their needs.</p> <p>If your team has achieved one of the above, then this is the award for you and is the perfect way to display your work and spread the word.</p>	<p>Healthwatch</p> <p>Patient associations or groups</p> <p>Charities</p> <p>Consumer groups etc.</p>
18	Patient Experience Advocate of Tomorrow NEW CATEGORY	This category is for student generated projects or proposals that are designed to enhance patient or service user experience.	In partnership with Liverpool John Moores University this category includes examples where students have developed a project or proposal based on their learning in university, on practice placement or within their local community. The emphasis should be on identifying and responding to an issue,	Undergraduate students on programmes of study in Health and Social Care or leading to

			<p>which is of concern to a particular group of patients or service users to enhance their experience of care or service use. The project should illustrate to others the positive impact pre-registration students can have through listening to, and advocating for the patients and service users they meet. Projects that have actually been implemented are particularly welcomed; however, well-developed proposals may also be submitted.</p>	<p>professional registration in Nursing and Allied Health professions.</p>
19	<p>Patient Experience Transformer of Tomorrow</p> <p>NEW CATEGORY</p>	<p>This category is for student generated projects designed to transform patient or service user experience</p>	<p>In partnership with Liverpool John Moores University this category includes examples where postgraduate students have systematically developed an evidence-based project or proposal whilst learning in university, on practice placement or within their local community. The emphasis should be on transforming practice and patient experience by effectively responding to an issue of concern to a particular group of patients or service users and using an evidence –base to propose or implement change. The project should illustrate to others the positive impact post-registration students can have in transforming future patient and service user experience. Projects that have actually been implemented are particularly welcomed.</p>	<p>Postgraduate students on programmes of study in Health and Social Care or leading to professional registration in Nursing and Allied Health professions.</p>
20	<p>Patient Experience Professional of the</p>	<p>This category will not require a presentation to be</p>	<p>This category is to recognise individuals who have made a difference to their patients’ experience. This may be due to</p>	

	Year (including complaints and PALs)	prepared.	actions they personally have taken, or to their contribution to their team, or through implementing or supporting a patient experience initiative.	
21	Patient Experience Team of the Year (including complaints and PALs)	This category will not require a presentation to be prepared.	This category is to recognise teams who have made a difference to their patients' experience. This may be due to actions they have taken as a team or through implementing or supporting a patient experience initiative.	
22	Patient Experience Manager of the Year (including complaints and PALs)	This category will not require a presentation to be prepared.	This category is to recognise managers who have made a difference to their patients' experience. This may be due to actions they personally have taken, or to their contribution to their team, or through implementing or supporting a patient experience initiative.	