


Winning Principles:

A formula for success at the
Patient Experience Network
Awards

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Introducing the Patient Experience Network National Awards

What are the Patient Experience Network National Awards?

The Patient Experience Network (PEN) National Awards are the leading patient experience awards in the UK, celebrating those who deliver outstanding patient experience across health and social care.

Established in 2010, the awards recognise, share and celebrate positive practice in patient experience, and have to-date received over 400 entries from a variety of organisations, from CCGs and NHS Trusts, to private providers and charities, who have made a commitment to improving the patient experience.

We are proud to attract a wide variety of entries, and to reflect this our judging panel is made up of a diverse pool of esteemed industry peers and experts. All our judges take great care in ensuring entrants receive the best level of feedback possible and are judged on merit using a fair and unbiased scoring system.



Identifying the Winning Principles

What makes a winner?

Since their launch in 2010, the PEN Awards have received hundreds of entries, and we have had over 50 category winners. Although these are hugely diverse in terms of the types and sizes of organisations; the patient and service user populations served; and the scale of the initiatives, each has several common key themes which makes it a successful submission. We have called these Winning Principles.

We have identified nine Winning Principles, falling into three categories. These have been determined through an extensive review, consisting of desk research, referring to available documents on the subject and utilising the case studies and information within PEN's data banks. Special reference has been given to the entrants to the PEN National Awards 2014.

The key areas for consideration in developing the principles were:

- Analyse the submissions - winners, runners-up and finalists to identify any common themes
- Review judges scores and comments
- Revisit finalists' 10 minute presentations to see what each winner felt the critical issues to share were
- Interview winners to understand what they felt were their winning principles



The Winning Principles

Intention and Outlook



Passion and determination

The most successful initiatives are driven by an individual or team with a firm belief in what they are doing, and the need to invest time and money to make it happen and bring about change.



Broadening perspectives

A key milestone for success is supporting and educating fellow professionals to look beyond their own situations and embrace and adapt work going on elsewhere.



Keeping it simple

Making initiatives easy for people to understand and adopt is crucial. Clear communication, posting results and evidencing improvements encourages engagement and continuation with projects.

Organisational Support



Culture

Creating a culture where everyone is engaged in patient experience and understands the role they have to play in improving it is vital to success. All successful initiatives are delivered by teams, not individuals.



Management

Senior level support is often key to the success of a project. The best results are seen where improving patient experience is encouraged and prioritised by management.



Leadership

Clinical and senior management leadership, particularly in the form of empowering staff to identify, develop and implement changes is key to sustainable improvement.

Evidence & Impact



Financial impact

It is clear that positive patient experience pays dividends, and our most successful entries demonstrate how time and financial investment in well thought out projects can yield an excellent return.



Building professional relationships

Working in partnership with teams within and outside your organisation, as well as with volunteers and other groups is key to ensuring ongoing success in spreading and embedding positive practice.



Spread and sustainability

Evidencing sustainability and transferability are key to success. Demonstrating how initiatives have been or could be adapted provides an opportunity to share and embed successful practices.



Getting Involved

There are lots of ways you can get involved with the Patient Experience Network.

Enter the awards

The PEN Awards are open to anyone who feels they have an example of best practice they are willing to share. Identifying, recognising and celebrating great patient experience is at the heart of the PEN Awards. Helping entrants feel that their work is valued, and motivating teams to keep striving for excellence are the key drivers of the team at PEN and of our partner organisations.

Being nominated for a PEN award is a tremendous boost for any individual or team. To find out more about how to submit your entry please visit: www.patientexperienceawards.org/enter-awards

Join the webinars

Learn from previous PEN Award winners as they share their experience and examples of best practice in a series of webinars. For further information or to register, please visit www.nhs.uk/news-events/events/pen-awards-webinar-series.aspx

Be a part of the PEN community

Keep up to date with PEN's ongoing activity and planned future dissemination work by contacting us on info@patientexperiencenetwork.org



Winning Submission: Case Study

Innovative Use of Technology / Social Media

ChatHealth School Nurse Messaging Service

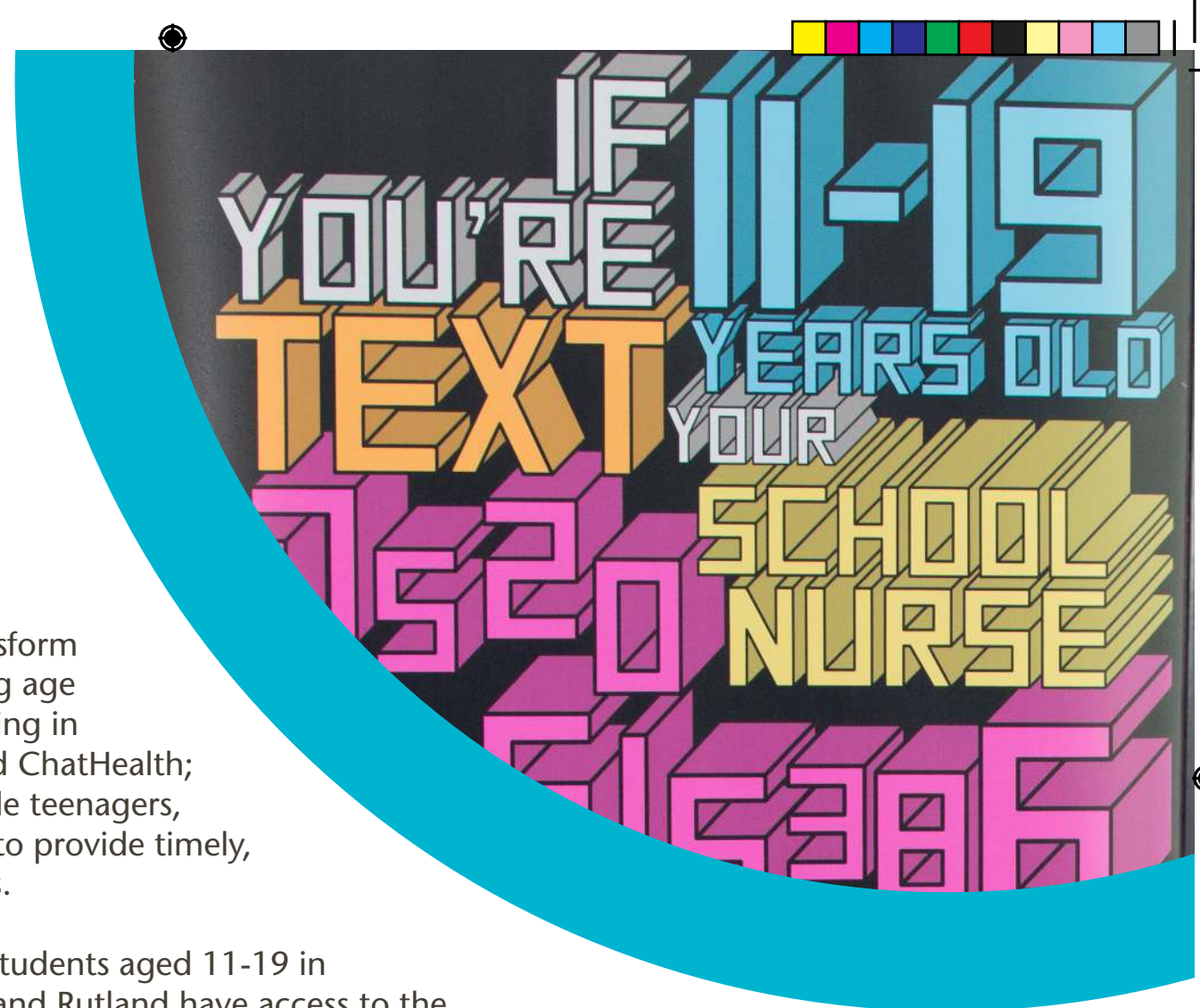
Leicestershire Partnership 
NHS Trust

Leicestershire Partnership NHS Trust aimed to transform access to healthcare for young people by providing age appropriate care to prevent disengagement. Working in partnership with patients and staff, they developed ChatHealth; a new texting software which safeguards vulnerable teenagers, keeping messaging conversations safe and secure to provide timely, confidential access to help from qualified clinicians.

Following the initiative's roll-out in 2014, 65,000 students aged 11-19 in 90 mainstream schools in Leicester, Leicestershire and Rutland have access to the messaging service. They no longer have to wait for a clinic appointment or ask a teacher's permission to attend; they simply send a discreet message at any time and get one to one support from a clinician.

This initiative demonstrates the ability of technology to have a large scale, cost effective impact on improving patient experience. Widening service access has improved the experiences of patients, and nurses have commented that messaging is quick, efficient and manageable, helping them to reach more patients within existing capacity.

For more information visit: www.patientexperiencenetwork.org/resources/newsletters/Mar_PenLetter2015.html





The Patient Experience Network

For all general enquires about the Patient Experience Network please visit:

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The logo for Picker Institute Europe features the word 'picker' in a bold, green, lowercase sans-serif font. Above the 'i' in 'picker' are three small orange circles. Below 'picker' is the text 'Institute Europe' in a smaller, orange, sans-serif font.