PEN National Awards 2020

#PENNA2020

Re:thinking the experience

PEN NATIONAL AWARDS 2020 CATEGORIES

Please see the PEN Website for more detailed information patientexperiencenetwork - awards
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	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. 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?	Commissioners for example: • CCGs / CSUs • NHS England • Local authorities • Housing associations • Care homes and other institutions

2	**Strengthening the Foundation**	Programmes aimed at strengthening the organisation's commitment to delivering excellent patient experience	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 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. If you have been involved in work committed to strengthening the foundation of your organisation to deliver or support the delivery of superb experience of care this is the category to enter.	All organisations and specifically: • Trusts • GP Practices • Commissioners • Higher Education • Professional bodies (Leaders, Patient experience leads, OD, HR, Communications)
3	**Support for Caregivers, Friends, and Family**	Systems, programmes and initiatives focussing on patients, caregivers, friends, and family's individual needs – emotional, physical, educational, and spiritual, remembering that the 'family' is as described by the patient, programmes that support and involve the family	This category concerns programmes focussing 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. If you have some examples of how you have improved your support for caregivers, friends or family, then this is the category for you. What better way to acknowledge the great work of your team, share your successful practice and	All providers of care also including: 3rd party organisations Voluntary sector Support Groups Care homes Social care

			gain recognition for the superb initiatives you have implemented?	Patient Groups
4	**Measuring, Reporting and Acting**	Programmes and initiatives focussing on the specific use of patient experience 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	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 – 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. 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.	All organisations – and within these specifically: Patient experience teams Professional services organisations specialising in feedback collection and reporting Support and professional service organisations
5	**Using insight for improvement**	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	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. If you have used the Friends and Family Test and/or other feedback to increase transparency and/or involve patients in	Eligible for NHS ONLY Anyone who has used patient or staff insight or feedback to make improvements to NHS services in England.

the shaping or their services, to drive real change and improvements, then this may be the category for you!

There will be one overall category winner, which scores highest in the opinion of the judging panel, chosen from the winners of the following five sub-categories:

- Using insight to improve **NHS-funded services** – Open to initiatives where the FFT, quantitative and/or qualitative methods such as surveys, focus groups, interviews or other patient or service user feedback is being used to improve NHS-funded services.
- Using insight to improve inequality of care or access to services – Open to any service that has made a particular effort to use insight and feedback to help understand and address inequalities in NHS-funded service delivery, including by improving the experience of accessing services for people who might otherwise be excluded due to their age, language, literacy, physical or mental condition.
- Using insight to improve care across **Integrated Care Systems** - Open to any initiatives that involve acting on feedback across organisational or pathway boundaries to improve NHS-funded services for patients.

			• **Innovation in Insight** – Open to any initiatives that have used innovative methods or approaches to insight to help improve care, such as using new insight techniques (e.g. original ways of collecting feedback), free text analysis (e.g. using machine learning or AI techniques), or "triangulation" of insight (combining different insight sources or types of data). • Using insight from **staff feedback** – Open to teams or organisations who can demonstrate action on feedback from NHS staff - gathered through the Staff FFT, NHS Staff Survey or other individual, local or national insight activity - to deliver improvement.	
6	**Communicating Effectively with Patients and Families**	Systems and programmes facilitating two-way dialogue between patients/ families and their carers that ensure they have access to the information they need	This category looks at systems and programmes facilitating two-way dialogue between patients/families and their carers. The importance of effective communication cannot be underestimated and can have a powerful effect on the patient experience. Clearly an essential element will be ensuring the right information is accessible at the right time. 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	All organisations including: Communications agencies Pharmaceutical organisations – patient information Community/ Local authorities

			successful practice and gain recognition for the superb initiatives you have implemented?	Primary care Commissioners
7	**Integration and Continuity of Care**	Systems and processes to help integration and continuity along the patient pathway, ensuring continuity of care from one professional to another	This category focusses on the ways in which organisations have found new or improved ways of integrating and providing continuity of care between disparate healthcare providers. This includes systems and processes to help continuity along the patient pathway, ensuring integration and continuity of care from one professional to another. A key focus is bringing the experience closer to the patients' homes – this could be their actual home, their GP practice, community or local centres. 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?	Commissioners and providers Local authorities GPs Pharmacies Community Trusts or centres
8	**Personalisation of Care**	Systems and programmes aimed at meeting individual needs – physical, emotional, and spiritual. Treating the patient as an individual and with compassion	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. Patient stories or acting on the needs of very specific individuals will be included here.	All organisations, including care homes, social care, pharmaceutical companies, private care

			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?	
9	**Environment of Care**	Programmes aimed at providing the best possible environment of care – from first arrival/ impressions and throughout the care pathway	This category is for programmes aimed at providing the best possible environment of care – from first arrival/ impressions 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?	All organisations, including: Artists and other dramatic arts Architects/ Designers Builders GP practices Care homes
10	**Staff Engagement/ Improving Staff Experience**	This category concerns programmes focussing on staff needs – emotional, physical, educational, and spiritual – recognising the critical importance of staff engagement in the delivery	The Staff Engagement/Improving Staff Experience category recognises how creating better staff experiences can bring benefit to all. This category concerns programmes focussing on staff needs – emotional, physical, educational, and spiritual – recognising the critical importance of staff	All organisations and specifically: HR, L&D or OD Patient experience leads

| | | of an improved patient experience | engagement in the delivery of an improved patient experience.

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. | Communications

Team leaders

Operations leads |
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| 11 | **Including Social Care to Improve the Experience** | Programmes which include social facets of care | There is a growing recognition that patient experience should take a broader remit and include local authority and social services amongst others.

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 | All organisations including:

SCIE

Housing and local authorities |

			social services, local authorities, housing, fostering and many others.	Fostering services and homes
12	**Partnership Working to Improve the Experience**	Programmes with a particular focus on partnerships that have been put in place to improve the patients' experience	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. If you have some examples of how you have worked in collaboration or 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?	All organisations including where Professional services or commercial organisations are the lead
13	**Innovative Use of Technology/Social/ Digital Media**	This category concerns programmes focussing on the use of technology and/or digital or social media as a mechanism to support improvements in the patient experience	This category concerns programmes focussing on the use of technology and/or social media as a mechanism to support improvements in the patient experience. 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	All organisations including: Communications IT Commercial organisations

			technology, digital or social media to improve patient experience in any way, then we want to hear from you!	
14	**Turning it Around**	As a result of a complaint or feedback through PALs or other route, a change has been implemented to improve the patient experience	This category is for teams that have demonstrated a significant improvement or change following a negative experience or feedback. 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.	Complaints teams PALs Patient experience teams Clinical teams etc. Private organisations
15	**Engaging and Championing the Public**	Programmes that enable the people's needs to be heard, understood, and met	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. 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.	All organisations including: Healthwatch Patient associations or groups Charities Consumer groups etc.
16	**Patient Experience Team of the Year (including**	This category is about team work, recognising teams who	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, exemplary team work or	Patient experience teams PALs or Complaints teams

		have focussed on improving the experience of care	through implementing or supporting a patient experience initiative through cross-team working.	Other teams
	complaints and PALs)			
17	CPES Award	NEW Category to recognise improvements as a result of using CPES data	In partnership with Macmillan and NHSE&I, the purpose of this category is to recognise and promote the use of CPES data to drive and deliver measurable improvements in patient experience, with an emphasis on patient involvement and the sharing of good practice and effective improvement approaches across the cancer sector.	Cancer teams Cancer alliance Patient experience teams
18	**Patient Experience Advocate of Tomorrow**	This category is for student generated projects or proposals that are designed to improve patient or service user experience. This category will not require a presentation to be prepared	In partnership with Liverpool John Moores University this category includes projects or proposals based on students' learning in university, on practice placement or within their local community. The project should illustrate the positive impact pre-registration/undergraduate students can have by listening to what patients and service users need and developing a solution. Your project could be at an advanced stage or already implemented and showing results.	It is open to all **students** who are **pre-registration** on any health, medical, social care, nursing or allied health programme of study
19	**Patient Experience Transformer of Tomorrow**	This category is for student generated projects designed	In partnership with Liverpool John Moores University this category includes projects where postgraduate students have systematically developed an evidence-based project or	It is open to all **post graduate** or **post registration students** on

		to change patient or service user experience in the future This category will not require a presentation to be prepared	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 the positive impact post-registration/postgraduate students can have in transforming future patient and service user experience. Projects that have actually been implemented are particularly welcomed.	health, medical, social care, nursing or allied health programme of study or development
20	**Patient Experience Professional of the Year (including complaints and PALs)**	This category is to give recognition to an individual who has stood out in terms of their commitment to patient experience This category will not require a presentation to be prepared.	This category is to recognise individuals 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.	Individuals for example: Patient Experience Officers, Nurses, Junior doctors, Complaints or PALs officers
21	**Patient Experience Manager of the Year (including complaints and PALs)**	This category is to recognise managers or team leaders who are committed to	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	Managers Team leaders Supervisors

		improving the experience of care This category will not require a presentation to be prepared.	to their team, or through implementing or supporting a patient experience initiative.	Project managers
22	**Fiona Littledale Award**	This category will not require a presentation to be prepared	In partnership with the Fiona Fund, this category recognises oncology nurses who have demonstrated their own personal commitment to developing their skills and understanding of the field. The award will enable them to pursue those studies further.	Oncology nurses at any level
23	**Medical Education for Healthcare Professionals focusing on Patient Experience**	With a focus on medical education for Healthcare professionals but also including research this category recognises projects that include improving the patient experience	In **collaboration with** EPG Health, publisher of [Medthority] this category is intended to welcome projects from pharmaceutical companies (including para-pharma) and their partners where the education or research has a specific focus on understanding and or improving the patient or service user experience. This could be through the engagement process, the mapping of the experience or a focus on the outcomes impacted by experience improvements or indeed other approaches. It is anticipated that submissions may be in partnership with other organisations.	Pharmaceutical companies Para-pharmacos Medical Education Agencies Research agencies

		*Medthority is an independent medical website for healthcare professionals globally. Supporting modern digital behaviour and a personalised user experience, Medthority provides a trusted learning environment and convenient access to credible content, supporting better treatment decisions and patient outcomes	