



Picker Experience Network Awards

Picker Experience Network Awards 2025

CATEGORY LISTING

Please contact us directly with any questions or queries at awards@picker.org or call us on 03333 44 7060

THE BIG PICTURE

	Category	Summary	Description	Potential Participants
1	Commissioning for Patient Experience	Programmes with a focus on good practice in commissioning for an improved patient experience	<p>The judges are looking for examples where commissioners have undertaken initiatives to better shape the experience of care. This includes examples where commissioners have worked closely with providers, focussing on a shared approach across the patient journey.</p> <p>Special attention will be given to those who have included the patient voice and lived experience. Co-creation is a key way to involve patients from the start.</p>	This category is open to any organisation which commissions healthcare services or is involved in commissioning.
2	Strengthening the Foundation	Programmes aimed at strengthening the	This is a broad ranging category that welcomes all work dedicated to strengthening the foundations	This category is open to all and may be of special interest to:

		organisation's commitment to delivering excellent patient experience	<p>within an organisation–This category will include culture change projects, organisation-wide patient experience programmes and leadership initiatives. Examples could include governance at board level to ensure leadership focus on experience as a critical enabler of safety and clinical outcomes, plus other sustainability and CSR goals.</p> <p>We want to hear from you, whether you are an individual, from a dedicated team, senior level executive, large department or other professional body.</p>	<ul style="list-style-type: none"> • Trusts; • GP Practices; Commissioners. • Higher Education: Professional Bodies (Leaders, Patient Experience Leads, OD, HR, Communications) • Pharmaceutical companies • Professional services • Independent sector
3	Staff Engagement and Improving Staff Experience	This category concerns programmes focussing on staff needs and their experience – emotional, physical, educational, and spiritual – recognising the critical importance of staff engagement in the delivery of an improved patient experience	<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.</p> <p>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>	This category is open to all.
4	Integration and Continuity of	Systems and processes to help integration and	This category focusses on new or improved ways of integrating and providing continuity of care and	This category is open to all. This could include:

	Care including Social Care	continuity along the patient pathway, ensuring continuity of care from one professional to another, including social care amongst others	<p>smooth transitions between healthcare professionals in the same organisation and potentially with others e.g. Local Authorities and social care providers. This includes systems and processes to help provide continuity along the patient/service user pathway, ensuring integration and continuity of care from one professional to another.</p> <p>An important focus is bringing the experience closer to the patients'/service users' homes – this could be their actual home, their GP practice, community or local centres. There will be an emphasis on service user involvement and inclusion.</p> <p>Judges will be looking for examples of where agencies have been involved with the shared ambition of improving the patient or service user experience.</p>	<ul style="list-style-type: none"> • Social services • Local authorities • Housing • Fostering • Prison services • Forensic unit • and many others <p>IBCs and other collaborations may have examples to enter.</p>
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INCLUSION

	Category	Summary	Description	Potential Participants
5	Engaging and Championing the Public	<p>Programmes that enable the people's needs to be heard, understood, and met</p> <p>Inclusion of seldom heard groups may be included here, and any project with a</p>	This category focusses on 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	<p>This category is open to all but may be of particular interest to individuals, teams or organisations such as:</p> <ul style="list-style-type: none"> • Healthwatch • Patient Associations or Advocacy Groups

		focus on inclusion, equality and diversity	<p>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 category for you and is the perfect way to display your work and spread the word. Judges will be looking for evidence of public, patient or service user involvement and inclusion.</p>	<ul style="list-style-type: none"> • Charities • Consumer groups etc. • PPV forums
6	Partnership Working to Improve the Experience	Programmes with a particular focus on partnerships that 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. The partners may be healthcare partners or beyond healthcare, for example in the past this has included retail, football clubs, the Samaritans amongst many others.</p>	Open to all, including where Professional services or commercial organisations are the lead.
7	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	<p>Case Studies show that Carers, Friends and Families provide a huge resource that is often overlooked, which can leave them feeling unrecognised and dejected. When supported and involved well, they can have a phenomenal effect on the experience of care.</p> <p>Special attention must be given to inclusion of all, and to ensuring equity and diversity has been built into the thinking. If you have some examples of how you have improved your</p>	<p>This category involves all providers of care including, but not limited to:</p> <ul style="list-style-type: none"> • 3rd Party Organisations • Voluntary Sector • Support Groups • Care Homes • Social Care • Pharmaceutical companies

			support for caregivers, friends or family, then this is the category for you.	
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THE JOURNEY

	Category	Summary	Description	Potential Participants
8	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, when and how they need it	<p>The importance of effective communication cannot be underestimated and can have a powerful effect on the patient experience. An essential element will be ensuring the right information is accessible at the right time in the right way that is clear and easy to understand. This category looks at systems and programmes facilitating two-way dialogue (and shared decision making) between patients/families and their carers. Patient/family involvement will be key for these projects.</p> <p>Communicating effectively to ensure inclusion of diverse audiences is included in this category. 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? Judges will be looking for evidence of patient involvement and inclusion.</p>	This category is open to any individual, team or organisation who can show how communicating effectively, improving communication or access to communication, has improved the experience/outcomes for patients.
9	Environment of Care	Programmes aimed at providing the best possible environment of care – from first arrival/ impressions	This category is aimed at providing the best possible environment of care, from first arrival/ impressions and throughout the care pathway. This can include the physical environment	This category is open to all healthcare organisations (including GP practices and

		and throughout the care pathway	and/or the emotional environment. Judges will be looking for evidence of patient involvement and inclusion. Previous submissions have included examples of art, music, dances and providing access to books amongst many others.	Care Homes) but may also be of interest to: <ul style="list-style-type: none"> • Artists and other dramatic arts • Architects/ Designers • Builders • Tech companies including AI and VR
10	Innovative Use of Technology, Social & Digital Media and Data Management and Protection	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 Key is data and its management and protection to ensure personal data is secure	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, digital or social media to improve patient experience in any way, then we want to hear from you! Special attention will be given to those who have co-produced with patients or people with lived experience.	This category is open to all but may be of particular interest to tech providers and digital media agencies or data management and security agencies.
11	Personalisation of Care	Systems and programmes aimed at meeting individual needs – physical, emotional, and spiritual. Treating the patient as an individual and with compassion	Essentially this is about treating the patient as an individual and with empathy, dignity and respect. It is often about the small things making a big difference. Patient stories or acting on the needs of very specific individuals may be included here. If you have some examples of how you have improved your patients' experience through	This category is open to all.

			personalisation of their care, then why not put forward a submission now?	
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THE OUTCOMES

	Category	Summary	Description	Potential Participants
12	Measuring, Reporting and Acting – Using Insight for Improvement	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	<p>As the name suggests we are looking for entries which started from reported data and/or insight (feedback data, research or qualitative insight) which was then acted on to improve patient or staff experience. We want to find and recognise the services and people who are making a real difference through their use of data and/or insight.</p> <p>It 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 as well as feedback through PALs and complaints teams.</p>	<p>The category is open to any individual, team or organisation but may be of special interest to:</p> <ul style="list-style-type: none"> • Patient Experience Teams • Professional Services Organisations, specialising in Feedback Collection and Reporting • Support Service Organisations
13	Cancer Experience of Care Award	Category to recognise improvements as a result of using CPES data or other key insights	Originally set up in partnership with MacMillan and NHS England, the purpose of this fully funded category is to recognise and promote the use of data or other insight (including Cancer	<p>Open to all including:</p> <ul style="list-style-type: none"> • Cancer alliance patient experience teams

			<p>Patient Experience Survey) to drive and deliver measurable improvements in patient experience. Judges will place an emphasis on patient involvement (for example through co-production or other engagement activities – the earlier in the process the better), the sharing of good practice and effective improvement and inclusion approaches across the cancer sector.</p>	<ul style="list-style-type: none"> • Cancer teams and collaborations • Third sector organisations • Hospices
14	Making Complaints Count	<p>Focussing on the use of, or inspiration taken from, your national Complaint Standards and supporting materials to improve patient experience by driving improvement in complaint handling and learning from complaints</p>	<p>This category is for any programme, project or initiative that can demonstrate that it has improved frontline complaint handling / patient experience, providing a more positive experience for people who complain and those who are complained about. You may show how you have used or reflected the expectations in your national complaints standards and the supporting materials to improve the way that complaints are handled.</p> <p>Nominations in this category could also clearly demonstrate how insight from complaints has been used to improve services for the benefit of others.</p> <p>This category has been endorsed by the Health Ombudsman in England, Wales and Northern Ireland.</p>	<p>This category is open to any individual, team or organisation working in or for the NHS across the UK, or other organisation referencing your national Complaints Standards.</p> <p>It may be of particular interest to those individuals or teams who deal with complaints or those who are responsible for ensuring that services improve as a result of the insight received through the complaints process.</p>

TEAM & INDIVIDUAL

	Category	Summary	Description	Potential Participants
15	Patient Contribution Award	<p>This category is about reflecting the critical role of patients in improving the experience</p> <p>This category will not require a presentation to be prepared</p>	<p>Wherever possible we should be inviting and welcoming the “patient voice” to ensure we are focussing on what matters.</p> <p>This category is to put the spotlight on patients who have shared their experience/time/expertise to make a difference. This could be a formal advocate, and expert by experience, a family member or carer. We know there are so many examples it will be difficult to describe here, so if you feel you have someone who should be recognised, please get in touch and we can help you with the details.</p> <p>This category is free to enter with thanks to Picker.</p>	<ul style="list-style-type: none"> • Patients or service users • Experts by experience • Patient advocates • Family members or carers • Member of a Patient Advocacy group • Contributor to a Charity
16	Student Patient Experience Advocate of Tomorrow	<p>This category is for student generated projects or proposals that are designed to improve patient or service user experience.</p>	<p>This category includes projects, proposals or charitable work, that have led to changes in practice placements, or within their local or international community.</p> <p>The project should illustrate the positive impact students can have by listening to what patients and service users need and developing a solution. Your project could be at an early or advanced stage or already implemented and showing results.</p>	<p>It is open to all students (at any stage) on any health, medical, social care or related programme of study.</p>

			This category is free to enter.	
17	Student Experience Educator of Tomorrow	This category is for student led projects, designed to improve the skills and knowledge of others involved in patient or service user care delivery on any health, medical, social care or related programme of study.	The emphasis should be on transforming the learner experience of other students, with the longer-term goal of improving experience for patient and service users. Your project could be at an early or advanced stage or already implemented and showing results. This category is free to enter.	It is open to all students (at any stage) on any health, medical, social care or related programme of study.
18	Patient Experience Professional/ Manager of the Year (including complaints and PALs)	This category is to give recognition to an individual or manager 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 and 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.	Individuals and managers for example: <ul style="list-style-type: none"> • Patient Experience Officers • Nurses • Junior doctors • Complaints or PALs officers • Team leaders • Supervisors • Project managers • Managers
19	Team of the Year (including complaints and PALs)	This category is about teamwork, recognising teams who have focused on improving the experience of care	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 teamwork or through implementing or supporting a patient experience initiative through cross-team working.	<ul style="list-style-type: none"> • PALs or Complaints teams • Patient experience teams • Other teams

NEW FOR 2025

<p>20</p>	<p>Independent Sector</p>	<p>This category is about recognising excellence in patient experience initiatives led by independent/private sector care providers</p>	<p>This category is dedicated to celebrating outstanding patient experience programmes within the independent and private care sector. Judges will be looking for innovative practices, patient-centred approaches, and examples of co-creation that have significantly enhanced the care experience.</p> <p>Whether it's through personalised care, staff engagement, or unique service delivery models, this category aims to spotlight the critical contributions of the independent sector in advancing patient care.</p>	<p>All independent and private sector care service providers including:</p> <ul style="list-style-type: none"> • Private Hospitals Clinics Care Homes • Specialist Healthcare Services
<p>21</p>	<p>NEW 2025 International</p>	<p>This category is about showcasing patient experience excellence from organisations outside the UK.</p>	<p>This category is for healthcare organisations based outside the UK that have demonstrated exceptional commitment to improving patient experience. Judges will be particularly interested in innovative, culturally sensitive approaches that have made a tangible difference to patients and their families. Submissions should highlight best practices, patient involvement, and measurable improvements in care experiences.</p>	<p>Open to any healthcare organisations, teams or individuals operating outside the UK, including:</p> <ul style="list-style-type: none"> • Hospitals • Clinics • NGOs • International Health Programmes • Government bodies