The magazine for Members of
The Rotherham NHS Foundation Trust

- Learn to love your lungs
- The Trust in the headlines
- Get health-wise at Lifewise
- Shape up with Reshape
- Support for smokers
- Healthcare of the future
A pair of 12ft-high inflatable lungs was one of the star attractions of Rotherham Hospital’s Community Corner last year.

The Rotherham NHS Foundation Trust (TRFT) staff, working in partnership with The Roy Castle Lung Cancer Foundation, were delighted to be able to bring the exhibit to Rotherham. The giant lungs were part of the charity’s “I Love My Lungs” campaign.

The ‘breathtaking’ MEGA Lungs exhibit provided an interactive and educational experience about the respiratory system. Visitors and students from Oakwood High School were able to step inside the human lung model, learn about various lung functions and even observe examples of lung trauma and disease.

The aim of the event was to raise awareness of the common signs and symptoms of the UK’s biggest cancer killer and improve early diagnosis of the disease; which claims the lives of 35,000 people in the UK every year.

Lung cancer is one of the most common and serious types of cancer and symptoms of lung cancer can include:
• coughing
• unexplained weight loss
• shortness of breath
• chest pain
An estimated 40,800 new cases are diagnosed every year.

Lung cancer mainly affects older people. It is rare in people under 40 years old, but the rates of lung cancer rise sharply with age.

Smoking causes 85–90% of lung cancers. People who smoke are 15 times more likely to die from lung cancer than people who have never smoked. However, survival rates can vary widely depending on how far the cancer has spread at the time of the diagnosis. Early diagnosis can make a big difference.

If you’ve had a bad cough for 2-3 weeks and you can’t get rid of it, please do make an appointment with your GP today.

Take a deep breath
Students get creative to mark organ donation at TRFT

A group of sixth form students from Thomas Rotherham College are helping The Rotherham NHS Foundation Trust (TRFT) design a memorial to remember all the people who have donated organs and tissues for transplantation, and to recognise those that have benefited from these transplants.

It’s part of a project launched by TRFT to get people thinking about organ donation and to raise awareness across Rotherham by ‘making organ donation the usual and not the unusual’.

Eight art students presented their design concepts in front of a judging panel made up of representatives from the Trust including Specialist Nurse for Organ Donation, Sam O’Byrne and Lead Clinician for Organ Donation, Dr Dave Harling.

Dave said: “The calibre of the designs was really high and the students were very enthusiastic about their ideas. It’s going to be tricky to choose but either way we are going to have a really great piece of artwork to help us commemorate organ donation. We need the community’s ‘buy in’ to organ donation as it affects people in Rotherham and it is a life changing thing for the people who receive a donated organ. We wanted to raise the profile at the Trust and to say thank you to all those people who have given life to others by donating an organ or tissue.”

Head of Art at Thomas Rotherham College, Bev Witham said: “It is very good of the Trust to get the students involved in this and to give them such a worthwhile project to work on. They have lots of opportunities to work on projects to do with corporate and social responsibility but this is the first time they have ever worked on a project to raise awareness of organ donation.

They have all put a lot of effort into their design concepts and no matter who wins, this has been a great experience for them all. The winner will be supported by their colleagues to create the piece of art anyway so they are all going to feel involved in this project.”

The winning idea will be chosen by the Organ Donation Committee and will be produced as a wooden sculpture or wall art as part of the students’ A level artwork. It will then get pride of place at Rotherham Hospital to remind people of the importance of organ donation.

The students will be supported during this time by a professional wood sculptor Clinton Challoner who is working with them on their A level art projects at the college.

Specialist Nurse for Organ Donation Sam O’Byrne said: “I am really looking forward to seeing the finished design. Rotherham Hospital is working hard to make sure that organ donation is considered as an option for patients at the end of life where appropriate. The memorial will not only show our respect to those that have given the gift of life, but will help to raise awareness of donation in the Trust, and will hopefully get people talking about whether they want to become an organ donor. Hopefully by working with the local community and the college on this project, we can help to promote the benefits of organ donation and really get people thinking.”

SAVE LIVES
AND BE AN ORGAN DONOR

Every day 3 people in the UK die whilst waiting for that all important transplant.

In Rotherham there are 50 people on the waiting list. Making a decision in life about what you would like to happen and sharing that decision will ensure that your family know what to do for you when the time comes.

To register your wishes join the organ donor register

www.organdonation.nhs.uk
You will probably have seen and heard information about the Trust in local newspapers and on radio stations over the past few months. The Trust wants to ensure that you receive the correct information as various items were, to say the least, sensationalised in the media. Just to note that if you aren’t already on our Members email distribution list, we urge you to be as we do send out pertinent updates via email to our Members.

Reduction in beds at Rotherham Hospital

As part of the Trust’s programme to focus on admission avoidance, timely discharge of patients and reduction in patients’ length of stay, we are planning to reduce the number of beds needed to care for our patients and, at least reducing the number of beds we have open which are not actually “funded” by our commissioners (NHS Rotherham).

There is huge evidence that we have a model of care in Rotherham that has historically been over-reliant upon hospital admissions and there has been much work over the last 12-18 months to change this. The positive impact of our Care Coordination Centre, extending senior doctor presence and the introduction of our new Oakwood Community Hospital all support this change.

Any decision to close a ward or to close beds will only be taken when it is safe and appropriate to do so. We are communicating regularly with all staff to ensure they are aware of progress.

Chief Executive’s retirement

In November 2012, the Trust’s Chief Executive, Brian James, announced his retirement. A long standing and respected Chief Executive, Brian was instrumental in leading the organisation through a successful application to become The Rotherham NHS Foundation Trust in 2005. As part of his ambitions within our Service Development Strategies, he led the very positive integration with Rotherham Community Health Services in 2011. This doesn’t touch the surface of the transformation of the organisation that Brian directed during the past eight years and his motivation was always focused on providing quality patient care to the people of Rotherham and that focus was truly relentless.

On his decision to retire, Brian said: “I believe that it is a time for me to hand the baton on to the next generation of leaders with the energy and resilience to take the organisation forward into a bright future. I believe we have built the right foundations for long term success and are putting into place the plans necessary to secure our financial future and to deliver the new model of healthcare for the NHS which Service Development Strategy 3 personifies”.

On Brian’s retirement, the Board of Directors moved swiftly to ensure an interim Chief Executive was in post to ensure consistency.

2013 is the...

- International Year of Statistics
- Chinese Year of the Snake
- Year Pantone announced that Emerald would be its chosen ‘Colour of the Year’
- The European Year of Citizens
- 30th year anniversary since wearing seat belts became law
- 50th year anniversary since Martin Luther King Jr. delivered his famous “I have a dream” speech
- 100th year anniversary since Emily Wilding Davison lost her life to the Suffragette cause during the 1913 Derby
- 200th year anniversary since Jane Austen’s novel Pride & Prejudice was first published

The International Year of Statistics is a worldwide celebration and recognition of how statistical science impacts virtually every aspect of our lives and aims to help improve human welfare. From the foods we eat, to the medicines we take; even the recording of Jessica Ennis’ new heptathlon world record in the women’s 100m hurdles, in which she ran a time of 12.54 seconds during last year’s Olympic Games.

Look out for the symbol throughout this magazine and discover some interesting statistics about The Rotherham NHS Foundation Trust…

Did you know...

The Rotherham NHS Foundation Trust has around 19,000 Members. Why not join and have your voice heard too. Visit www.therotherhamft.nhs.uk/getinvolved or call 01709 427800.
Information about a possible reduction in posts at the Trust was shared at the Trust’s Annual General Meeting in September 2012. A presentation was given on the impact of workforce restructuring – 2015/16 than in 2012/13 due to reduced challenging times.

It is expected the Trust will move forward at a pace with its recovery. We need to dispel rumours but most importantly ensure we don’t encourage or spread them, keep relentlessly focussed on our cost reduction plans whilst safeguarding the quality of care. In order to lead the recovery plan, and with the support of the Regulator, the Board has engaged the specialist healthcare management firm, Bolt Partners LLP based in London to lead the recovery and restructure of the Trust. This firm’s recovery leadership philosophy is one of participation and inclusion.

Bolt Partners have provided three recovery and restructuring professionals on an interim basis, Michael Morgan, Tim Bolot and Joshua Ejdelbaum. Michael will be engaged as the Trust’s Interim Chief Executive to lead the recovery and restructuring. Michael has a successful track record of hospital restructures and turnarounds spanning 30 years.

According to Michael, “experience illustrates that if an inclusive, collaborative leader unites a team with a clear common goal and enables the team to do their work while supporting their self-esteem and their decisions about scope/time/resources, the workforce and the organisation thrives. The key is recognising the importance of employees who interact directly with the patients we serve. The role of a leader is to serve and support employees so they have resources and processes they need to optimise patient experiences.”
A modern bespoke 70 bed care home incorporating all types of elderly care – EMI, nursing and general.

- 90% of bedrooms en-suite, TV, internet and personal telephone
- 5 lounges including library and activities room
- Highly trained competent staff under leadership of Nurse Manager.

Queens Care Centre, Millard Lane, Maltby S66 7LZ
Tel: 01709 818181 We Warmly Welcome All Visitors to the Home
Email: office@queenshealthcare.co.uk
www.queenshealthcare.co.uk
Trust helps kids and adults get health-wise at Lifewise

A unique film-set style learning facility in Hellaby has recently marked its first anniversary and continues to provide exceptional educational and community facilities for the people of South Yorkshire.

Lifewise is a life-size film set of a small town, which is used to deliver safety messages to the public. It has been built in a unique partnership between South Yorkshire Fire & Rescue, South Yorkshire Police, South Yorkshire Safer Roads Partnership and the NHS. Since the centre opened in September 2011 attendees have exceeded all expectations and to date over 52,000 people have visited the centre.

Local and regional businesses supported the development of this purpose-built facility by way of donations of material and skilled labour. Partner organisations, including The Rotherham NHS Foundation Trust were key supporters, furnishing the on-site A&E facility with obsolete items in order to make the virtual ward as true to life as possible. Here, young people have previously being informed about risks and consequences associated with drugs and alcohol dependence, anti-social behaviour and the possible journey and experience of hospital care.

The Lifewise partnership works together with an aim of keeping vulnerable people safe. Events have varied immensely over the last 12 months and the partnership has delivered programmes to members of the local community, including those with special needs, learning difficulties, and mobility problems. These include:

- Life skills, including fire, road, first aid and personal safety tips for all Year 6 school children in South Yorkshire.
- Targeted interventions to young people, including anti-social behaviour, school exclusions, crime and consequences, bringing the experience of prison life into the community.
- Centre visits for older citizens as part of the ‘Get Lifewise’ initiative, the aim of this free event is to make vulnerable people living in South Yorkshire feel safer and enable them to deal with any difficult situations they might encounter with an objective of raising awareness of a number of important issues that impact on vulnerable communities.

With three large meeting rooms (all with IT facilities and wi-fi) and an on-site coffee shop run by Busters (a locally-based Social Firm, creating employment for people who are severely disadvantaged in the labour market), Lifewise provides an ideal and unique venue to hold meetings or events.

For more information on the Lifewise centre please contact Project Officer Andy Foster on 01709 832453 or E-mail: andy.foster@southyorks.pnn.police.uk

Staff kept moving during winter

For the second winter running kind hearted car dealers, Guy Salmon Land Rover in Sheffield, showed their support for the health service by loaning TRFT a 4x4 to use during periods of bad weather. The vehicle is used during emergency situations to get staff to their place of work to ensure that high levels of service to patients can be maintained.

Mike Tyson (left), John Cartwright (right) and the Land Rover Defender 110 XS.
We Asked, You Said, We Did...

For most of you, the concept of “We Asked, You Said, We Did” will be recognised as a general way we gain your feedback and input. It has worked well for us and since becoming a Foundation Trust, TRFT has made a whole host of changes based on your feedback to date.

In particular, as a membership organisation, we have always been keen to embrace our Members’ ideas and we use your feedback to help shape our communications and events, around the topics you are most interested in.

Thank you to all our Members who completed the latest survey “making membership more meaningful”. Although your responses were very complimentary an emerging theme to take on board was for us to make better use of our electronic resources.

• We asked Members once more to consider receiving their communications by e-mail rather than by post and 100 + members responded positively.
• 23% of respondents said they use social networking sites like Facebook and Twitter – we now have circa 1,200 people who follow us on Twitter.
• In November 2012 we launched our first e-newsletter removing the need to send an attachment which some Members found difficult to open at times.

• Members approved of our decision to print only one magazine per year instead of our usual two editions.
• 78% of our Membership told us, “It would be unacceptable to remove adverts from Your Choice magazine, as the inevitable increase in cost would not be considered an appropriate use of NHS resources.” So, we’ve kept the adverts.

Throughout 2013:-

• We intend to make better use of electronic surveys to capture public opinion.
• We intend to use Twitter to distribute information such as news, corporate messages, health advice, events and campaigns and public health concerns such as epidemics.
• We shall improve our Member zone on the TRFT public website www.therotherhamft.nhs.uk.

You too can do your part by helping us further “Save Our reSources” (SOS) and become one of our increasing number of ‘emailable Members’ – kindly email foundation.trust@rothgen.nhs.uk or telephone 01709 427800 and let us know.

‘Follow’ us on Twitter, ‘like’ us on Facebook

The Rotherham NHS Foundation Trust has been using the social networking platform Twitter as an additional way to communicate all the latest news and information from the Trust to patients, staff, the public and partner organisations. Within the past year of tweeting, the Trust has increased its Twitter followers to an impressive 1,200, greatly improving the communications reach of corporate messages.

Twitter is a useful communications tool as it allows the distribution of information such as news, corporate messages, health advice, events and campaigns, as well as up-to-date information, statements and advice to the media or public during major incidents and emergencies or national public health concerns such as epidemics or severe weather.

If you have a Twitter account then please follow the Trust to receive all the latest information. You can find us on www.twitter.com by searching for @RotherhamNHS_FT.

The Trust has also recently started using Facebook. If you have a Facebook account and wish to ‘like’ the Trust then please go to www.facebook.com/TheRotherhamNHSFoundationTrust and click the ‘like’ button.

Here is just a snapshot of what you have influenced so far. You really have made a difference, so thank you.

✓ Improved car parking for patients and staff on site
✓ Helped define the future of bedside information and entertainment
✓ Informed the design and layout of future wards and the patient environment
✓ Helped us to identify our quality priorities for 2011
✓ Contributed towards the re-design of the new main entrance at Rotherham Hospital
✓ Contributed towards the future of food and catering in the hospital
✓ Defined how, when and what you receive as Member communications
✓ Secured the future of the Park Rehabilitation Centre
Like most other A&E departments around the country, we generally see a sharp increase in the number of patients attending during winter, usually owing to the inclement weather and winter ailments. People often arrive with a wide range of illnesses and injuries but usually the less serious ailments could have been better treated more quickly elsewhere.

December 2012 was one of the busiest months on record for the A&E team at Rotherham Hospital, part of The Rotherham NHS Foundation Trust. Owing to the icy weather conditions, the A&E department saw a dramatic increase in patient numbers, from an average of 200 to 336 in one day.

In spite of the dramatic surge in numbers, the quality of care for patients remains uncompromised. Regional performance data shows that unlike many other providers, the Trust still achieved the four-hour wait target for 95% of admissions during quarter 3.

Here at Rotherham, we are active ambassadors of “Choose Well”, a national initiative which aims to help patients make informed choices about where to go for treatment based on their conditions. In addition to emergency care, patients are provided with a range of other options, which are tailor-made to deal with different ailments. These include GPs, pharmacies, walk-in centres and NHS Direct, the national health advice telephone service. In some cases staying at home and looking after yourself is the best care leaving emergency services for those who need them most.

Lesley Hammond, Deputy Business & Service Manager at the Trust says: “We need people to consider other options for their care. A&E is designed for emergency care, but increasingly we are seeing people who do not necessarily need hospital treatment and we would urge patients to consider the nature and severity of their condition.”

“Patients can help us by making an informed choice about their care as this will help us to manage our time at the department with patients who really need emergency treatment. It may be that A&E is the right place for many patients, but we still get some people turning up with minor conditions, coughs, colds or the flu which can then put our staff and other patients at risk of infection. There is lots of information on the internet to help patients choose a care provider more effectively, but obviously our advice to anyone who feels they really need emergency care is to come to A&E.”

For more information about how to choose a care provider more effectively please go to http://www.choosewell.org.uk/. If anyone is unsure where to go, or they need help assessing how urgently treatment is needed, NHS Direct is always available on 0845 4647.

Patients in Rotherham can also call 0333 3218282 a designated telephone line which has been put in place to help members of the public to decide where is the best place to get treatment. Lines are open 24 hours a day, 7 days a week.

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Flu? Bless you
Avoid spreading the bugs at A&E

People attending A&E with complaints like a winter bug can be putting the lives of elderly and vulnerable patients at risk.

Dr Simon McCormick, a consultant in the Accident and Emergency Department at TRFT says: “No matter how many times this message goes out we still get people with winter bugs visiting the hospital and particularly A&E. For most people the flu, coughs and colds are just unpleasant but for those who are already ill in hospital and elderly people they can actually be life threatening.”

Patients in Rotherham can call 0333 321 8282, a designated telephone line which has been put in place to help members of the public to decide where is the best place to get treatment. Lines are open 24 hours a day 7 days a week.

Did you know...
Last year, an impressive 89% of people who joined the Reshape Rotherham programme lost weight.

Fall in love with yourshape with the help of this Valentine’s Day

As spring approaches, there has never been a better time to start thinking about making small changes for a healthier you.

Despite the meals, wine and chocolate we often associate with Valentine’s Day, it’s actually really easy to make some small, simple swaps. Sarah Groom from the Reshape team has the following tips for Your Choice readers:

- If you are eating out with your loved one on Valentine’s Day, bear in mind that each small glass of wine contains around 120 calories. Cut the calories and add some diet soda to your ‘toast’
- If you are lucky enough to be taken out for a meal, remember that when potatoes are fried, the calories can triple. Try to opt for boiled potatoes where possible
- Each tablespoon of cream contains 30 calories, so ask for the cream on the side so you can just add a small amount
- Think about the presents you buy for your loved one. Avoid food based gifts and buy practical presents which tend to last much longer
- If you are given chocolates, just eat one or two and then give the rest away to avoid temptation
- If your date involves the cinema or watching a film, it is easy to fall into the habit of buying sweets or popcorn. Have a healthy snack before you go out and save yourself the cash and calories

Whatever your relationship status, 2013 is the time to celebrate all the things that are wonderful about you. Why not make the time to look at your lifestyle to make yourself feel even better. The friendly Reshape Rotherham team can help, so give us a call today on 01709 427725.
Stop smoking with our support

Hundreds of people in Rotherham are expected to make a New Year’s Resolution this year to stop smoking... and they are four times more likely to succeed with the help of their local stop smoking service.

The Rotherham NHS Stop Smoking Service supports the national ‘health harms’ campaign which reinforces the message that if you could see the harm that cigarettes do, you would give up – as seen in the new television adverts which tell smokers that just 15 cigarettes cause a mutation that can lead to cancerous tumours. They feature a tumour growing on a cigarette as it is smoked and aim to encourage people to quit over health concerns, by making the invisible damage visible.

Support is available from the Rotherham NHS Stop Smoking Service, part of The Rotherham NHS Foundation Trust, including free nicotine patches or gum (saving up to £60) or prescription treatments such as Champix or Zyban, for patients registered with a Rotherham GP. The service provides free, confidential, support and advice in the form of group or one-to-one sessions, available in a range of venues across Rotherham.

Rotherham is also one of the British Heart Foundation’s Heart Towns, where the whole community works together to combat heart and circulatory disease. Smoking is a leading cause of heart disease, with around 1 in 5 early deaths from heart disease linked to smoking. Quitting smoking dramatically reduces your risk of a heart attack, with the chances of having a cardiac arrest halving within a year.

For more information about the Rotherham NHS Stop Smoking Service, visit: www.therotherhamft.nhs.uk/stop_smoking_service

Did you know...

Last year 994 people quit smoking with support from the Stop Smoking Service which is available in the main entrance of Rotherham Hospital.

Connect to Support

Connect to Support is a new website for adults in Rotherham accessing health and social care products and services and seeking information to live independently.

Find lots of useful information, advice and contact details about the help that is available to you – from money to housing and transport and tips to help improve your health and wellbeing. Community groups and providers in Rotherham can register for free. This is your adult social care online supermarket, where you can look or buy products and services to help with your support. Also discover free and low cost activities, support groups and organisations in your area.

For further information visit: www.connecttosupport.org/rotherham
Purple Butterfly Appeal gets its wings

The Purple Butterfly Appeal was launched to enhance the experience for all patients at the end of life. With the opening of the first Purple Butterfly Suite at Rotherham Hospital, the benefits of the Appeal were felt first hand by patients and their families. A Purple Butterfly Suite aims to provide a private and calming environment for families, carers and their loved ones at the end of life and is equipped with specialised lighting, comfortable seating, essential facilities and private bathrooms.

Did you know...
Over 300 people attended our It’s A Knock Out event to support the charity this year, raising over £5,000.

Re-opening of the Park Rehabilitation Centre

Following the completion of a comprehensive refurbishment programme, brave patient Ellie Duce, aged 11, officially re-opened the Park Rehabilitation Centre (PRC).

The much loved Rotherham facility was part of a review in 2011 which had the positive outcome of making the centre the heart of a rehabilitation village, with the help of its health partners, to revitalise the many facilities already located on the Badsley Moor Lane site. NHS Rotherham funded the modernisation and improvements which enabled some internal reconfiguration and the installation of new lighting, windows and roof which will ensure that the building is energy efficient and provide a safe and secure environment for the people of Rotherham to improve their health and wellbeing. In 2010/11 over 3,000 patients, self-help group members and members of the public utilised the facilities at the centre.

In April 2011, Ellie spent eight hours fighting for her life after she sustained a fractured skull, broken left leg and serious damage to the skin on her left foot when she was involved in a road traffic accident in Dinnington. Ellie’s mum, Beverley, said: “Without the rehabilitation that Ellie received and continues to receive at PRC, I don’t think she would be nearly as good as she is today. I am very thankful to the support that she has received from the Trust’s therapy services team.”

During the reopening event, users of the centre, TRFT’s Chairman Peter Lee, Sue Cassin of NHS Rotherham and John Foden the Deputy Mayor along with the Deputy Mayoress had a tour of the centre to witness for themselves the improvements that have been made for the benefit of the people of Rotherham.

Did you know...
Almost 70% of the Trust’s costs are associated with staff salaries and wages.
The Council of Governors
Meetings for 2013 are …

- Wednesday 10 April 2013
- Wednesday 10 July 2013
- Wednesday 11 September 2013

These public meetings will commence at 5pm and are to be held in the PGME Lecture Theatre, D Level, Rotherham Hospital. Please come along and share your views with us.

For details of our Annual General Meeting (AGM) please check on our website later in the year or contact the Corporate Secretariat on 01709 424500.

www.therotherhamft.nhs.uk

Who’s listening? We’re listening!

Make your voice heard… and that of your friends, family and neighbours!

Trust Governors are vital to help represent the Trust’s patients, service users, staff and general public and do directly challenge the Board of Directors about the Trust’s performance.

Council of Governor Elections 2013

Vacancies will exist in the following constituencies:
- Rotherham South (Boston Castle, Rotherham East & Sitwell)
- Rotherham North (Kepple, Rotherham West & Wingfield)
- Wentworth North (Hoober, Swinton, Wath)
- Wentworth Valley (Hellaby, Malby, Wickersley)
- Rest of England (Areas outside RMBC boundaries)

If you would like to help represent our patients, the people of Rotherham and be directly involved in YOUR Trust then please contact Lorraine Brinnen on 01709 427800 for more information.

Attention all Members in the above constituencies; Whether you decide to stand for Public Governor or not, it is important to us that you cast your vote and help make a difference!

You can make a difference.
Right care, Right time for Patients in Rotherham

TRFT’s New Care Co-ordination Centre (CCC)

In October 2012, The Rotherham NHS Foundation Trust (TRFT) opened its Care Co-ordination Centre. The centre receives an increasing numbers of calls from GPs seeking alternative levels of care to hospital assessment or admission.

The nurse-led service is receiving increasing calls from across all practices in the borough and has successfully diverted 22% of patients from the hospital to appropriate alternate services including the Community Fast Response Team, Breathing Space and the new Community Hospital.

Feedback from GP practices has been very positive to date, and the service is identifying further opportunities to improve pathways as the service develops.

Work is also taking place to look at what post discharge support could be offered by the service to reduce readmission levels into the Trust and enable patients to get better care where and when they need it. The Care Co-ordination Centre is open 10am to 6pm Monday to Friday. This provision may possibly be extended.

Case Study
A GP contacted the CCC for advice on behalf of a patient who had multiple falls and a urinary tract infection which was causing confusion. It was agreed with the GP for the patient to be referred via the Fast Response team into an alternative level of care instead of requiring a hospital admission. In addition the patient's wife was unable to manage on her own due to communication problems, and so the CCC team liaised with social services who then supported her to be placed within the same service. Both patients and GP were very happy with the outcome.

Did you know...
Over 1,200 people receive support and information from our Health Information service in the main entrance each month.

So small, so discreet...
Only you will know it’s there!

Whether at home, work or leisure, if your hearing isn’t what it used to be, contact us today for a free, no obligation consultation.

Like many others, you may be suffering from slight hearing loss. We can help.

We are an NHS organisation and we now sell a range of in-the-ear aids, programmed for your specific needs, providing optimum clarity, comfort and confidence….you are safe with us.

For more information, contact our team at Ear Care and Audiology Services, The Rotherham NHS Foundation Trust on 01709 423145 between 9.00 and 17.00, Monday to Friday.

Your health, your life, your choice, our passion
Healthcare, the next generation

We would like to say a very big thank you to our Members who took part in our event last October. The day was very well attended and had representation from many of our community group partners.

The “Next Generation Healthcare” workshop provided a fabulous opportunity for Members to get involved at the very outset of an innovative new project, which could transform the way healthcare is delivered in our community. The aim was to capture Members’ views on a range of topics, including self-care, managing health online and provide input into the technology that may be used to help us deliver this.

The event certainly provoked a good debate amongst Members; particularly on how best to embrace technology whilst at the same time still provide person centred care and attention to patients.

Whilst one of the biggest fears raised during the day was that “security and confidentiality could be compromised”, the overall consensus was extremely positive. Members clearly had a vision of what the e-health initiative could achieve.

These included some specific hopes to:-
- provide timely and easy access to services and reliable information for patients, carers and other health professionals
- provide patients with greater independence in managing their own health and provide easier access to services
- improve choice
- be accessible, with the ability to modify (text font, size, colour etc)
- afford virtual face-to-face consultations (such as email, text, Skype/face time with consultants)
- reduce unnecessary hospital admissions
- provide a platform for patients with similar clinical conditions to interact
- enable patients to book appointments and order prescriptions online
- be adequately resourced with clinicians and staff – “real” people at the back end who will respond in a timely manner
- reduce drug usage (e.g. information prescriptions)
- improve partnership working

The resonating theme throughout all the group tasks was that communication with patients needs to be two-way, clear, in plain English, with no jargon or acronyms.

Following the workshop, here are just a few of the changes we have made in response to “We Asked, You Said, We Did” …
- An electronic appointment change request system
- Additional Contact Centre staff to reduce call wait times
- Post discharge follow up calls to patients with heart failure and diabetes
- Specialist nurses using text messages to support patients and monitor their conditions

The feedback given will be extremely useful in shaping the direction and speed at which we may ultimately decide to embrace this award winning technology. If the pilot is successful, it could actually revolutionise the way healthcare is delivered in Rotherham. Patients would experience greater choice, control and flexibility in managing their health conditions easily within the comfort of their own homes.

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A new weapon in the fight against infection at TRFT

Visitors to The Rotherham NHS Foundation Trust (TRFT) are being reminded to make sure they use the alcohol gel provided and practise good infection control to help to battle the bugs whilst at the hospital. ‘Holly’, short for hologram, is situated in the main entrance at Rotherham Hospital and reminds visitors about the importance of good hygiene and infection control; such as washing their hands and using the alcohol gel provided.

The hospital already has some of the lowest infection rates in the country, for MRSA bacteraemia and Clostridium difficile diarrhoea cases and the Infection Prevention and Control team are working hard to make sure that this continues.

The lifelike hologram structure, which was purchased with funding from Rotherham Hospital Charity, has been used very successfully in other hospitals around the country and also in airports and other buildings, to help spread important messages in a more innovative and creative way.

Lead Nurse for Infection Prevention and Control Ann Kerrane says: “We are really pleased to get this new kit. I think Holly will catch people’s attention because she looks so realistic. We would never have a real medical professional standing in the main entrance asking people to use the hand gel but we hope more people will pay attention to the important messages if they come from her. She will ask people to wash their hands to reinforce the message about infection prevention and control, as no matter how much we try there will always be people who miss this important message otherwise.

“The introduction of Holly was specifically planned in winter due to higher cases of flu like illness and diarrhoea and vomiting cases (Norovirus) which has been shown nationally to be much higher this year than in previous years. Hand hygiene is the most effective way to prevent such viruses being brought in to the hospital. The Trust remains committed to infection prevention and control and has a really good reputation for low infection rates, however we are always trying to do more, so we hope Holly will help us to further improve infection prevention and control at the hospital.”

Help us to keep waiting times low

The Rotherham NHS Foundation Trust actively takes measures to ensure that patients attend their appointments at the hospital.

Rotherham Hospital has between 2% and 3% of appointments which are subject to patients not attending – these are called ‘Do Not Attends’ (DNAs). The category of the patients who are most likely to be DNAs are those in the middle age range (aged 45-65).

Patients often miss or cancel their appointments, due to fear and anxiety about a procedure, coughs/colds or other minor illnesses and generally forgetting to attend.

In order to ensure that valuable appointments are attended by patients, the Pre-Admissions Centre telephones patients prior to their scheduled appointment to ask them if they have a cough or cold as this could cause the cancellation of a procedure. The centre assesses patients for every procedure except ophthalmology procedures.

Debbie Timms, Day Surgery & Pre-operative Services Manager at the Trust says: “We do all we can to ensure that patients attend their scheduled appointments. We ask that our patients help us to keep waiting times low by informing us if they know that they cannot make an appointment. If we are not told, then other patients are kept waiting for their appointment.”
Located just outside Rotherham city centre, and a stone’s throw from the hospital, Moorgate Care Village values the importance of exemplary elderly living and care services that cater for a wide range of needs. As the region’s leading retirement village, we offer three levels of the very best, most up to date care and facilities. As a true care environment for life we are the number one choice for those looking for some additional support, right through to around-the-clock care.

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Tell us what you think...

Would you recommend us to friends and family if they needed similar care or treatment?

Your feedback is really important to us. You can do this by:
- Asking a member of staff to use our touch pad here
- Alternatively (within 48 hours of discharge) Accessing via our website www.therotherhamft.nhs.uk/telluswhatyouthink

That’s the question The Rotherham NHS Foundation Trust (TRFT) is asking its patients from January 2013 as part of a national project to gain feedback from patients about their experience of their hospital.

Information will be collected on a voluntary basis from patients based on their experience of the care they have received either as an inpatient at the Trust or during their A&E attendance. This information will then help the Trust to develop and build on the high quality care it already offers.

There are several options for patients to request to give feedback including by asking to use the hospital ‘touch pads’ that are available in A&E and inpatient wards, accessing the touchscreen situated at the entrance to A&E via the Trust’s website, or by scanning the QR code on posters promoting this initiative using their smart phone.

The Friends and Family project is part of a national initiative implemented in the NHS, in response to recommendations by the Nursing Care Quality Forum to improve standards of care across the UK.

This feedback will be published on the Trust’s website from April 2013. For more information about the Friends and Family project please go to: www.dh.gov.uk/health/2012/05/friends-family

Scan this QR code to provide feedback on your hospital care or treatment at TRFT.

Self Care Week

For the second year running Trust staff and community groups came together and participated in various activities to help promote the importance of Self Care Week.

Self care means keeping fit and healthy, as well as knowing how to take medicines, treat minor ailments and seek help when needed. For those who have a long-term condition, self care is about understanding that condition and how to live with it. There were a number of information stands in Community Corner and the event was well attended by staff, visitors and patients too.

Self Care Week is supported by The Department of Health and NHS Choices. Visit www.nhs.uk to discover more about your health choices.

Thank you to all the groups who attended throughout the week: Breathing Space, Rotherham Stop Smoking Service, Oral Health, Reshape Rotherham, ROOMS (Rotherham One to One MacMillan Support), Lymphoedema Awareness, Lifeline Alcohol Advisory Service, Therapy Services, Rotherham Leisure Centre, Primary Ear Care, Blood Donation, Macmillan Cancer, Community Buddies, Samaritans, Rotherham Stay Put/Yorkshire Housing, Rotherham Heart Town/British Heart Foundation, Citizen’s Advice Bureau and Diabetes UK

Representatives from self-help groups with the Trust Chairman (front centre).

Did you know...

223 volunteers support the Trust to enhance the experience of our patients.