

# HSJ AWARDS 2020

Partnered with



CELEBRATING 40 YEARS OF HEALTHCARE EXCELLENCE

# PROJECT SHOWCASE

# FOREWORD

HSJ reports on the NHS every day. We know that many staff are fatigued to the point of exhaustion, are struggling with the mental health problems that have been among the pandemic's most pernicious legacies and – to be honest – are just royally fed up with the world in general.

But we also know, that despite all of that – the NHS has continued to deliver care which is envied by the majority of the world's population. Furthermore, innovation has blossomed during the pandemic, with leaps in areas like the use of digital technology and improvements in care pathways that would have taken years – maybe decades – pre-pandemic.

The pandemic has not seen NHS staff retreat to their bunkers. Instead, more staff of all kinds than ever before have thrown themselves into finding new and better ways of doing things.

The proof of this particular pudding comes in the form of the winning entries to this year's HSJ Awards. You can read about each one in this 'book' and also hear direct from our judges about why these entries won each fiercely contested category.

To have simply survived the last year as an NHS worker is a source of pride. To have done so while devising and/or delivering an innovative service change or project is astonishing.

HSJ would like to thank all the entrants to this year's awards and to add our congratulations to those already being received by those who were shortlisted and, particularly, those who have won each category.

Nobody in the NHS is likely to forget 2020. We hope the HSJ Awards will help remind all that among the trauma and the struggle, the NHS still managed to improve services and break new ground for the benefit of patients and staff.



**Alastair McLellan**  
Editor  
**HSJ**

# HEADLINE PARTNER

The HSJ awards are renowned for shining a bright and brilliant spotlight on the inspirational ideas and initiatives that make a crucial difference every day to our NHS. For the fifth year running, GRI is proud to be the headline partner.

As a specialist provider of neutral vendor, outsourced recruitment solutions that deliver the agency rate cap, we know that creating a service where excellence, innovation, and efficiencies combine to ensure better outcomes is good for everyone.

The HSJ awards are all about honouring a multi-faceted collection of large transformative programmes to small, yet equally powerful, game changing ideas. It is about recognising the teams behind the service delivery, the technology behind the teams, and the individuals within those teams who have thought "how could we do this differently" so that the NHS can deliver the very highest quality of compassionate, life-changing, and life-saving care. This is the shared passion and determination which connects each and every one of you.

Congratulations to all the shortlisted organisations, highly commended and the winners for your incredible work. In these challenging times you serve as an inspiration to organisations up and down the country, encouraging teams to continually improve and adapt best practices – you deserve every accolade.



**Andrew Preston**  
Chief Executive Officer  
**GRI**



*GRI in the UK provides an award-winning outsourced solution to managing the agency rate cap and ensuring that quality, compliant temporary workers are booked onto every shift. Since 2001, we have revolutionised the procurement and management of recruitment agency services, achieving significant savings and compliance assurance for both private healthcare organisations and the NHS. Through a blend of account management and technology, we drive fairer commercial relationships and higher standards amongst supplying recruitment agencies. Agency charges are standardised and controlled, administrative burdens minimised, and compliance bolstered.*

*Our neutral vendor model is particularly adept at flexing to meet sudden requirements with a proven track record in managing this precise scenario. Whether these are large scale, unplanned surges such as sickness or large scale planned surges during contract mobilisations, our extensive agency reach and ability to move fast is a key reason why hiring organisations choose to partner with GRI.*

*During the Covid-19 pandemic, we are proud to have supported one of our facilities management clients on a rapid build and fit-out project for the NHS Project Nightingale Hospital in London. We facilitated the deployment of over 500 workers per day supporting this key service, with our teams working through the night in partnership with our panel agencies to deliver.*

*We also help organisations optimise their approach to bank management. With both our bank and agency management solutions powered by our leading-edge, intuitive e-tips® technology, clients partnering with GRI gain complete visibility over their entire temporary workforce.*

*Switching to our model takes, on average, 8-12 weeks and offers a risk-free and budget-friendly opportunity to transform the costs and processes associated with temporary recruitment. Implementing our solution does not require up-front expenditure. Instead, it is self-funding via a small percentage of the savings we achieve for organisations.*

*Working with GRI means working with independent workforce management experts. As a neutral vendor we have no affiliation with supplying recruitment agencies. We opt, instead, for an influential negotiating position across the agency world. Over 3,750 agency suppliers (20% of the UK's recruitment agencies) are signed up to our terms and conditions. This guarantees no conflict of interest ensuring we can truly recommend the optimum recruitment strategy for your needs.*

*Importantly our focus is also on empowering organisations to improve their strategic approach to temporary recruitment, thanks to our management information capabilities and business intelligence reporting. This expertise has seen us become a market leader, entrusted with close to £1billion pounds of recruitment spend on behalf of over 150 clients – equating to the deployment of 60,000 temporary workers a week.*

*We would welcome the opportunity to discuss your requirements and how we may be able to help. To find out more visit <https://www.geometricresults.co.uk> or call 01565 682 020.*

# NHS COMMUNICATIONS INITIATIVE OF THE YEAR

## WINNER



## NHS FIND YOUR PLACE

### PROMOTING THE NORTH EAST AND NORTH CUMBRIA AS THE BEST PLACE TO LIVE, TRAIN AND WORK

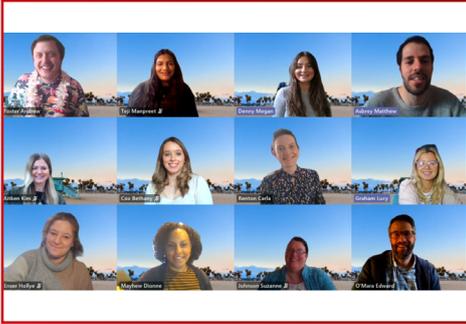
Traditionally the North East and North Cumbria has struggled to recruit enough medical trainees. In 2015, organisations in the region launched Find Your Place to promote the area as the best place to live, train and work. Since then fill rates have improved from 76% in 2015/16 to 95.6% in 2020/21. The campaign is built on insights to influence trainees to step out of their comfort zone and head north for unrivalled training and lifestyle experiences. Its bold and collaborative approach shares stories from those who have 'found their place'; proving to others what the region already knows that #itscannyupnorth!

#### JUDGES COMMENTS

*This is a longer-term campaign with demonstrable outcomes, clearly evidencing that successful collaboration brings results. The creation of a sense of belonging and pride has been a cornerstone of this campaign's success. The judges felt that the time taken to understand the audience and secure their involvement in providing insight, helping to generate and create campaign material has truly paid dividends. Other parts of the country would do well to learn from what this campaign has achieved.*

# NHS COMMUNICATIONS INITIATIVE OF THE YEAR

## HIGHLY COMMENDED



### Northamptonshire Healthcare FT

#### Moving the focus from reactive to proactive: Communications and engagement COVID-19 phase 2 strategy

During the early stages of COVID-19, NHS communications was in a crisis environment, meaning that much of our communication with our staff was reactive, functional, but did not embody the values and culture of NHFT. Our COVID phase 2 Communications and engagement strategy included initiatives focussed on creating a virtual online community for staff, wellbeing and learning and development, as well as embedding mechanisms for feedback, leadership visibility and temperature-checking. This communications-led but multi-disciplinary Trust-wide approach addressed culture and two-way communications to successfully re-establish the NHFT values and identity and lay the foundations for recovery and reset.

### JUDGES COMMENTS

*This initiative was strongly led by the communications team. By taking a proactive role, they helped ensure the impact of Covid-19 on the organisation's culture was kept to a minimum. The communications activity and strongly supported and helped embed a sense of belonging and identity. This was supported by engaging creative material from an enthusiastic and passionate team. It is pleasing to see that the learning is already being shared across the wider NHS.*

## FINALISTS



### Liverpool Women's Hospital FT Ask Alice - Keeping pregnant women safe and reassured during Covid-19

The Communications Team at Liverpool Women's NHS Foundation Trust worked closely

with Consultant Obstetrician, Alice Bird to produce a series of short videos for women accessing maternity services during COVID-19.

Responding to questions from mothers to be on social media in an interactive way, Ask Alice provides reassurance to pregnant women and families at an anxious time through a friendly and knowledgeable face. Over a one month period, 16 videos were produced, receiving positive feedback for the advice and support being given as well as being featured on regional and national news, reaching a total audience of approximately 3.6 million.



### Moorfields Eye Hospital FT, North Central London CCG, NHS England and NHS Improvement, in partnership with Moorfields Eye Charity and UCL Institute of Ophthalmology Oriel Engagement and Consultation Programme

On 24 May 2019, a 16-week public consultation was launched to seek the views from as many people as possible about a proposal, known as Oriel, to move services from Moorfields Eye Hospital NHS Foundation Trust's City Road site to the St Pancras Hospital site, bringing together excellent eye care, ground-breaking research and world-leading education in ophthalmology. The trust received over 4,600 contributions from patients, staff and the public in various ways including discussion groups, emails, phone calls and the consultation survey, which generated over 1,500 responses. In February 2020, the Trust's commissioners considered and approved the proposal to create a new centre for eye care, research and education.

# NHS COMMUNICATIONS INITIATIVE OF THE YEAR

## FINALISTS



### **NHS Business Services Authority** **Digital Maternity Exemption Certificate Communications Campaign**

The NHS Business Service Authority's purpose is to be a catalyst for better health. This means that we aim to positively agitate thinking across the health and care system with the intention to innovate and make long lasting improvements for patients as well as efficiencies for the wider NHS.

The digital maternity exemptions certificate communications campaign played an important role in increasing healthcare professional registrations to the digital scheme, ultimately making it easier for our users (expectant and new mums) to get their exemption certificate quicker and getting their prescriptions without delay.



### **North Middlesex University Hospital Trust and Tottenham Hotspur Football Club** **A premier partnership - providing antenatal and women's outpatient services in Spurs Stadium**

Keeping mums-to-be safe and reassured during pregnancy in the midst of a pandemic is a team game.

In 2020, at the height of wave one of the covid-19 pandemic, we developed a world-first partnership with Tottenham Hotspur Football Club to use their state-of-the-art stadium to host antenatal and women's outpatient services, in the heart of our local community.

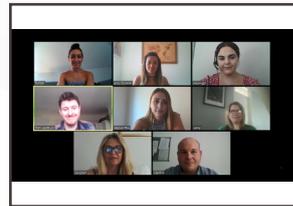
We used the news element of the partnership as foundation for extensive community outreach and engagement, quickly rebuilding confidence in our services and restoring attendance at antenatal appointments, ensuring a healthy start for pregnant women and their babies.



### **Sandwell and West Birmingham Hospitals Trust** **Going smoke free – Finding a path through the smog**

On the 2019 NHS Birthday in 2019, Sandwell & West Birmingham Hospitals NHS Trust achieved smoke free site status across the Trust estate, the success of which was down to the extensive communications campaign that informed and engaged all staff, patients, stakeholders and the wider community.

The campaign saw Trust leaders patrolling the sites as volunteer smoking wardens, education sessions for staff on challenging smokers, the provision of alternatives including free NRT and vaping shops. Hundreds of staff and patient smokers have been supported to quit and the Trust is proud to now provide "cleaner air in our care".



### **Southern Health** **Every Life Matters: Our suicide and self-harm prevention campaign**

'Every Life Matters' is a communications campaign, created with patient/carer input, to support Southern Health's suicide prevention strategy. It's achieved incredible results nationwide, using a collaborative system-wide approach to raise awareness of the topic.

A back-to-basics pocket-sized 'Life Card' – supported by social media, traditional media and a central website hub – resulted in millions of people benefitting from life-saving information for them or a loved one. Demand for cards exceeded all estimates, calls to key helplines demonstrably increased, and Southern Health became the best-performing NHS Trust for suicide prevention training. As one recipient explained: "The cards have actually been life savers."

# THANK YOU TO OUR PARTNERS

## Headline Partner



## Category Partners



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