Board of Governors’ meeting, 26th April 2012

Chief Executive’s Report

April 2012

It has only been a couple of months since my last report so this may be a bit shorter than normal. I know the Chairman has been keeping you up to date on how we are progressing with Monitor. It is fair to say that we have been making good progress on the areas we were found to be in significant breach. However, given the overall reduction in funding for the NHS, Monitor has become more cognisant of NHSFT’s financial positions and has given our position significant scrutiny. But more on that later.

Performance

The Director of Operations has been building a new balanced score card over the last few months. In March we added a new section in relation to some quality metrics as well as operational, and for April, some HR measurements. Rather than re-produce the report here, I have appended it for your information (at annex B). We will continue to evolve the report over the next few month until it give a more balanced view of quality, safety, operational performance and staff metrics.

I am sure the Governors will be pleased to note that the Trust met its 62 day cancer target for the quarter for the first time in over a year. I hesitate to jump up and down for joy yet! We know we still have a backlog of patients to treat in urology and maintaining the standard is dependent on some new capacity for brachytherapy (treatment for prostate cancer) and no increase in late referrals from Basildon.

The hospital had an exceedingly busy February and March in relation to emergency care (10% increase in activity in February) which meant we missed the 95% target. However, some sterling work by A&E and the acute services teams meant that we pulled back the position and were one of the few A&E in Essex to meet the 95% for the quarter.

I have previously mentioned that we failed the 18 week 90% referral to treatment target in January. Whilst we have pulled this back and have met the quarter, we know that we have a backlog to treat and have started to do this, with agreement from the PCT in April that will continue to May. The clear question has been about how we have built up this backlog and the answer is relatively simple; we are not booking patients in order. This has caused an artificial lengthening of some waits (often only by weeks but still above the standard). We have redesigned our processes, re-written and agreed a new waiting list policy and have been undertaking work in theatre to help efficiency. I will never say never but I do feel we have got on top of some long standing issues and the likelihood of re-occurrence should be slim. Monitor is up to date and fully supportive of the plan.
For this last quarter we have also failed the standard on **short notice cancellations** and the Director of Operations has listed a range of actions to bring this back into line

**Areas to keep an eye on**

- Day case rates
- Staff appraisals

**Hospital Acquired Infections**

**MRSA Bacteraemia**

To the end of the year the Trust has had one MRSA bacteraemia against a trajectory of 1.

**C. Difficile**

The Board of Governors will know that part of the concern of Monitor is that we have exceeded our trajectory for the year (32 against a trajectory of 26 YTD). However, since November we have been back on trajectory;

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Next year the Trust still has a target of 26. Our local PCT has lobbied the DH to try and get this increased due to the challenging nature of this, but to no avail.

**Care Quality Commission**

As you are aware we were visited by the Care Quality Commission in November and I listed their finding in my last report. We have now submitted our action plan to them with a final completion date of September 2012. Some actions (i.e. removing ligature points) have already been completed. Others that, for example, involve training will take a little longer. The action plan will be regularly monitored by the Trust Board.

**Finance**

Our surplus end of year forecast was £396K and this current year will be extremely difficult financially.

Last year we delivered a £9m Cost Improvement Plan (CIP) against a plan of £14m. This year it will be £12m (a million a month). The work that we have undertaken with support from PwC has certainly put us in a far better position than this time last year. We have a very robust process for assessing all the CIP’s including identifying any risks on quality using a Quality Impact Assessment (QIA) for all schemes. We are aiming to have CIPs for £15million. This enables us to allow for a margin of error given our past record of non-delivery.

The following two tables is a snapshot of what the executive team gets daily and identifies how much we have in terms of CIP schemes (first slide) and how robust they are (second slide)
Cost Reduction – removing costs from what we do already by doing things differently
Income – only for areas where we have a sporting chance of being paid
BPT – Best Practice Tariff – for undertaking care according to prescribed standards

Red – schemes that either haven’t yet been scrutinised or appear very difficult
Amber – schemes that have some difficulty in delivery
Green – Schemes that are simple with high rate of probability of delivery
Blue – schemes already delivering

All schemes have to have a Quality impact assessment to assure the Board that patient quality will not be affected in the delivery of the scheme/
A main strand of our financial plans is in regard to managing pay. We have vastly improved the information we are giving to the Business Units and corporate departments so that they can identify and manage unnecessary pay, for example overtime. However, we know there are some ward areas where we need to increase staffing and have done so on three of our wards already. This will not increase costs, more reduce large amounts of bank and agency spend as well as making these areas safer.

**Staff Survey**

I was bitterly disappointed although not surprised at our recent staff survey. Because we did so poorly last year we opted to send a survey to all our staff and had a 57% response rate (highest 20% of Trusts).

The responses to the questionnaire are grouped together to form what are known as “Key Findings”, of which there are 38 in total, under six headings:-

- **Staff Pledge 1:** To provide all staff with clear roles and responsibilities and rewarding jobs for teams and individuals that make a difference to patients, their families and carers, and to communities

- **Staff Pledge 2:** To provide all staff with personal development, access to appropriate training for their jobs and line management support to succeed.

- **Staff Pledge 3:** To provide support and opportunities for staff to maintain their health, wellbeing and safety.

- **Staff Pledge 4:** To engage staff in decisions that affect them and the services they provide, individually, through representative organisations and through local partnership working arrangements. All staff will be empowered to put forward ways to deliver better and safer services for patients and their families.

- **Additional Theme: Staff Satisfaction**

- **Additional Theme: Equality and Diversity**

For acute trusts there are five benchmarking groups lowest 20%, below average, average, above average, and highest 20%.

The results show the Trust being *in the top 20% of Acute Trusts* in England in 4 of the 38 Key Findings:-

- Health and safety training in the last 12 months;
- Staff witnessing potentially harmful errors, near misses or incidents in the last month;
- Staff reporting errors, near misses or incidents witnessed in the last month;
- Impact of health and well-being on ability to perform work or daily activities.

The Trust scored ‘better than average’ in 7 areas and ‘average’ in 6 areas.
The Trust scored ‘below average’ in the following 12 areas:-

- Staff feeling valued by their work colleagues;
- Quality of job design;
- Effective team working;
- Trust commitment to work-life balance;
- Good opportunities to develop their potential at work;
- Staff receiving job-relevant training, learning or development in the last 12 months;
- Fairness and effectiveness of incident reporting procedures;
- Experiencing physical violence from staff in the last 12 months;
- Perception of effective action from the managers towards violence and harassment;
- Staff feeling pressure in last 3 months to attend work when feeling unwell;
- Staff agreeing that they understand their role and where it fits in;
- Staff motivation.

The Trust was in the ‘lowest 20% of Acute Trusts in England’ in the following 9 areas:-

- Having an appraisal in the last 12 months;
- Staff receiving well-structured appraisals;
- Appraised with personal development plans in the last 12 months;
- Support from immediate manager;
- Hand washing materials always available;
- Job satisfaction;
- Staff having equality and diversity training in the past 12 months;
- Equal opportunities for career progression;
- Experiencing discrimination at work in last 12 months.

The Trust took the opportunity as in previous years to ask a number of local questions as part of the national NHS staff survey, and key results were:

- 73% of staff felt that the Trust treats them fairly, an increase of 5% on last year’s results;
- 75% of staff reported that the Trust treats them with dignity, an increase of 7% on last year’s results;
- 78% of staff said that their line manager is approachable;
- When asked if the senior management team in their business unit are approachable only 51% responded positively; 
- Only 18% of staff reported that their level of work satisfaction had increased during the last 12 months, a decrease of 5%.

As anticipated the results from the annual staff survey are largely the same as the 2010 staff survey given the limited time between drafting the action plan and implementation, and the fieldwork carried out for the 2011 survey (between late September and early December 2011).
As an executive, we have been taking many actions to improve how our staff feel about working here. The most important for me, is that we listen and act and that we have a clear set of values and behaviours that we live, breathe and hold people to account for. I often walk around the hospital and staff are telling me that they feel a positive wind of change and believe they now have a clear direction of travel. I believe it will be at least another year, if not two, until we see some real improvements in how our staff feel.

**Media Coverage**

My media analysis report for Q4 is attached at appendix A. There should be nothing of surprise in here as all media coverage is sent to you on a daily / weekly basis already.

Despite our spat with one of the local councillors in regards to parking (!) we again are seeing an improvement I regards to positive rather than negative press.

**Coming up .....**

- Launch of the new Trust website in May (slipped from April).
- Formal launch of the new Strategic objectives, values & behaviours this coming month (plus Pod Cast)
- Monthly lunch with the Chair & CEO to engage staff across the patch
- Formal launch of the Staff awards in June
- Retirement of Anne James in May
- Nursing & Midwifery Conference in May

Jacqueline Totterdell  
Chief Executive  
April 2012
Overall, an excellent quarter for positive publicity. It is always particularly gratifying to receive complimentary letters from satisfied patients and their families and there were a pleasing number of these during this quarter.

We also gained some national coverage on a number of items including grateful mother Caroline Swain who, 10 years ago, received chemotherapy treatment here after discovering she was pregnant and went on to deliver a healthy boy successfully and in the specialist press of Prof Bhaskar Dasgupta’s research work on polymyalgia rheumatic.

However, parking continues to be a source of a large percentage of our negative publicity. At the end of this quarter, a letter was sent to the Echo editor to set dispel some popular misconceptions regarding hospital parking which we hope may set the record straight.

**Summary of Positive Stories**

2 Jan
New year, new lives as five babies arrive
Summary: Five babies born in Southend and Basildon Hospital on new year’s day - first being at Southend at 1am.

3 Jan
Hospital does the best it can (letter)
Summary: Gratitude of writer for care his grandson received after a difficult birth.
Quote: “I have to say the treatment he received was exemplary, from the consultants to the paediatric nurses.”

5 Jan
Constance, 91: Hospital staff are amazing
Summary: Elderly woman who suffered a stroke over Christmas praises hospital staff.
Quote: “The doctors and nurses were fantastic. I was amazed at how much good they have done in the short time I was there. They gave me so much advice and support.”

11 Jan
Letter (untitled)
Summary: Thanks for care of elderly husband on Eleanor Hobbs ward.
Quote: “The care was excellent and the nurses were kind and helpful to him.”

17 Jan
Letter (untitled)
Summary: Thanks for care on Southbourne ward following care of grandfather after he broke his hip.
Quote: “I would like to express our gratitude to the hospital staff for doing everything in their power to care for my grandfather and for the support they gave our family.”

17 Jan
Safety award for hospital’s maternity team
Summary: Maternity department awarded CNST Level 2 for the first time under tougher new set of standards.
Quote Liz Glenister, head of midwifery services: “We have very comprehensive guidelines, which all staff – doctors, midwives, nurses – adhere to.”

19 Jan
Letter (untitled)
Summary: Praise for hospital food following criticism on amount spend per patient per day.
Quote: “The vegetables taste amazingly fresh, portion sizes are good and because there is so much choice I am sure there is far less waste.”

20 Jan
Why more men need crucial cancer test
Summary: Andy Fawkes first patient to have high dose brachytherapy (Southend only centre in Essex and one of only 10 in the UK to offer the treatment).
Quote Dr Imtiaz Ahmed, clinical lead and consultant clinical oncologist: “We feel it is something we should offer to our patients as one of a range of treatment options for prostate cancer.”

24 Jan
Maternity unit was first class (letter)
**Summary:** Praise from writer for the care and attention from maternity unit.
**Quote:** “My delivery and care provided on the maternity unit were really good. The staff were kind, supportive and attentive.”

25 Jan

*Care owners show thanks to Neptune ward with £500 donation*

**Summary:** Leigh care owners give £500 cheque to the ward which cared for their newborn baby.

**Quote (mum Sally Osborne):** “We wanted to give something back. It inspired us to want to do something close to our hearts.”

26 Jan

*Life threatening condition left hospital worker paralysed*

**Summary:** OPD Paul Jones made excellent recovery from Guillain-Barre syndrome, thanks to the excellent care in critical care.

**Quote Paul Jones:** “Mr Jones praised the critical care team for the support they gave him and his wife Belinda.”

26 Jan

*Midwives made my home birth perfect*

**Summary:** New mum Louise Harris heaps praise on two Southend Hospital midwives who helped her throughout her pregnancy and birth.

**Quote Louise Harris:** “It was the best experience of my life.”

27 Jan

*Sister’s death inspires Dean to help others*

**Summary:** Man overcomes death of beloved sister by becoming Feeding Buddy.

**Quote volunteer Dean Tushaw:** “I like to come off the ward and go home thinking I’ve helped someone. The result when someone has eaten is instant and it’s really gratifying to see.”

27 Jan

*Feeding Buddies alleviate pressure on nursing staff*

**Summary:** Southend Hospital on a mission to get more Feeding Buddies (coincided with National Nutritional Awareness Week)

**Quote Claire Buckell, clinical development nurse:** “Ward staff are already juggling workloads and find Feeding Buddies so important as they have unlimited time to dedicate to those who need it.”

27 Jan

*Feeding Buddies – feature on Dave Monk show, BBC Essex*

**Summary:** Interview, discussion and phone-in on our Feeding Buddies scheme (coinciding with National Nutritional Awareness Week).

28 Jan

*Bosom Pals gets £3,100*

**Summary:** Southend shoppers donated £money at the Royals over Christmas.

**Quote Malachy O’Sullivan, hospital charity trustee:** “Once again, the support from the Royals and its loyal customers has done us proud.”
Negative

6 Jan
We were told our healthy baby was dead
Summary: A couple were told their baby boy had been stillborn as they tried to register his birth.
Quote Rupert Wainwright, director of operations: “David Morris was certainly registered as a live birth and that information was forwarded to the registration authorities. Indeed, it would have been impossible for us to successfully look after David if the system had shown him not to be alive.”

6 Jan
I’m fighting fit - but it’s been a tough year
Summary: Patient now fit after his GP and two hospital doctors failed to spot he had meningitis. He is now considering legal action.

13 Jan
Hospitals feed patients on £4 to £6 a day
Summary: Hospitals in Essex fork out less than the national average on feeding patients, according to the NHS Information Centre. Southend’s spend is ‘only £4.12’.

16 Jan
Hospital’s parking ticket at 3.20am is preying on sick (letter)
Summary: Writer distressed that, after following ambulance to A&E when husband brought in at night, she returned to car at 4.15am to find £80 parking ticket.
Quote: “Nowhere was there any apparent sign to indicate parking is charged around the clock.”

16 Jan
Restrictions haven’t stopped parking woe
Summary: Staff are parking further and further away from the hospital to avoid paying charges.
Quote spokesman of council’s Independent group: “I have had a number of complaints about this, and it is about time the hospital did something.”

26 Jan
Why am I in agony weeks after my op?
Summary: Patient who ended up with a hole in his bladder after a hernia operation is still waiting for it to be repaired three months later.
Quote Jacqueline Totterdell, chief executive: “He has a routine recognised complication which can happen in repair surgery, which we are treating seriously. We are treating the infections, which take time to clear.”

27 Jan
Hospitals’ £109k write-off
Summary: Basildon and Southend Hospitals had to write off £109,000 between them after treating patients from overseas who did not pay their bills (Southend wrote off £87,791).
Quote John Porter, assistant director of finance: “The majority of cases written off in 2010/11 were still subject to recovery action at the end of the financial year.”

Neutral
13 Jan
Campaigner fights cancer
Summary: A former community campaigner who climbed Ben Nevis to raise money for Southend Hospital’s oncology department has been diagnosed with cancer at just 32.

17 Jan
Controversial hospital boss to quit this year
Summary: Basildon Hospital chief Alan Whittle to step down after eight years in top job.

18 Jan
Meeting on hospital
Summary: Notice of public meeting on Jan 26.

24 Jan
‘More burglaries’ promise from dock
Summary: Threat from prolific burlar who was previously banned from Southend Hospital for a year after shouting and swearing at member of staff and causing damage in X-Ray room and waiting area.

25 Jan
Ouch! Rollerskaters end up in casualty
Summary: Claim by unnamed hospital nurse that there has been rise in patients with broken bones since the opening of a new rollerskating rink.
Quote: “With a place like that, accidents will happen and people are going to hurt themselves. There have been lots of breaks where they have fallen over.”

26 Jan
Rip-off price for parking (letter)
Summary: Writer/hospital visitor castigates council for cost of parking and confusing signs around hospital site.
Quote: “It is not unreasonable to make a charge for parking, but surely a minimum charge of 50p would seem more reasonable?”
February

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<tr>
<td>2 Feb</td>
<td>Miss Ward and the blue healing light</td>
<td>Feature on Rochford Hospital prototype of sunbed used on jaundiced babies and its 21st century phototherapy successor.</td>
<td>“It soon became apparent the Rochford team had stumbled on a simple cure for a universal medical problem, a healing method which had eluded the medical professional for generations.”</td>
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<td>2 Feb</td>
<td>Service gets more older patients home sooner</td>
<td>Home from Hospital service recently launched by Southend Hospital and the WRVS is already transforming patients’ lives.</td>
<td>Bev Bambury, hospital’s discharge coordinator: “In this day and age, a lot of people don’t have family living nearby and have limited mobility, so the WRVS Home from Hospital service will really make a difference.”</td>
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<td>3 Feb</td>
<td>Hospital chiefs say problems are on the mend</td>
<td>Bosses at Southend Hospital say they have made good progress in tackling major concerns raised by health watchdog: management system redesigned, mental health treatments improved and fight against superbug infections renewed.</td>
<td>Jacqueline Totterdell, chief executive: “We are confident we have taken the necessary actions.”</td>
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<td>8 Feb</td>
<td>Minister to tour hospital</td>
<td>Minister for public health due to visit Southend Hospital to look at the care rounds scheme.</td>
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9 Feb
Unborn babies can overcome mother's chemotherapy (The Times)
Summary: Patient about to have chemotherapy discovered she was pregnant but doctors drew up course of treatment without harming her baby. (Report published in The Lancet).
Quote: Caroline Swain (mother): “I didn’t think it was possible. You are advised against even taking something for a headache when you are pregnant.”

9 Feb
Health minister visit to Southend Hospital
Summary: Public health manager and former nurse Anne Milton visited wards to see care rounds scheme in action.

9 Feb
Letter
Summary: Writer thanks hospital for ‘exemplary care’ she and husband are receiving.
Quote: “The specialists, doctors, technicians, nurses and receptionists have all been so caring and helpful.”

9 Feb
Letter
Summary: Thank you to ‘amazing staff’ on Neptune ward.
Quote: “So friendly and cheerful. We were very impressed.”

9 Feb
New classes to cut falls launched at Southend Hospital
Summary: Forthcoming launch of community postural stability classes for elderly prone to falls.
Quote Kate Chapman, falls physiotherapist: “These classes are proven to be effective in restoring balance, strength and overall fitness.”

14 Feb
Schoolgirls raise £1,500 for Bosom Pals
Summary: Pink-themed day by Thorpe Hall school raises £1,500 for appeal.

14 Feb
Hospital ‘Feeding Buddies’ wanted
Summary: Appeal for more Feeding Buddies to join highly-successful scheme.
Quote Lynn Coley, matron for medicine: “Feeding Buddies provide extra pairs of hands and can often act as patient advocates. They are invaluable to the patients – and to the staff.”

14 Feb
‘Home from hospital’ service helps with the little things
Summary: Launch of service in conjunction with WRVS.
Quote Hazel Grayston, volunteer: “Some people are so vulnerable and they struggle, even if they have got families prepared to help.”

14 Feb
Shoppers dig deep for Bosom Pals
Summary: £3000 raised for Bosom Pals Appeal on the road in The Royals shopping centre.

15 Feb
Remembering Ryan with stroll along pier
**Summary:** Memorial pier walk organised by E Loury staff to fulfil dying patient’s wishes.
**Quote Claire Howard, E Loury secretary:** “We were all touched to know him, and wanted to do it in his memory.”

15 Feb
**Letter**
**Summary:** Thank you to all medical and nursing staff at hospital.
**Quote:** “I would particularly mention Chalkwell, Eastwood and Eleanor Hobbs wards and the kind and professional nursing staff from the ward sisters, staff nurses to the HCAs.”

15 Feb
**I wanted to live but I also wanted to keep my baby (Daily Telegraph)**
**Summary:** Mother successfully has chemotherapy treatment after discovering she is pregnant.

16 Feb
**Mum: Hospital has improved**
**Summary:** Mother Elspeth Kirk (previously featured when she complained about birth experience) praises hospital for improving care.
**Quote Mrs Kirk:** “The hospital has definitely taken the complaint on board.”

16 Feb
**A life-saving screening for Andy**
**Summary:** First patient to undergo high-dose brachtherapy for prostate cancer.
**Quote Dr Imtiaz Ahmed, clinical lead and consultant clinical oncologist:** “By using this technique we can target much higher doses precisely into the prostate area while minimising side effects and damage to adjacent organs.

17 Feb
**Phyllis and Bill say thanks to hospital department**
**Summary:** Woman gives £650 to OPD in thanks for helping husband following seizure.
**Quote Phyllis Payne:** “They were so wonderful to my husband…I just felt the need to give the money.”

17 Feb
**Debra’s curry nets £2k**
**Summary:** Midwife Debra Saund, mastectomy patient, raised more than £2m for Bosom Pals appeal.

20 Feb
**I’m proof you can have chemo while pregnant**
**Summary:** Caroline Swain thanks Southend Hospital for allowing her to have chemotherapy for breast cancer after she discovered she was pregnant.
**Quote Caroline Swain:** “It’s thanks to the wonderful doctors at Southend Hospital, and their thoroughness, that I was able to have my treatment and keep my baby.”

20 Feb
**Consultant’s work gains international recognition**
**Summary:** Prof Bhaskar Dasgupta has research published simultaneously in three international medical journals.
Quote: “Polymyalgia rheumatica (PMR) has been recognised as a condition for many years but research has only just started. We are spearheading it here at Southend and as a result it has become an international topic.”

22 Feb
Fewer worries at Southend Hospital (following negative article on Basildon)
Summary: Report of CQC following visit in November 2011. Despite some concerns about how patients with learning disabilities have been treated in the past, the report noted CQC satisfaction in many other areas.
Quote Jacqueline Totterdell, chief executive: “We have taken particular heed of areas where the commission has noted minor concerns and are already addressing them to ensure the necessary improvements are made.”

22 Feb
Feeding Buddies a hit at hospital meal times
Summary: Article on how Feeding Buddies have improved mealtimes for patients.
Quote Claire Buckell, clinical development nurse: “Unlike ward staff, who are looking after many acutely unwell patients and their families, the Feeding Buddies have one priority – helping identified patients with their meals.”

24 Feb
Comedian and football star bring a little fun to hospital
Summary: West Ham player Tony Cottee and comedian Terry Alderton in Neptune ward to support Clowns in the Sky – a charity providing sensory trolleys to children in hospital oncology wards.

Negative

9 Feb
Letter
Summary: Revolving door into tower block OPD unsuitable for pushchairs, wheelchairs and people with walking difficulties. Writer claims alternative door was blocked by people and he was knocked down by it when it closed. Call for sensor and request for those with similar experience to contact hospital.

15 Feb
Mum’s appeal for funding to pay for son’s vital frame
Summary: Patient with broken back needs special £6,000 to weight bear.
Quote Mark Tebbs, associated director at NHS South Essex: “We are working with the family to ensure this patient gets the package of care he clinically needs.”

21 Feb
Parking a joke at hospital (letter)
Writer, who is blue badge holder, got parking ticket when visiting A&E at 2am.
Neutral

3 Feb
MRSA is on the up
Summary: Potentially deadly strains of MRSA that are easily passed between people outside hospitals are increasing in the UK, experts have said.

3 Feb
Cold snap ambulance warning
Summary: East of England Ambulance Service urges people to stay healthy in freezing weather.
Quote Dr Pamela Crispin, ambulance service medical director: “Make sure you only go out if you really need to. If you do, wearing extra layers of clothing can make all the difference.”

13 Feb
Discuss hospital
Summary: Public meeting announcement being held at Belfairs High School.

15 Feb
Baby death shame: it won’t happen again (No specific criticism of hospital)
Summary: Report on death in 2009 of baby left with homes, alcoholic mother.

16 Feb
Hospital to hold meeting
Summary: Public meeting announcement being held at Belfairs High School.

16 Feb
Have a say at heart and lung summit
Summary: Notice of Essex Cardiac and Stroke Network event being held March 22.

16 Feb
Baby's death: “We have made improvements”
Summary: Follow up on Baby death shame of Feb 15. Council say improvements have been made.

16 Feb
Baby left to die with alco mum (The Sun – no specific criticism of hospital)
Summary: Council, police and NHS fail newborn Baby Robert.

17 Feb
Health Bill attacked
Summary: More than 150 paediatricians call on Government to scrap Health Bill.

21 Feb
Thousands more patients to get dental care on NHS
Summary: £711,000 grant from Government to improve health care should allow 9,000 additional patients to get NHS treatment locally.
Quote Ian Stidston, director of primary care, NHS South Essex: “We are now able to offer 30,300 extra units of dental activity.”

22 Feb
Hotel helps tackle NHS bed blockers
Summary: Grosvenor Hotel is offering accommodation to patients ready for discharge but still waiting for an appropriate care package.

March

March Media Analysis

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<td>Negative</td>
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Positive

6 March
I'm so grateful medics got my wife back on her feet
Summary: Thanks to staff who helped patient get over Guillain-Barre syndrome.
Quote patient's husband: “Everyone from cleaners to consultants were absolutely fantastic and I can't thank them enough.”

7 March
'Cuddle cot' gift of love
Summary: Bereaved parents Marie and Alex Roddy donate £1,600 special cold cot to maternity with promise of more gifts to come.
Quote bereavement support midwife Amanda Cushing: “We are fortunate to have so many generous people in our community who wish to bring comfort and support to others when faced with the death of a baby. Equipment like this enables us to provide a better service at such a difficult time.”

9 March
Dedication of hospital staff (letter)
Summary: Praise for first-class treatment, care and attention from staff following mother's serious illness.
Quote writer: “Make no mistake, this (the recovery) is down to the dedication of some of the finest medical staff. I even include the tea trolley personnel.”

9 March
PMR guidelines spell out ultrasound’s role (Internal Medicine News)
Summary: Criteria for PMR diagnosis following research by Prof Bhaskar Dasgupta and his colleagues.

12 March
Hospital service was excellent (letter)
Summary: Praise for treatment after being admitted as a Sunday emergency.
Quote: “Everybody, from the consultant to the most junior person on the ward showed total professionalism and kindness to every patient......I can only praise the hospital's organisation and efficiency.”

12 March
Nursing jobs are available
Summary: Publicity for recruitment drive for registered nurses.
Quote Sue Hardy, director of nursing: “We are actively recruiting for front-line staff in specific areas to ensure we can provide excellent patient care without having to resort to costly agency nurses.”

13 March
Thanks to hospital and district nurses (letter)
Summary: Writer praises care to wife.
Quote: “Also the brilliant team at Balmoral ward in Southend Hospital, who were fantastic.”

13 March
Offer for first aid training
Summary: First aid teaching for parents and carers on offer from the hospital.

13 March
Pram and washing machine top sale attractions
Summary: Publicity for fundraiser Joyce Long’s next sale for hospital funds.

15 March
Don’t delay, warns stroke doc
Summary: Plea by stroke consultant Dr Paul Guyler for people to act quickly if they suspect a stroke.
Quote Dr Guyler: “There is so much we can do to help people who suffer a stroke or transient ischaemic attack, to prevent them from being permanently disabled.”

16 March
Mum’s thanks to doctors who saved her life
Summary: Caroline Swain thanks consultants Neil Rothnie and Anne Robinson for enabling her to go ahead with her pregnancy after she was diagnosed with and treated for breast cancer 10 years ago.
Quote Caroline Swain: “It is so important that this message is out there and people know the wonderful work they do at Southend.”

19 March
No title
Summary: Launch of craft and gift fair (March 25) in aid of Bosom Pals appeal.

19 March
Why agreeing to organ donation let us find peace
Summary: Spread on need for organ donors including Ian Robertson, who gave permission for his wife’s organs to be used in transplants and is now chair of Southend University Hospital organ donation committee.
Quote: “Our two children and I thought ‘maybe we can find a silver lining in this tragedy’.”

19 March
Kings Fund publication
Summary: Feature on Southend University Hospital’s bereavement suite.
Quote: “A beautiful but functional space is now home to a bereavement coordinator and local registrars to provide calm, streamlined after-death care and administration processes.

20 March
Hospital is recruiting
Summary: Recruitment drive aimed at reducing reliance on agency staff has been successful.
Quote Sandra Le Blanc, director of HR: “We have undertaken this recruitment to increase the number of permanent nursing staff and reduce reliance on agency staff.”

20 March
Doing it for her cousin
Summary: Fifteen-year-old Leah Mercer, who raised fund for the hospital after her severely-injured cousin was cared for here, has been chosen to carry the Olympic torch this summer.
Quote: We wanted to say thank you to Southend Hospital … for caring for him….the hospitals have been fantastic.”

23 March
My marathon thank you to boost baby care unit
Summary: Mum Emma Day running Brighton marathon to raise cash for unit which saved her babies.
Quote: “I know how expensive the equipment can be and how much everything costs so if I can just help pay towards something I’ll be happy.”

26 March
Become a member of hospital board to have your say on healthcare in Essex
Summary: Notice of forthcoming governor elections.

27 March
Thanks (letter)
Summary: Thanks to staff at Kitty Hubbard ward following writer’s recent stay.

27 March
Bulb action at hospital
Summary: Request for staff, patients and visitors to bring a flowering bulb or plant to hospital to mark NHS Sustainability day of action.

30 March
John bakes a cake a day for hospital
Summary: Grateful former patient John Hollis, 88, has baked a fruit cake every day for the past 11 years and every week brings in six to distribute to different departments.
Quote Nikki Baines, principal physiologist: “We really enjoy our cake and want to say a big thank you to John for spoiling us for so many years. We really do appreciate his generosity.”

30 March
Paralympic bound!
Summary: Hospital physiotherapist Anna Tipton has been selected as a member of the Goalball UK team to compete in the Paralympics.

Negative

7 March
Hospital must save £27m in three years
Summary: Savings needed to counteract inflationary pressures, the poor economic outlook and the loss of funding.
Quote Brian Shipley, finance director: “All NHS organisations need to make savings over the next few years, largely as a result of the overall economic position.”

7 March
Hospital parking chaos is still clogging up streets
Summary: Parking restrictions around the hospital have forced drivers further afield, causing annoyance to residents.
Quote Walter Thompson, interim director of estates and facilities: “Our multi-storey car park is fully occupied during peak hours, so staff coming by car who cannot get a space there have to park elsewhere. Clearly, there is nothing or prevent them using the pay-and-display bays nearby.”

7 March
Number of diabetic amputations ‘too high’
Summary: People with diabetes in Southend and Castle Point are more likely to end up having their feet amputated than most other parts of the UK, new figures have revealed.
Quote SE Cluster spokesman: “We have already embarked on a project with Diabetes UK, GPs, our community services and Southend Hospital to redesign and integrate diabetes services, learning from the integration of the diabetes services we undertook in south west Essex, which has been very successful through seeking a reduction in the number of diabetic complications.”

12 March
Hospital must help stop parking chaos
Summary: Councillors criticise hospital bosses for not doing more to solve parking problems in nearby streets.
Quote Walter Thompson, interim director of estates and facilities: “As the hospital does not own or manage parking the surrounding streets, we have no way of identifying if the vehicles parked there are owned by staff, patients, visitors, residents or other road users.”

March 28
Strict hospital policy goes up in smoke
Summary: Angry reader condemns amount of cigarette ends in hospital grounds, despite ‘no smoking’ policy.
March 29  
**Pay freeze fails to prevent trust wage overspend (HSJ)**  
**Summary:** Southend Hospital named in table of ‘biggest pay overspends’ in article estimating a total £300m year-to-date overspend on acute hospital wage bills.  

**Neutral**

March 1  
**How far will people walk to park their car for free?**  
**Summary:** The results of an investigation into series of parking restrictions introduced around the hospital last year are due to be unveiled.

March 5  
**Fears for metal hip replacement patients**  
**Summary:** Close monitoring of patients who have had a type of hip replacement; helpline publicised.

March 7  
**Maternity ban for Romford’s mums**  
**Summary:** Basildon Hospital has been over-run with mum-sto-be from Romford because of problems with their maternity unit.  
**Quote Jenny Phaure, head of maternity for NHS South Essex:** “Women living in Southend, Castle Point and Rochford will need to make contact with their local maternity services in Southend.”

March 12  
**Why health trusts will be valuable to NHS’s future (letter from Katherine Kirk, chair, NHS South Essex)**  
**Summary:** Support of proposed NHS changes and endorsement of the work of PCTs (in response to earlier letter criticising PCTs).

March 16  
**Letter (no title)**  
**Summary:** Writer expresses sympathy for those ‘plagued’ by parked cars displaced from the hospital and suggests a remedy.

March 19  
**Who will listen to us? (2 letters)**  
**Summary:** Writers feel their views on local parking are being ignored by council, etc

March 21  
**Patients left in the dark over NHS changes**  
**Summary:** Westcliff GP Dr Krishna Chaturvedi believes residents and patients need to know more about the changes in the Government’s NHS Reform Bill.  
**Quote:** “Out of 20 patients I spoke to, only two knew about it.”

March 21  
**Council’s plans to end parking woes**  
**Summary:** Map of existing parking restrictions around the hospital and proposals to extend them.
March 22
We’ll soon have latest in cancer screening gear
Summary: Lady McAdden Breast Screening Unit (BUST) planning to install new digital screening equipment.

March 22
Occupy stands up against NHS reforms
Summary: Protesters against the Government’s health plans rallied outside hospital.

March 23
Solution is simple – free parking for hospital staff (letter)
Summary: Suggestion that hospital scraps parking charges for staff.

March 27
Why NHS changes are so worrying (letter)
Summary: Writer’s views about implications of the Government’s health reforms.

March 28
Sign up for my parking petition
Summary: Writer appeals for signatures to her petition to ease parking problems in Westcliff.

March 29
28 newborn tots are addicted to Class A drugs
Summary: FOI request revealed that ‘up to 28’ newborns were treated in Southend Hospital for withdrawal symptoms over the last three years, after their mothers’ drug habit was passed on in the womb.
Quote NHS SEE spokeswoman: “This service (Drug and Alcohol Action Team) supports mothers-to-be through a detoxification programme if they have been identified as having a substance misuse problem.”

March 29
People have right to die with dignity
Summary: Report on five-hour discussion in Parliament on assisted dying.
Quote David Amess, Southend West MP: “I am not seen as a Mother Teresa figure in Southend. I am told that when I go visiting the sick at Southend Hospital, the call goes up along the wards, ‘look out, Amess is about. Pretend you’re dead.”

March 30
Hospital’s new boss
Summary: Ian Luder, former Lord Mayor of London, has been appointed new chairman of Basildon Hospital Trust.