

Our patients, partners and communities

Corporate social responsibility

Our commitment - to our patients, partners and communities

Ideas and learning shared with others.

We will:

- **work in partnership** with other organisations to share experience and ideas and to ensure continuous learning and development is provided
- **inform** our patients, public and local communities of key issues to encourage views, opinions and feedback
- **engage and communicate** news and information regularly
- **be active** in our local community to help make views and opinions heard
- **share knowledge, skills and experience** with other hospitals, both nationally and internationally
- **encourage** excellence, responsibility and pride

Our patients

Our patients are at the heart of all we do and our aim is to care for them, not just to treat them. We want all our patients to have the best possible stay in hospital - which is exactly what our staff would expect if they themselves were patients. Our work is focusing around learning from patients' concerns and suggestions; improving our communications with patients so they are fully informed and involved in their care; treating each as an individual, not just as a patient on a busy ward; improving the physical environment to make it more welcoming and sympathetic; and improving clinical practice so patients can go home quicker.

Our Vision

Our vision is to provide ***excellent care for excellent people.***

This involves substantial but selective growth in the services we provide; be it in the hospital, the High Street or at home.

Our Strategy

Key priorities:

- Expand what is excellent
- Improve what is good
- Deliver what is essential
- Cease what is done better elsewhere
- Grow excellent services to achieve £300 million income within five years

- Make our staff feel proud to work here

We will use our reputation for excellence in areas like stroke, urology and cancer care to attract more original research and more excellent people and shape an organisation relentlessly committed to this search for excellence in the services we chose to grow and in those we must deliver.

Our strategy to achieve this vision is based on six strategic objectives:

- 1 Patient focus – keep getting better**
To ensure the care experience of patients and their families is excellent. By 2016 we aim to be one of the top 20% performing Trusts as measured by the national patient surveys.
- 2 Sustainability – keep the core strong**
To ensure our services deliver excellent clinical outcomes. This means having a clear performance framework, meeting all of our financial targets and establishing strong risk management systems. By 2016 we will have increased the Trust's ability to systematically deliver service improvement.
- 3 Sustainability – grow selectively**
To seek opportunities to grow services in which we excel. Over the next four years we are aiming to hit a growth target of 20% (£290m revenue).
- 4 Research, education and innovation – invest in the future**
To grow our areas of expertise in research and training, and build on our existing streams of innovation.
- 5 Staff – feel proud to work here and be making a difference**
To foster the skills required to create an excellent organisation with excellent leaders. By 2016 we aim to be in the top 20% of Acute Trusts as measured by the NHS National Staff Survey.
- 6 Partnership – our hospital and our community**
To support our relationship with the community & stakeholders to shape services in our hospital of which we can all be proud.

The Executive Team and the Business Unit Directors have developed plans to deliver the strategy (See Annual Plan 2012 - 2016). These plans focus on measurable outcomes and are grouped around the basic strategic themes.

Achieving our vision

Our quest for excellence can only be achieved by developing the skills of staff at all levels, ensuring that we all have the same set of values and attending to detail. We are passionate about doing a good job and providing quality care for our patients. In short, we believe:

- **Everybody matters**

- **Everything counts**
- **Everyone's responsible**

Local partners

Local partners we work with include:

- Anglia Ruskin University
- Essex University
- LINKS
- Oversight and Scrutiny Committee
- Southend Borough Council

We also work with other hospitals in the region, local authorities, government development agencies, emergency services and local health authorities - to name but a few.

We also have the following partnership arrangements with South Essex College and other teaching establishments:

- Apprenticeship Scheme
- Work experience placements
- Volunteer Programme
- WRVS Home from Hospital scheme
- Look Good Feel Better – pamper sessions provided by local beauticians for our female oncology patients

Community engagement and communication

Membership

As a foundation trust we have a responsibility to inform and engage as we are owned by our 13,000-strong membership of patients, public and staff, all of whom are represented by our Board of Governors (the majority of whom are elected by the membership).

Governors

Our governors provide a direct link to our staff and local community, working alongside our Board of Directors to help shape the strategic direction of the Trust.

Our governors are ...

- **informed** about matters concerning the Trust, patient safety, performance, finance and other key issues
- **engaged** and communicate key issues to all our members
- **active** in the hospital and local community

Not only do they work hard to gain views and opinions and foster pride in Southend University Hospital, but they also have a vital role to play in recruiting new members and generate enthusiasm of being a governor to encourage staff, patients and the public to stand for election.

Stakeholder Relations

The Trust has a communications strategy which covers, patients, staff, the media and public at large.

It also has a stakeholder relations plan which sets out the basis for the Trust's relationships with key external stakeholders such as local MP's, NHS partners, local authorities and opinion formers.

Communications tools include:

- Outlook – stakeholder bulletin
- Cutting Edge – GP & Commissioner's newsletter
- Dedicated micro site for GP's and other health professionals
- Attendance at regular stakeholder meetings e.g. OSC, Health and Wellbeing boards
- High level announcement matrix

Community events

A number of community events, focus groups, lectures on particular issues are held every year, including our annual general meeting. All of which are publicised on our website, around the hospital and in The Look - our hospital magazine.

Feedback

Responding to our patient's views, opinions, comments and concerns is essential. Feedback services available to our patient and visitors include:

- Comments cards and boxes located on wards, clinics and around the hospital
- Online feedback form
- Patient Advice and Liaison Services (PALS)

We have a Patient and Carer's Forum which provides a great opportunity for patients to voice their opinions, recommendations and gratitude. Our hospital ward boards provide information about each ward's performance.

Southend Hospital Charity & Southend Hospital Charitable Foundation – making a difference for patients

The Trust is very lucky to have the support of two registered charities – Southend Hospital Charitable Foundation and Southend Hospital Charity – which help make a difference to patients by raising extra funds to enhance

services, facilities and research .Making use of the funds raised by charity allows us to achieve some things sooner than it would otherwise have done and to invest in projects to a greater degree than NHS funds alone might have allowed.

Over the past twelve years Southend Hospital Charitable Foundation has run a number of successful capital appeals including the StrokeBusters Appeal and the Bosom Pals Appeal which has brought state-of-the-art digital mammography to the hospital's breast unit.