We have put in place an ambitious plan to improve our patient experience rating by 10 per cent in two years – more than twice the national average.

In latest survey by the Care Quality Commission, our patients said they had seen improvements, with:

- Better cleanliness on hospital wards
- Better hospital food
- Better privacy and dignity in the emergency department
- Shorter waiting times
- Greater involvement in decisions about their care

We believe patients should feel safe, valued and cared for whilst in hospital or using the many community services we offer across Croydon.

If you have comments or suggestions about how we do this, or any concerns, then let us know.

You can speak to any member of staff or email us at hereforyou@croydonhealth.nhs.uk

Getting better all the time.

Eight out of ten patients were happy with our care in the annual inpatient survey by the Care Quality Commission (2013/14), but they also had some suggestions about how we could be even better.
We’re more than just your local hospital. We have 3,500 dedicated staff working for you in services across Croydon.

- Two hospitals
- 16 community clinics
- More than 4,000 local people involved in the Trust’s work
- 300 dedicated volunteers
- 4,000 babies born in our new maternity unit and birth centre
- 356,000 adult community services contacts
- 210,000 children’s community services contacts
- 324,000 outpatient appointments
- 133,000 people treated in our Emergency Department and Urgent Care services
- 3,000 planned operations or inpatient procedures
- 27,000 operations and procedures without overnight stay

In response to feedback from local mums we have transformed our maternity care. In 2013 we invested £629,000 to completely refurbish our birthing centre with bigger birthing rooms, a new pool on the labour ward, and reclining chairs so partners can stay overnight when their babies are born.

We’ve also employed more midwives to meet the national ‘gold standard’ for maternity services, and strengthened senior leadership in the team by appointing a consultant midwife – one of the first in south London.

Croydon Health Services offers care to new mothers throughout pregnancy and beyond, through our extensive health visiting team.

To ensure women have access to high-quality information when choosing where to give birth, we’ve produced a guide for parents-to-be and we are talking to GPs, community groups and Baby Cafes to promote our services. We’ve also produced five short films on the Trust’s website where you can hear first-hand from our caring staff and new Croydon parents.

This approach will be rolled out to other key services and supported by information for GPs and practices about our services and lead consultants.

We want Croydon Health Services to be your first choice for NHS care.

We know that patients have a choice about where they go for their NHS. We are focusing on a number of services where we know patients and GPs are actively seeking information. We’ve started with maternity services.
We are working to bring NHS care closer to home to help prevent ill health and improve care for the growing number of people with long-term conditions – without the need to go to hospital.

Working alongside Croydon Clinical Commissioning Group and Croydon Council, we provide integrated health services to give you joined-up care throughout the borough. Croydon Health Services is uniquely placed to meet the challenges set out in NHS England’s ‘London Call to Action’.

More than 1,500 of our staff are based in community health services across Croydon keeping people well, active and healthy.

- Our learning disability and children’s diabetes care is rated amongst the best in London.
- We work closely with local GPs, commissioners and social services to provide care tailored to every patient.
- Our speech and language therapists provide specialist treatment to thousands of children and young people who experience communication or swallowing difficulties in Croydon every year.
- We support people to make healthier lifestyle choices that can prevent ill health developing, stop smoking, drink responsibly, improve their diet and be more active.
- Our confidential ‘walk-in’ sexual health clinics throughout Croydon, help people to have healthy sex lives.

We’re here to care for you in and out of hospital – at home, in schools, and clinics across Croydon.

Our district nursing team and community matrons cover every corner of the borough providing care at home for adults and young people with long-term health conditions or a disability.
We are transforming out of hospital care.

Launched in October 2013, ‘Transforming Adult Community Services’ (TACS) has invested £2.6 million in high-quality health care in people’s own homes or residential care homes, avoiding the need for them to go to hospital. Around 200 adults in Croydon have already benefited from this major partnership with Croydon Clinical Commissioning Group and Croydon Council.

TACS was designed by frontline clinicians to care for the increasing numbers of people in Croydon, particularly the elderly, who are living with multiple long-term conditions or complex health needs.

Our new rapid response service also means patients can be assessed in their own homes within two hours of being referred by their GP. Available 24/7, our highly-skilled nurses, occupational therapists and physiotherapists are helping to keep people healthy and avoid unnecessary hospital stays.

These changes mean people receive compassionate care at home – which is more convenient for them and better for hospital services, which can focus on the needs of other critically ill people.

Our rapid response service is saving on average 50 hospital admissions per month with 95% of GP referrals assessed within two hours.

Purley War Memorial Hospital – fighting fit.

Purley War Memorial Hospital reopened in summer 2013 following a £11.15 million restoration and refurbishment.

Our second hospital site for people in the south of Croydon provides easy-access to outpatient care without the need to travel north of the borough.

The extensive refurbishment preserved many of the historic hospital’s original features, whilst creating a modern, welcoming environment.

Purley War Memorial Hospital offers diagnostic services, such as blood tests and x-rays, a physiotherapy suite, ophthalmology services run by Moorfields Eye Hospital, and a new GP surgery. We also offer maternity services for women living close by, along with Baby Cafes run by our breastfeeding support teams.

A minor injuries unit is provided onsite to assess and treat adults and children, including babies, for a variety of minor injuries, including cuts, grazes, wounds, and minor burns.

The service, run on behalf of Croydon Clinical Commissioning Group, is open from 2pm to 8pm, 365 days a year and is staffed by a team of GPs and nurses. No appointment is needed – patients are seen on a first-come, first-served basis.

To keep pace with the changing needs of the local community, we’re constantly reviewing the services we offer at Purley War Memorial Hospital, and plan to bring even more health care to the south of the borough.
The new ED has been designed by our doctors and nurses to give an improved layout with brighter modern surroundings.

More people would recommend our Emergency Department and hospital wards to their friends and family than ever before.

The national Friends and Family Test (FFT) asks patients if they’d recommend hospital services to their loved ones. More patients treated in our Emergency Department (ED) agreed – increasing our FFT scores by 50 per cent (April to June 2014). Our FFT scores for many of our inpatient wards are also improving as many recent changes take effect.

Urgent and emergency care services at Croydon University Hospital are some of the busiest in south London seeing around 400 people a day – a 40 per cent rise in a decade.

Despite this increasing demand, our staff have successfully delivered care to 1000s of people, meeting the national standard to treat patients within four hours consistently in 2013/14 – including the busy winter months.

The NHS Trust Development Authority has also approved the Outline Business Case for £17.5 million to build a bigger and better ED at Croydon University Hospital. Subject to final approval, we will soon begin building the new facility.
Like all parts of the NHS, we have to make the funding we have go further. South West London is one of 11 challenged health economies in the country, and in 2013/14 the Trust spent beyond its budget to help us deliver the care needed by our local community. This is in the context of an expected turnover of £240 million a year. We must make 6 per cent efficiency savings for the next two years. Even then, we are planning a deficit of £17.8 million in 2014/15. Short term fixes and unbalanced books are not the way forward. Instead, we must get best value for money in everything we do and increase our performance against quality improvement targets. One of the main areas we're focusing on is reducing temporary staff in favour of having more permanent and high-skilled doctors and nurses in place. This is better for patients, and better for the Trust’s finances. At the same time, we will continue to work with our CCG, local partners and neighbouring trusts to meet the challenges set out by South West London Collaborative Commissioning. This includes working together to find ways to meet the London Quality Standards to deliver 24/7 care.

We have made real progress in improving patient care, clinical outcomes and operational performance – and we’re working on our financial health too.

We will continue to transform out of hospital care in Croydon as a leading example for integrated services across primary, community, mental health, social and hospital care.

Croydon patients can now get ‘fast tracked’ emergency treatment when referred by their GP – without having to go through the Emergency Department.

The Ambulatory Emergency Care (AEC) unit launched this year at Croydon University Hospital provides a rapid response for patients who have potentially serious conditions that need treatment straight away but whose condition isn’t so life-threatening that they need to go to hospital immediately by ambulance. This includes pulmonary embolism, deep vein thrombosis (DVT), cellulitis and hypertension.

A new dedicated hotline for Croydon GPs gives direct access to hospital clinicians enabling GPs to seek immediate advice and agree referrals on the spot. The unit is staffed with specialist doctors and nurses to see people quickly and begin diagnostic tests.

Before the introduction of this service GPs would have sent patients to our Emergency Department, which could have resulted in a further wait for care. The new service bypasses this process, ensuring patients get direct access to the right hospital care.

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Croydon is leading innovation to bring new treatments, techniques and research to benefit more people in the borough.

Two hospital wards have been completely refurbished to become dementia friendly to help reduce falls, ease anxiety and support people living with dementia. We also have a special dementia friendly zone within our Emergency Department to provide better dignity and compassion in care.

In 2013/14, we have undertaken nearly 90 projects and programmes of innovative medical research, service improvement and clinical audit to improve the treatment and care of our patients every day.

The wide range of topics include: improving cancer treatment; managing heart attacks in the Emergency Department; enhanced training for Healthcare Assistants to improve the care of stroke patients. Our Women’s Services team also published comprehensive research into the effects of Female Genital Mutilation on giving birth, and the improvements of the new Acute Gynaecology Unit at Croydon University Hospital.

We were one of the first Trusts to sign up to improve care for people with dementia.

Croydon is leading innovation to bring new treatments, techniques and research to benefit more people in the borough.
Staff and volunteers are the lifeblood of this organisation and have been in the driving seat of change. Through Listening into Action (LiA) – our way of working to engage and empower frontline staff – we are delivering better care for patients and improving staff morale.

Staff have introduced new ‘ward boards’ to monitor patient care and display levels of safety, hygiene and staffing levels for all patients and visitors to see on every ward – including the names and photos of all senior nurses on duty.

In February 2013, we also launched a development programme for all staff at any level of the Trust. This challenging training programme gives staff the skills and knowledge to deliver a first-class patient experience. More than 3,000 staff have taken part so far.

Other successful LiA projects have included changes to how the Trust manages medicines and brought improvements to our new pre-operative ward. We have also invested in new IT systems to enable front-line staff to securely share information to provide seamless care for patients.

We are also increasing the number of senior nurses working in the Emergency Department at the weekend to provide patients with even better care 24/7.
If you’ve had a good experience, you can share your views at one of these online forums:
- NHS Choices  www.nhs.uk
- Patient Opinion  www.patientopinion.org.uk

We also want to know what we could do better. If you have concerns, or would like to make a complaint, you will be listened to, taken seriously and treated without discrimination. You can speak to any member of staff and we will try and help.
Our Patient Advice and Liaison Services (PALS) is open Monday to Friday 09:30 to 16:00. No need to book, just pop in, call us on 020 8401 3210 or email pals@croydonhealth.nhs.uk

If you would like to make a formal complaint, we will investigate your concerns, and discuss with you what we find and do as a result. Please call 020 8401 3352 or email complaints@croydonhealth.nhs.uk

We are working hard to give you the best care we can.
Our vision:

to provide excellent integrated community and hospital care for you and your family, when and where you need it.

Croydon Health Services is changing for the better. Follow #hereforyou to find out how.