



WEBINAR

Preparing a successful PENNA entry



Welcome, we will be starting shortly.



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The logo for PEN, featuring the letters "PEN" in a bold, sans-serif font, centered within a circular graphic composed of two overlapping, curved lines in shades of purple and blue.

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Induction and Welcome

Chris Graham

CEO, Picker Group



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PENNA 2024

Ruth Evans

Managing Director, Patient Experience Network



Ruth Evans
Louise Blunt
Helen Brady

PEN - celebrating the
achievement of Patient
Experience Excellence

patientexperiencenetwork.org

Introducing PEN & PENNA

June 2024

Introducing PEN

Our mission is to **recognise**, **share** and **celebrate** best practice in patient experience and to **measure**, **embed** and **sustain** this for on-going improvement.





Introducing the Patient Experience Network National Awards



The Patient Experience Network National Awards (PENNA)

are the only National Awards set up to recognise, share and celebrate best practice in delivering patient experience across healthcare.

Recognising Best Practice

The PEN National Awards recognise the innovative and essential work being done behind the scenes across healthcare to improve the patients' experience and therefore influence their clinical outcomes.



Celebrating Best Practice

Culminating in a unique best practice ceremony all finalists are invited to showcase their best practice with category winners presenting in plenary sessions.

Sharing Best Practice

In order to share best practice and enable others we showcase this best practice both at the Best Practice event and as case studies that are made available on our website and in a publication of best practice. Executive summaries are also available to everyone.

Webinars and best practice events are scheduled when possible through the following year

For more information please call Ruth Evans on 07798 606 610
www.patientexperiencenetwork.org



THANK YOU

To find out more please contact:

Ruth Evans

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Ruth.evans@pickereurope.ac.uk

@PEN_NEWS #PatExp

PEN is such a highlight of the Patient Experience calendar – we wouldn't miss it!!



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Judging criteria

Chris Graham

Group CEO, Picker

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Judging Criteria

18th June 2024

Our vision

The highest quality person centred care for all, always

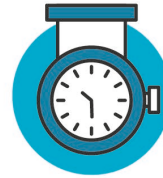
Our mission

We are here to:

- **Influence** policy and practice so that health and social care systems are always centred around people's needs and preferences;
- **Inspire** the delivery of the highest quality care, developing tools and services which enable all experiences to be better understood; and
- **Empower** those working in health and social care to improve experiences by effectively measuring and acting upon people's feedback.

Picker Principles of Person Centred Care

An internationally recognised quality framework focused on what matters most to service users and families. These form the foundation of Picker experience programme(s.)



Fast access to reliable health advice



Effective treatment delivered by trusted professionals



Continuity of care and smooth transitions



Involvement and support for family and carers



Clear information, communication and support for self-care



Involvement in decisions and respect for preferences



Emotional support, empathy and respect



Attention to physical and environmental needs

The judging criteria and marking scheme



New thinking



Leadership



Outcomes & sustainability



Involvement & Inclusion



Transferability & Dissemination

Scoring guidelines

Rating	Description of how well entry meets criteria	Marks
Outstanding	Compelling, robust, fully evidenced description	80 - 100
Strong	Some compelling evidence, very good	60 - 79
Adequate	Good, above average, lots of evidence but not compelling	40 - 59
Limited	Some weak areas, would have benefited from more evidence	20 - 39
Weak	Unconvincing, weakly evidenced description	0 - 19

New thinking



- “Is the initiative different, innovative, and ambitious?”
- Judges are looking for initiatives that:
 - Are novel and new
 - Stand out from the crowd
 - Solve a widespread problem in a creative way
 - Make you think “*why hasn’t this been done before?*”

Leadership

- “The quality of management and project leadership”
- Judges are looking for initiatives that:
 - Demonstrate clear objectives and problem solving
 - Were well planned and executed
 - Involved good communication with stakeholders and/or beneficiaries
 - Show continuous learning, especially in dealing with challenges

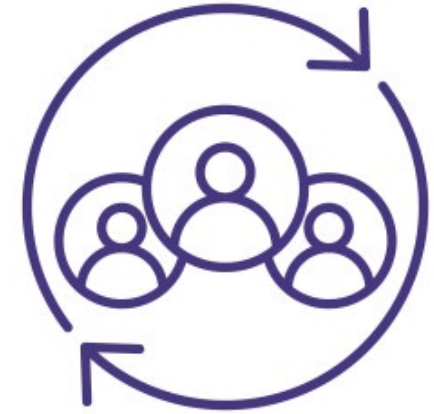


Outcomes & Sustainability

- Has the initiative been properly assessed, and was it effective?
- Judges are looking for initiatives that:
 - Include meaningful performance measures
 - Demonstrate positive changes in people's experiences
 - Relate results to the project's aims and objectives
 - Have a plan for sustainability and long-term impact



Involvement & Inclusion



- Did the work involve beneficiaries and promote inclusivity?
- Judges are looking for initiatives that:
 - **Involve** patients/carers/families/staff, ideally from an early stage: this could include a range of approaches from co-production to roles on steering groups
 - **Include** people from a range of backgrounds, eg by considering accessibility, cultural factors, and actively seeking to hear from 'seldom heard' groups
 - Take a deliberate approach to understanding & reducing **health inequalities**

Transferability & Dissemination

- Can the work be replicated, and has it been well shared?
- Judges are looking for initiatives that:
 - Can spread and scale to other sites, organisations, and care settings
 - Share learning and encourage best practice elsewhere
 - Have the potential to spread innovation



The judging criteria and marking scheme



Marking Scheme	
Band	Marks Available
Outstanding	80-100
Strong	60-79
Adequate	40-59
Limited	20-39
Weak	1-19

For more information, please contact:

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Picker

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picker.org

Charity registered in England and Wales: 1081688

Charity registered in Scotland: SC045048

Company limited by guarantee registered in England and Wales: 390



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Entry Considerations

Ruth Evans MBE

Managing Director, Patient Experience Network

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**What made the difference
Year 1 vs Year 2**

Linda Craig

HSC Publish Health Agency

Preparing a successful PENNA Entry

Difference between 2022 and 2023

Linda Craig – Public Health Agency, NI



#PENNA23

WINNER



What did we do differently?

- ✓ Reflected upon the feedback from the PEN panel
- ✓ Involved the wider network in the application
- ✓ Talked to PEN support throughout
- ✓ Debated the category (or categories)
- ✓ Told our story- the journey
- ✓ Presented all our data – “warts and all”
- ✓ Included a balance of heart and mind in the narrative

Linda Craig – Public Health Agency, NI

Linda.craig3@hscni.net

Dalrene Masson – Public Health Agency, NI

Dalrene.masson2@hscni.net

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Creating a winning entry

Helen Green

Dementia UK

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**View of an Entrant
and a Judge**

Laura Kinsey

Liverpool John Moores University

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What the judges are looking for in a winning entry

Anna Tee



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**Overall Winner 2023
Little Voices**

Andy Rice

Walsall Healthcare NHS Trust

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**Thank you to each of our
presenters**



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Panel Discussion

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Questions & Answers

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Thank you for your time.

A recording of this session will be
available at www.picker.org and
<https://patientexperiencenetwork.org/>