

**Trust Board Agenda Item 183/07**

**Date of Meeting:** 9<sup>th</sup> August 2007

**Title of Agenda Item and Number:** 'Code of Conduct'

**Author:** Gary Etheridge, Chief Nurse, Director of Patient Services

**Person Presenting Item To The Board:** Gary Etheridge, Chief Nurse, Director of Patient Services

**Summary:**

This report provides a summary of the Trust's 'Code of Conduct ~ how we should treat our patients and their visitors' and how the 'Code' will implemented Trust wide.

**Item Previously Considered By:** Trust Board, Patient Involvement & Experience Group & Clinical Governance Committee

**Suggested Time For This Item:** 10 minutes

**Proposed Board Resolution:** To Note Contents  
(E.g. to agree, to receive, to note)

**Report From:** Chief Nurse, Director of Patient Services  
**To:** Trust Board, 9<sup>th</sup> August 2007  
**Subject:** Implementation of the Trust's 'Code of Conduct'  
**Action:** To Note Contents

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## **1. Introduction**

Within our Trust, we believe that first impressions are extremely important. They influence trust and confidence in our ability to provide good quality care. We are committed to ensuring that we make an initial positive impact and that this is continued throughout the patient stay from admission to discharge. We will reflect this in our interactions with patient and visitors, the care we provide, the information we give and opportunities we make for further support and guidance as required.

The Trust is fully committed to seeking ways in which it can improve how it communicates more effectively and efficiently with patients and their visitors and carers.

## **2. Launch of the Patient Involvement & Experience Strategy**

Following approval by the Trust Board on 8<sup>th</sup> March 2007, the Patient Involvement & Experience Strategy (2007 - 2010) ~ *Ensuring as Voice: Offering Choice* was launched on 18th May 2007. Within the Strategy a 'Code of Conduct' is described, which highlights how staff working in the Trust should interact and care for our patients and their visitors and carers.

## **3. The 'Code of Conduct'**

### **3.1 Principles of the 'Code'**

The principles of the 'Code of Conduct' (see appendix 1) are:

- ◆ Make a positive first impression our top priority
- ◆ Treat others as guests
- ◆ Treat all our patients with privacy and respect
- ◆ Provide adequate and appropriate written information
- ◆ Ensure a warm, clean, caring and safe environment
- ◆ Engage and support all religions and local communities
- ◆ Listening and learning from carers
- ◆ Practice professionalism
- ◆ Ensure a team approach in caring for others
- ◆ Project a positive attitude
- ◆ Make excellence the goal in everything we do

By instilling these standards into the workforce at all levels of the organisation we will ensure that we make further improvements that optimise the patients' experience.

### **3.2 Making the 'Code' a Reality**

To assist in driving the 'Code' forward the Trust's Leadership Academy has designed three interconnected programmes for medical, clinical and frontline leaders that has the 'Code of Conduct' as a critical underpinning framework.

A key element of the frontline leadership programme is to develop effective communication skills throughout our frontline workforce.

## **4. Implementation**

An A3/A2 size 'Code of Conduct' will be placed strategically beside all PALS comment boxes (50 Trust wide) and displayed on all staff notice boards to inform all staff, patients, carers and visitors of the Trust's commitment to providing high quality, patient focussed healthcare that meets the needs of a diverse population, thereby, ensuring national standards of excellence are achieved.

The launch of the 'Code' will also be communicated through the internal publications: In Touch, On the Pulse, Nursing & Midwifery Newsletter and will be published on both the intranet and internet sites.

## **5. Evaluation**

To ensure that the 'Code of Conduct' standards are embedded throughout the organisation, regular feedback will be sought from our patient's, their relatives and carers on how effective the 'Code' is being implemented. This feedback will be obtained from face-to-face interviews and via local (linked to Trust KPI work) and national patient survey's

It is acknowledged within the Trust that ineffective communication is a common theme in many of our formal and informal complaints, therefore, it is hoped that with the publication of the Trust's 'Code' that the attitudinal issues identified in complaints will be substantially reduced in the months ahead.

## **6. Conclusion**

The Trust recognises that it has a steep hill to climb in order to address the many issues that fall collectively under the umbrella of poor "Communication". Many organisations outside the NHS have successfully made a substantial difference by addressing and implementing "What their Customer wants and needs". As the Trust actively pursues its goal to achieving Foundation Trust status, it must ensure that it treats our "Customers" the "Patients" in the same way. The implementation of a 'Code of Conduct' will be a positive step in the right direction to improving care delivery.

**Gary Etheridge**  
**Chief Nurse, Director of Patient Services**

**August 2007**

## Appendix 1

### **CODE OF CONDUCT REGARDING PATIENT CARE**

#### **“HOW WE SHOULD TREAT OUR PATIENTS & VISITORS”**

Within our Trust, we believe that first impressions are extremely important. They influence trust and confidence in our ability to provide good quality care. We are committed to ensuring that we make an initial positive impact and that this is continued throughout the patient stay from admission to discharge. We will reflect this in our interactions with patient and visitors, the care we provide, the information we give and opportunities we make for further support and guidance as required.

**We therefore aim to...**

#### **MAKE A POSITIVE FIRST IMPRESSION OUR TOP PRIORITY**

First impressions define our personality as a Trust and set the tone for the patient experience

#### **TREAT OTHERS AS GUESTS**

Front line staff are the hosts of the Trust - they will greet others, as they would welcome a good friend

#### **TREAT ALL OUR PATIENTS WITH PRIVACY & RESPECT**

Recognise our patients as equal partners in care and respect their opinions, values and beliefs

#### **PROVIDE ADEQUATE & APPROPRIATE WRITTEN INFORMATION**

Provide the necessary information to enable patients to be fully informed to make choices in their own care and to facilitate relatives and carers to local knowledge

#### **ENSURE A WARM, CLEAN, CARING & SAFE ENVIRONMENT**

An environment that provides adequate rest and sleep for recovery and privacy for examinations and treatments

#### **ENGAGE AND SUPPORT ALL RELIGIONS AND LOCAL COMMUNITIES**

Develop partnerships and provide all patients, carers and members of the public whose first language is not English with interpreting, translation and religious support

#### **LISTENING AND LEARNING FROM CARERS**

To ensure their expertise is listened to and taken into account

#### **MAKE COMMUNICATION MORE EFFECTIVE**

Staff should explore different ways of communicating to patients and carers

#### **CONTINUOUSLY LEARN FROM OUR PATIENTS AND CARERS**

Find ways of turning a negative service into a positive experience for others by actively welcoming patient feedback

#### **PRACTICE PROFESSIONALISM**

All staff represent the Trust, they will be professional in their image, attitude, and work

#### **ENSURE A TEAM APPROACH IN CARING FOR OTHERS**

Care is most effective when all staff provide it with the same vision and goal

**PROJECT A POSITIVE ATTITUDE**

Attitudes often determine the outcome - staff will look for and develop more positive approaches to communication and care

**MAKE EXCELLENCE THE GOAL IN EVERYTHING WE DO**

Never settle for average or good - they offer no vision or challenge to improve

**Code of Conduct regarding Patient Care extracted from the Trust Patient Involvement and Experience Strategy 2007 - 2010**