

Wealth of information to be found on radiology directorate website

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The radiology directorate within Heart of England NHS Foundation Trust has launched a website that contains a wealth of information for service users, prospective employees and students (<http://www.heft-radiology.co.uk/>).

The website aims to enhance the profile of the radiology directorate and increase awareness of the wide range of services we offer. The website will also act as an information resource for patients, offering access to a wide range of information. The site was designed to look modern, exciting and user-friendly and to offer a resource which will inspire confidence in patients and interest for referrers. It will also act as a resource for staff, including content behind a log-in which will be accessible wherever a staff member may be – at home, at work or abroad.

The content, structure and design of the site focuses on four key target audiences:

- **Patients.** The primary target audience in light of 'patient choice,' enabling patients to choose a hospital according to what matters most to them. This could be the hospital's location, waiting times, reputation or clinical performance. It is imperative we provide patients with as much information as possible, not just about the directorate, but also what our patients need to know about our clinical procedures. A range of patient information leaflets is readily available for download, particularly around common and complex procedures. The bulk of the site has been dedicated to the services we provide and has been divided into two sections – specialities and modalities. This is useful as both sections interact with each other by hyperlinking modalities appropriate to the specialities and thus providing audiences with an insight into both areas.
- **Clinicians.** In light of the Government White Paper, it is essential to advertise our services, particularly to GPs, and ensure they are easily accessible. Taking this into account we have a 'Meet the team' section which publicises and promotes the high calibre of clinical staff we have through their public profiles which include contact details. A clinician may wish to use the website on their Smartphone which will provide them with the functionality of direct email or phone number operational on the device itself.
- **Prospective employees.** This is one of the most recent pages to go live and provides key background information about the directorate, looking at the population served, specialities as a trust and information about our capital investment in state-of-the-art equipment.



- Additional information is also available from the site which is key to the recruitment process, with the opportunity to link directly into the NHS jobs website. The most prominent development on this page is hearing from current employees about their experiences and development within the directorate via 'story boards.'
- **Current employees.** The website has the added benefit of a centralised and structured document portal giving access via the trust's intranet site. We are setting up the password protected aspect of the website enabling key information such as local induction and IR(ME)R documentation to be available to staff anywhere.

The website was launched in September 2010 through the Radiology Communication Strategy Group, where it is continually being refined. Some future developments include:

- Patient experience videos for specialist examinations.
 - Publicising the performance of the directorate including the results of patient satisfaction surveys and waiting times, promoting the high standard of patient care we aim to provide.
 - Promotion of MDT meetings via the website.
 - A recruitment video with staff experience interviews.
 - Promotion of internal audit and research.
 - SpR and nursing training and development information.
- We would welcome your thoughts and any suggestions forwarded to judi.humphreys@heartofengland.nhs.uk

With special thanks to the web project team: Andrea Hardy (PACS/ICT manager), Marie Peplow (deputy general manager – radiology services), Dr Shuvro Roy-Choudhury (consultant radiologist), Thomas Lowbridge (advanced practitioner), Shaz Hussain (web development manager), Dan Hartland (copy writer and web communications lead) and Dan Brown (web developer).