



Impact Review 2014

Working with You

When I talk with colleagues, families and friends, what I hear is a wish for an environment that individuals feel they can influence as well as one in which they can thrive and live life to the full for as long as possible. To help us all to achieve this, those of us providing publicly funded services need to ensure that we are working with others so that everyone has the opportunity to stay as healthy and active as they can and to support their own contribution to the communities in which they live.

For Sirona this at the core of the way we think about individuals and services. We want people to have choice and control over how they live their lives; this sometimes means we have to

be flexible in the way we deliver our services or sometimes help people to access other services if that is what is best for them.

Our ultimate objective is to see people treated and cared for in the way we would want for ourselves or for those we love; this means understanding the personal goals and aspirations of each of our service users and then working together to ensure that we can meet those goals.

Janet Rowse
Chief Executive



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Chief Executive

Working with others

When I look back on the journey that Sirona has been on, it is hard to imagine that it is three years since we were established. So much has happened during this time, yet it seems like only yesterday we were launching our new venture and setting out our ambition to make a real difference to the health and wellbeing of the people we serve.

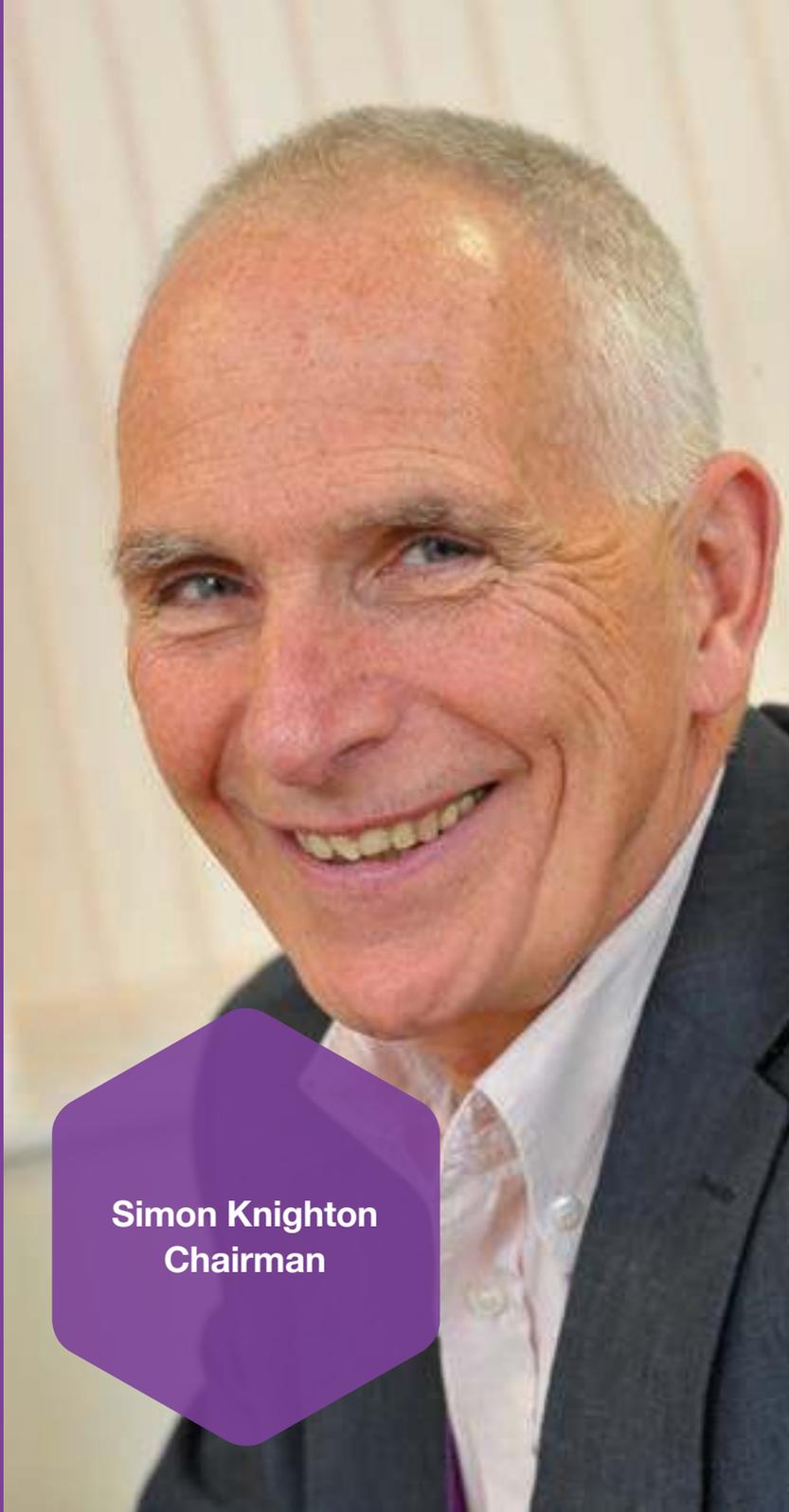
We have learned a lot during our first few years, but nothing more important than the value of partnerships; we know that by working with our partners we have the potential to deliver innovative models of care. The relationships we develop with our individual service users, our partners, our commissioners and with our communities

to empower them to find solutions to the ever increasing challenges of ensuring the wellbeing of individuals and those around them, are what helps to make the real difference.

We know that when we all work closely together, we achieve increased quality, less duplication and a much better experience for those who use our services.

Sirona is part of a wider family of organisations and individuals whose shared aim is make things better – together we can.

Simon Knighton
Chairman

A close-up portrait of Simon Knighton, an older man with short, light-colored hair, smiling warmly. He is wearing a dark suit jacket over a light-colored collared shirt. The background is a soft, out-of-focus light color.

Simon Knighton
Chairman

Working with young parents

Research tells us that over 90% of young people now have regular access to a computer and over 80% of them are using social media. It is essential, therefore, that we adapt our ways of communicating and sharing information with young people to reflect this.

“We were really impressed by the feedback we got from mothers - they told us about having somewhere to go and people who cared about them. It should be what happens everywhere but believe me it doesn’t happen everywhere.”

Sue Ashmore,
UNICEF’s Project Director



This is why we asked young mums to advise us how we could help them access our services more easily. As a result we have turned to Facebook for our Baby Feeding Hub. Designed and built with young parents, it has been a real hit, providing easy access to high quality information on baby and toddler feeding to allow mums to make the right choices to suit their needs. It has also linked young parents into a network they might not previously have had where they can encourage and support each other during a very important stage of their and their babies’ lives.

And we’ve launched a new, award winning initiative to help teenage mums

We also asked teenage mums to help us select a new group of dedicated family nurses for our very successful Family Nurse Partnership. This service works alongside young parents to help them become the best parents they can as well as helping to build their personal confidence. As a result of this initiative we will increase the number of health visitors helping families across the district by 40 per cent by 2015, demonstrating our exceptional commitment to this important area.

And, our programme has been awarded the highly prestigious UNICEF Baby Friendly Award for 2014.

**40% increase
in the number of
health visitors
by 2015**

**97.4% of
children seen
within 13
weeks in our
audiology
service**

**65% of mums are
still breastfeeding
after 8 weeks – the
highest prevalence
outside London
and Brighton**



Working to help young people SHINE

Encouraging people of all ages to develop healthy lifestyles is a key priority for Sirona. We were delighted therefore when local commissioners chose us to deliver the national **SHINE** (Self Help Independence Nutrition and Exercise) programme for young people aged 10 – 17.

The aim of this programme is to help young people to understand their weight problem so that they can manage it more effectively in an independent way. This is achieved by not only concentrating on food and eating, but by promoting a positive attitude change to lifestyles, recognising each person as a unique individual. We also provide opportunities to try new activities such as street surfing and tchoukball (younger members of the community will recognise these!) as well as more well-known sports such as cardio – tennis, dance, basketball and dodge ball.

One of the great things about our programme is the follow up service provided once the weekly sessions are completed, encouraging and supporting young people to continue participating in activities, join clubs and groups across their local communities and to design their own lifestyle plans and eating choices.



And promote healthy lifestyles to all parts of the community

A key objective for Sirona is to promote health and well-being for all; whether that is to help prevent illness and poor well-being or to help someone regain their skills and independence following an illness or event. We aim to work with individuals to help them do what they can to look after their own health and that of their families; as an employer we look after the health of our staff and as a major provider of services we work with our partners and with communities to provide opportunities that give as much choice and control back to individuals as possible.

Our healthy lifestyle services embrace and respect carers and peers as partners in realising our vision and have established links with clubs, societies, transport and other amenities that have a direct impact on individuals' overall well-being.

Our **Cook It** courses work with parents and carers at community venues or schools to improve the diet of children and young people. They are a real partnership between services and individuals and have been labelled a huge success by those taking part who now feel confident about cooking healthy, nutritious meals for their families while working on a budget.

And great ideas are often simply adapted to be able to reach out to other parts of our community; Kamila Szczesna, one of our lifestyle advisors, realised that the Polish community in our area could benefit from the courses if they were translated into their language - so we now run a Cook It in Polish course too – Ugotować

50 people have been supported to achieve a formal qualification in healthy cooking

830 people supported to successfully quit smoking

Over 500 people supported to lose weight and take up a healthier lifestyle



Working with more communities

Sirona is passionate about providing high quality community services either directly itself or in partnership with other organisations.

We were delighted that, following extensive patient and public engagement and a rigorous tendering process, we were chosen to extend our provision of community healthcare services and our specialist services for people with learning difficulties into South Gloucestershire. We will be working hard with local people and with GPs and the Local Authority to listen to what people want and to make sure all our services are joined up to provide an even better experience and quality of service for everyone.



And providing new initiatives

One of the really exciting developments we have introduced is our new Active Ageing Service. This service uses public health nurses (health visitors for the elderly) and support staff to look at how earlier contact with older people can help prevent ill health and enable them to remain independent and in their own homes for longer. They are providing annual health checks for people not in regular contact with services, and work closely with GP practices, where some of the nurses are based.

We are also looking at the way we respond to the needs and wishes of people with learning difficulties. We are working closely with them to find out what more they want from our services and we are using their views and experiences to shape what we provide in the future – our key aim is to ensure that both they, and their carers, are at the forefront of choosing and controlling the care and support they receive.

100 people supported by our Mental Health team to remain in work or find new employment

95% of our service users say they have been treated with care and compassion

85% of people asked said they would recommend our services to friends and family



Sirona
CARE & HEALTH

Working with charities and community projects

Sirona was established as a not for profit organisation to bring benefits to the communities we serve; by promoting good health and well-being, providing high quality tailored services and through the additional support we can give to others.

Throughout the year many similar organisations have benefitted from the dedication and generosity of our staff and their families and friends. Here are just a few examples of the lengths they go to.

In March Sirona Payroll Administrator Tracy Blacker walked on red hot wood embers (at 500 degrees Celsius) to raise money for a charity which has helped her family, the St Peter's Hospice.

At Christmas many of our school nurses collected books and toys from across Bath, Paulton and Keynsham, to be handed out by Bath Foodbank to disadvantaged children who might otherwise not receive a gift.



“The effort our staff put into fundraising and the results achieved help to make such a positive impact on people’s lives.”

Katherine Sims, who works in our Business Information Team at St Martin's Hospital, raised over £1700 with other members of her family via a sponsored walk along the South West Coast Path in support of Parkinson's UK.

Sirona care & health's Learning Disabilities Team ran the Race For Life at Bath University in June to support all those close to them who have been touched by cancer.

This year Sirona staff chose Freewheelers Emergency Voluntary Service as its Charity of the Year. Freewheelers (sometimes called blood bikes) provides a vital free out-of-hours motorcycle courier service across the local area, transporting blood and other small medical items, often in emergency situations.

Income

£57.6m

Financial
headlines
2013/14

Trading profit

£0.9m

Staff costs

£42.3m

Other costs

£14.4m

Corporation Tax

£0.1m

Funds available
for re-investment

£0.8m



Work that receives recognition

It is rewarding when the dedication, care and compassion of staff is recognised; but we are never complacent, we know that we must continue to look for new ways to provide even better services to those that need them. Achievements like these help provide motivation for greater success:

International recognition for Keynsham mother

Helen Hill has spent nearly 30 years working in care, for many years as manager of Keynsham Mencap's Family Home and now as a carer for Sirona's Shared Lives scheme. Through the Shared Lives initiative, Helen and her family have helped around 18 adults with learning disabilities to develop essential life skills and play an active role in family life and in their community, enabling many to move into their own homes or a shared house. In recognition of this work, the Keynsham Lions Club has bestowed one of the organisation's highest honours on her, the Melvin Jones Fellowship.

Top awards for Catering Crew

An innovative project which teaches those with Learning Disabilities catering and business skills has won two top awards for its quality of food. The Catering Crew, based in the Sirona-run Connections Day Service in Radstock, provides buffets for corporate and private events and has been awarded the top Food Hygiene Rating of 5 by B&NES Council and a Gold "Eat Out Eat Well" Award.



Sirona shortlisted for AGCAS Award for Excellence in Careers and Employability Service Engagement

The nomination for the AGCAS (Association of Graduate Careers Advisory Services) Award recognises Sirona's success at developing and sustaining a good working relationship with Bath Spa University.

A stop smoking clinic was brought onto the University's Newton Park campus and run by Psychology students primarily for the student population. Six students were trained as lifestyle advisors and given level-2 NHS training. The clinic is currently being used on a weekly basis by students and staff.

Sirona wins Gold

Two Sirona-run care homes have struck gold with their efforts to make eating healthily easier for residents. Combe Lea in Midsomer Norton and Charlton House in Keynsham have each won a Gold Eat Out Eat Well Award. The award acknowledges the steps that these homes have taken to provide a choice of nutritious, appetising meals which are essential to good care and critical to health and well-being.



Working with new ideas for Dementia

Within Sirona we care for many people with dementia; every day we see the value that their individuality and personality brings to those around them.

“This has been a real team effort and we are really pleased to have worked with Sirona and all the library partners on a project that has made such a difference to people with dementia and their carers.”

Dr Nigel Harris,
Director of Designability.

This is why we have worked closely with Designability (the Bath Institute of Medical Engineering), the Therapeutic Media Company and a number of care providers across B&NES to launch a pilot initiative to help make life easier for people living with dementia and their carers.

Together we have established the first UK Memory Technology Library which has a range of products that people can borrow and test to help with orientation, reminiscence, prompts and reminders and reassurance. These include a Talking Tile, giving simple instructions to remind someone how to do a day to day activity such as locking a door; a Day and Night Orientation Clock, helping someone to know what time and day it is and a Talking Photo Album, helping people to recall their precious memories. There are also trained “librarians” who work with individuals and families to help them find the best products for them.



**350 products
loaned out
making life easier
for those living
with memory loss**

**70% of those
using the
library have
been helped to
achieve their
goals**

**85% of Sirona
staff have
received Dementia
Awareness
Training**



Working for the future

We are continually looking to improve, adapt and evolve our services to help people fulfil their potential, whatever their circumstances. We are therefore investing in our staff, technology and in our environments as a key part of achieving that goal.

Sometimes what seems like a small change can make a big difference

A vibrantly-coloured conservatory was opened at the 45-bedded Cleeve Court Residential Home, serving as a quiet area for residents. The area is specifically helpful for those living with dementia; its bright colours have been shown to help lift people's moods and wellbeing.

Listening to a leading clinician, committing to young people

This year Sirona opened its state-of-the-art Children's Audiology Clinic; Dr Adrian Dighe described the new facility as a leading edge centre for children and their families where hearing assessment can take place in a truly sound proofed environment and to modern exacting standards.



“It will see our young ones through to the next generation and beyond”

Pioneering female doctor remembered as new unit opened

An old ward at St Martin's Hospital in Bath has been transformed into a new outpatient area with modern and spacious facilities for Sirona services. Named after Clara Cross, the first female NHS consultant in Bath and a consulting physician and pathologist based at St Martin's Hospital, the half-a-million pound centre was opened by Dr. Dileas Sweetenham, one of Clara's family. The Centre provides clinics for hearing therapy, community audiology and the falls and balance service for older people who are at risk of falling, have fallen or have movement disorders.

Over £0.5m invested in new facilities for outpatients and children's audiology

£200,000 invested in new hospital beds for St Martin's and Paulton Memorial Hospital

Sirona's newborn screening programme judged to be one of the best in the South West



"The children and their parents have told us they love it here"

Working all year round

Sirona never closes and we are always there for people when they need us. We have a flexible workforce that can respond to the changes in demand throughout the year and in all weathers.

When it comes to winter in particular, we know from experience that more people will need our support, so we put in place new and additional initiatives to provide extra resources where they are needed most so that individuals can continue to receive the care and help they need regardless of the weather. Over last winter we were able to help people with complex health needs, or those nearing the end of their lives, to remain at home through the provision of extra support staff.



By increasing services in the community, we are able to provide better support to those in need and reduce the pressure on acute facilities

And delivering more

We also increased the number of services we provided across seven days rather than just the traditional five; recruited more therapy and other community staff to care for people at home; linked with nursing homes to use beds for those unable to be cared for at home but who did not need hospital care and provided additional and more highly skilled staff within our community hospitals so we could care for more seriously ill patients.

153,310 District Nurse contacts for people living in their own homes

1034 hospital admissions avoided through care packages in the home

100% of referrals to our social care teams responded to within 3 days



We hugely value feedback from all our service users and partners. If you would like to let us know about your experiences or if you have any suggestions for us then **please do email us at** customercare@sirona-cic.org.uk

You can also write to us at:

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Clara Cross Lane
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