

# New website will enable radiology directorate to compete in the new NHS

## IM&T

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

The website aims to enhance the profile of the Radiology Directorate and increase awareness of the wide range of services on offer. Crucially, the website will also act as an information resource for patients, offering internet access to a wide range of information.

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

- Patients are the primary target audience in light of 'patient choice', which enables patients to choose a hospital according to what matters most to them. This could be location, waiting times, reputation or clinical performance. It is imperative to provide patients with as much information as

possible, not just about the Directorate, but also about its clinical procedures. A range of patient information leaflets is available for download, particularly around common and complex procedures. The bulk of the site has been dedicated to the services provided and has been divided into two sections – specialities and modalities. This is particularly useful as both sections interact with each other by hyper linking modalities appropriate to the specialities and providing audiences with an insight into both areas.

- Clinicians – In light of the Government's White Paper, it is essential to advertise the directorate's services, particularly to GPs, and ensure they are easily accessible. Taking this into account, the website has a 'Meet the Team' section which publicises and promotes the high calibre of clinical staff through public profiles which include contact details.
- Prospective employees – This recent addition to

the website provides key background information about the Directorate – looking at the population it serves, its specialities as a Trust and information about its 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. There is also a section where current employees talk 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 internal intranet site. The directorate is currently in the process of setting up the password protected aspect of the website enabling key information, such as the local induction and IR(ME) R documentation to be available to staff wherever they are.

The website launched in September 2010 through the Radiology Communication Strategy Group, where it is continually being refined. Some exciting 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.
- Promotion of MDT meetings via the website.
- A recruitment video with staff experience interviews.
- Promotion of internal audit and research.
- SpR and Nursing

Training & Development information.

The Directorate welcomes any thoughts and suggestions. Please forward these on to [judi.humphreys@heartofengland.nhs.uk](mailto:judi.humphreys@heartofengland.nhs.uk).

With very 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).

