



**Guy's and St Thomas'**  
NHS Foundation Trust

# **Patient information service**

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**PIF webinar on patient information processes**

**14 September 2020**

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# About the service

- Team of three
- Part of the communications department
- Service is accountable to Trust's Risk and Assurance Committee (sub-board committee)
- 1,500 live leaflets plus films, books and other assets
- Work across 120 departments/services
- Work with 30 local patient information leads within these departments/services
- Leaflets downloaded 65K times from the public website in 2019

# What we do

**We act as the gatekeepers of information for our patients. Our process includes**

- **Checking branding and style guidelines**
- **Challenging if existing information is already available externally**
- **Checking if evidence based**
- **Checking peer and patient reviewed**
- **Copyright permissions on images**
- **Checking for conflict of interest**
- **Seeking approval on medication accuracy**
- **Proof reading and editing materials ensuring each material**  
is accurate and easy to understand; is well laid out; avoids repetition, acronyms and jargon; is in plain English

# We are evolving

**Major upgrade of the Trust's public website**

**Moving away from PDFs to meet accessibility legislation**

# The challenges

- Different way of working for the team
- Hard editing of each leaflet
- Major review of our existing information pages
- Acceptance from clinicians and patient information leads

# Feedback

“Thank you so much for doing these leaflets and making them so accessible.

My mum might not even need this procedure, and it won't even be at Guy and St Thomas's but living 100 miles away and hearing she might need a procedure is so worrying for me. Having accurate, trustworthy information is the only way I have of coping and this leaflet has been the most helpful thing I've read since I found out she might have stones in her liver or biliary tract (we both had our gallbladders out a couple of years ago).

The talking through of what will happen during the procedure invokes the reassurance and trust that NHS staff have always inspired. Thank you so much.

Sorry this is so disordered. I rarely write the thank you notes I want to, so I wanted to get this down and out to you while I still could. Thank you again and please thank everyone involved and pass on my heartfelt plea for more of these detailed leaflets to be available. It doesn't matter if the procedure is slightly different in different hospitals (to me, anyway) it's the having something sensible there to anchor to.”