

## Message from the Chief Executive



Healthcare and homecare are very important and the service we deliver is vitally important to our customers. A recent quality survey of our customers produced a 91% satisfaction with our service.

That is good, very good! Now I want to concentrate on the 9% that, for one reason or another, thought we could do better. I agree with them. 100% is the preferable goal, 98-99% is achievable, 96-97% is perhaps more realistic, as no one can please everyone all the time.

## Staff Uniforms

As soon as I announced in the last issue of the Newsletter that there was a chance to model the new uniform, crowds of staff gathered at Head Office. There were so many hopeful volunteers that fighting soon broke out in the queue! So rather than upset everyone, we thought one pressed woman would be worth ten volunteers (or is it the other way round?!). Mary Wraight was a great choice!

Mary is well known to the Amble, Morpeth and Alnwick clients as she is the Senior Carer for that area. Mary is originally from way down South, but thankfully has made the North East and in particular Northumberland, her home. Some of her team (Vicki, Emily, Laura, and Louise) think she is beginning to show a change in her accent, or is it just wishful thinking?



Mary tells me she loves her clients and has made many friends. From what we are told, that feeling is reciprocated. Bad weather is the usual cause for delays in service. When it snows in rural Northumberland you really know about it and Mary says that is the hardest part of the service. 'Knowing my friends need me and I can't get to them'. Thanks for caring Mary and thanks for modelling—you look great.

Sometimes we turned up later than the 15 minutes variation. Sometimes, we didn't wash the dish cloth out properly or we made the wrong meals at the wrong times, and sometimes we sent too many carers at the same time.

It has been suggested to me, that the points which have been raised are minor. I disagree. To the customer they are very significant. We are all about standards and the delivery of a consistently good level of care every single time.

In case you think I am not pleased with the results, nothing could be further from the truth. I am delighted. We are improving all of the time.

However, none of us can relax or be complacent as 'personalisation' is already coming online.

Julie said to me "its all work, work, work, you never take me anywhere". So I took her to the kitchen, "Here you are love, you haven't been in here for months!" Boom Boom!

You may not be familiar with it's significance yet, but essentially, and at long last, it will give the customer genuine choice to select which care provider to go to. For the success of this company we should all want it to be Philip Parkinson Homecare!

We can try to secure the support of our clients making sure we do the little things that matter. 500 years ago, the Renaissance architect and famous artist Michelangelo said, "the devil is in the detail". How right he was! It is so particularly applicable to the service we provide.

So be proud of what we achieve. Look closely at your service delivery, take advantage of the training courses and finally, don't forget the paperwork! Keep good records of all that you do and be the carer that the client wants back in their home!

My sincere thanks to everyone and have a great Easter.

*Philip*

## Appointments



Nicola Marshall is the new Regional Manager for the Tyne and Wear area. She already has NVQ level 4 and is enrolled on her Leadership and Management Skills in the Care Industry Award.

## A True Story

It was three years ago when my best friend was diagnosed as HIV+.

After numerous tests and biopsies she was finally referred to haematology. It was a long drawn out process and as her friend, I went through the whole range of tests with her.

The hospital staff break the news to you. I watched her break down in shock and my heart ached for her. Her first question was "When will I die, have I got long to live?" I think that question explains how a lot of people feel and how ignorance plays a major part in society.

My first comment to her was, "Don't worry you aren't going to be on your own". I think that is how I would like others to be towards people living with HIV.

The diagnosis was not originally suspected as she is heterosexual. Most people assume that it is gay men who are more at risk when actually there are a higher percentage of heterosexual people with the status.

After the diagnosis was made, she was referred to the GUM clinic for confirmation.

Being referred to the GUM clinic is a real 'kick in the teeth', as there is stigma towards attending the Genito Urinary Medicine clinics.

Sadly it was confirmed and another referral was made.

## Views from the Edge

Mrs Ewart in Northumberland told her Care Manager that "the best part of being ill was meeting Philip Parkinson's carers". When I was told that, I was delighted. What a wonderful compliment! Of course we all hope that Mrs Ewart recovers quickly and have thanked her for her very kind comments.

Many of our service users have unusual lives and some live in difficult circumstances. No-one plans to live with illness or carers and with that in mind I have asked a number of clients to consider writing observations on their lives and what *Caring* means to them. This could be a revelation to some readers and you will perhaps find our first submission 'A True Story', emotional and inspirational.

This time to yet another specialist department within a local hospital.

There she had weekly check-ups for over a year before they cut the appointments down to every 3 months. I was not prepared to let her go on her own or to face the challenges alone; this is when I realised how much of a strain it is emotionally for a third party.

I actually felt heartbroken as I thought I was going to lose my best friend through an infection which was transmitted through no fault of her own (sexual assault).

### "When will I die? Have I got long to live?"

The staff in the clinic were excellent and offered support for me as well as my friend. Everything is done in the strictest of confidence. Even the patient isn't known by their name on the records. e.g. SD528. No names were used and where prescriptions were printed they used the same unique code.

She had to see a number of people, including social workers, psychologists, specialist nurses and sex counsellors.

Being HIV+ has a knock on effect with regards to everyday living. Life and travel insurance are one thing, paranoia another. She was worried about bleeding and when I went to her house she made me wear gloves all the time in case she cut herself. It took a lot of persuasion to get her to allow me take my gloves off.

I never felt at risk and medically it was Minor. This was a psychological symptom she had with the process of accepting her status. The whole process was like grieving.

She questioned everything about her life. "Why me? Am I such a bad person, is this what I deserve?" then came the anger stage when she became very nasty too.

She was very down and emotional which triggered deep bouts of depression. This made it harder for me (the outsider) to support her as she pushed me (and others) away for the fear of passing on the infection via normal contact.

It has only been in the last year that she has accepted it and is living her life again now. She is living with a strict medication regime. It MUST be taken at a certain time every day, no earlier or later. She takes hers at 9pm. I have actually set the alarm on my phone every day for 9pm to make sure she has taken her meds. She doesn't forget but is very paranoid in case there is a time when she might, which is why she likes me as a backup.

There are specialist social groups which only people living with HIV are allowed join. To do this they need their unique ID number. It is a very close knit group and they support each other as sharing their status is such a big deal and effort for them. I remember when she had to tell her sister. It took four attempts to actually say the words, in the end she couldn't and I had to.

I think that it is only now that I would say she feels comfortable with herself as a person and not "a leper". However, even though she is on medication for the rest of her life, this is the beginning of a new stage in her life and it is a time to live and be happy.

*A friend*

Philip Parkinson Homecare provides specially trained staff for people who need extra help and this care is given in a professional and understanding way.

# Investors In People (IiP)



Welcome to **Investors in People (IiP)**. The purpose of this article is to introduce IiP into our workplace for the first time. It will also give you essential information about PPHCare and about the IiP programme to which we are dedicated to achieving.

## Commitment

PPHCare is committed to the effective development of our staff in line with the principles of the IiP standard. The personal commitment of Philip as CEO is to lead by example and provide the resources to achieve this goal. The Management team regard the achievement of IiP as key to the growth and development of the organisation. This will only be achieved through the development of our entire team.

Laura King is responsible for the implementation of IiP and she will communicate regularly with all staff by a variety of methods. Communication is a two way process and your comments, views and suggestions will be requested. Your contribution is valuable and is actively encouraged. See the feedback box on the right.

## What is it?

IiP is a standard of best practice on business performance. It is all about people and their learning and development within the organisation. Learning and development includes any activity that develops skill, knowledge and attitude. Our people are our greatest asset and it is important that everyone knows what the goals of the organisation are and fully understands their role in achieving these goals.

## Challenges

Current challenges facing us in the Domiciliary Care sector include:-

- Continued growth and expansion of the organisation
- Cost pressures forced upon us by our service commissioners
- Increased competition in the market place

## Benefits

PPHCare is totally committed to achieving IiP and strongly believes that the benefits to be gained will make a real difference and significantly assist us in achieving our future business objectives.

Benefits the organisation will receive include:-

- Improved performance of the organisation
- Better team working
- Greater focus on providing exceptional standards of service delivery

Benefits you will receive include:-

- Development of your personal skills, knowledge and experience
- Improved communication skills
- Less feeling of isolation and greater focus on being part of a team
- Recognition of your contribution to the success of the organisation

## What will you have to do?

All staff will be required to contribute to the IiP initiative by being aware of the business objectives and your role in helping achieve them. The organisation has a Mission, a Vision and Core Values, listed overleaf. Everyone must take responsibility for their own performance and communicate any concerns and/or praise you may have about

Individuals and teams as well as Head Office staff relating to learning and development. Initially we will commence with a number of questionnaire type assessments to gauge opinion and performance. It is important that everyone engages with this first step and continues to be involved in the process. Assessment will be carried out by independent IiP assessors where almost everyone will be asked to contribute.

## Feedback

Please communicate on any learning and development issues, By any of these options:-

Email:-  
iip@pphcare.co.uk

Telephone:-  
0845 370 1230

Fax:-  
0191 265 9631

Post:-  
Philip Parkinson Home-care, Suite 12, Quay Level, St Peter's Wharf Newcastle upon Tyne NE6 1TZ

Please provide your contact details so that issues can be discussed although anonymous feedback will still be given attention.

# Vision

To be the provider of choice for exceptional service delivery.

# Mission

- We will continually assess and improve our organisation to ensure that the high standards of service delivery are maintained and improved by using strong leadership and example.
- The respect, privacy and dignity of the people who use our service will never be compromised.
- We will achieve our vision by continuously developing the motivation and expertise of our team members who will provide our service with integrity and enthusiasm and deliver it safely and efficiently.

# Core Values

- **Assurance**

We passionately believe that our team members are people who want to work with people and that the safety and security of those who use our service is delivered by people who truly care.

- **Team**

We will work to develop, challenge, reward, listen to and fairly treat all team members. We will redefine standards of excellence by encouraging open communication, teamwork, enthusiasm and innovation by supporting each other. We will invest in training and provide resources to ensure that all staff have access to and opportunities for continued personal development.

- **Integrity**

Honesty, fairness and trust are the foundation of all of our dealings with people who commission or use our service. We are committed to the highest standards of honesty, transparency and openness.

- **Client Satisfaction**

We will strive to exceed client expectations and build our company reputation.

- **Innovation**

Our service delivery will not be limited to outside expectations. We will constantly strive to provide over and above that which is expected of us. Where we can do – we will do.

- **Communication**

We will ensure regular communication with all of our team members and we will take responsibility for actions and expectations that have been assigned to us.

- **Accountability**

All team members are expected to provide the right service, in the right place, at the right time, with the right equipment and to take direct action by providing immediate feedback where these standards are not achievable.

## Contact Us:

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