



patient news

Autumn/Winter 07



Welcome to our latest patient newsletter.

With autumn well and truly here, I hope you managed to survive the erratic summer climate and are now looking forward to more clement weather in the seasons ahead!

Like the weather, the past six months have been eventful for us too. As reported in the last issue, we are now part of the Department of Health's Extended Choice Network meaning that the Centre is accessible to patients and GPs throughout the whole of the UK. This has already yielded results with new patients registering from outside of the local area. Our reputation obviously precedes us!

As you will see when reading through this edition, the feedback from our patients about their time spent with us has again revealed that we continue to maintain our excellent high standards of care.

As a charity we are always truly grateful to our kind benefactors for the donations we receive and so I would like to thank you for your assistance in helping us achieve our goals to enable The Horder Centre to transform the lives of as many more patients, as possible. On this note, I would also refer you to our fine selection of Christmas cards, which can now be purchased from the fundraising department.

On another note, we are happy to welcome some new arrivals to our team and sadly, we say goodbye and give our good wishes to our Director of Quality, Lene Gurney who is moving on to pastures new.

Finally, may I take this opportunity on behalf of everyone at The Horder Centre to wish you all a very Merry Christmas and Happy New Year!

Diane Thomas
Chief Executive, The Horder Centre

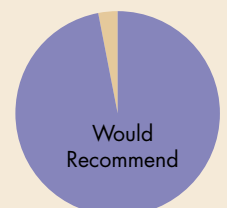
PATIENT FEEDBACK

At The Horder Centre, feedback from our patients is extremely important to us, we need to know how our patients felt about their experience, if there are areas that could be improved. To this end, we ask all of our patients to fill out a patient questionnaire which is sent out several months after their operation.

Analysis of the data received shows that our patients choose the Centre firstly because of the quality of care and secondly, by recommendation – reinforcing our reputation as a “Centre of Excellence.” Cleanliness and the friendliness of staff also rate highly with our patients.

Of those who returned the most recent patient questionnaires, 97% said they would recommend The Horder Centre to a friend. A total of 99% of the patients rated the services provided at the Centre as excellent, very good and good and 100% rated the cleanliness as excellent, very good or good.

97%
would recommend
family and friends



99%
rate services
as excellent,
very good
or good



FORMER HORDER CENTRE PATIENT SUE MARSHALL TELLS HER STORY

Sue Marshall is a shining example of how treatment and surgery at The Horder Centre can truly change a person's life. Sue, who lives only a few miles from the Centre in Five Ashes, East Sussex, recently had a Bilateral Hip Resurfacing operation. Her stay at The Horder Centre only amounted to four days, but the impact of the procedure will last for many years to come. Here is her story.



Before treatment Sue's life had been a story of gradual decline in mobility and of pain and use of painkillers. She said: "Before my operation I could barely take the dog for a 15 minute walk. It was awful and I was in a lot of pain. Fortunately, a friend recommended The Horder Centre and the surgeon Mr Apthorp and since then I have never looked back! I was in the hospital for four days and the entire time I was there the staff were extremely helpful and friendly."

As well as wanting to acknowledge her excellent surgeon and the staff, what has made Sue keen to share her story is the outcome after her operation. Since treatment Sue says that her life has been revolutionised, and she can do so many things that were too difficult before. She can now walk long distances, play tennis and is completely pain free. In fact, she has just returned from a holiday in the Scottish Highlands that involved walking up hills and mountains for hours at a time. That just wouldn't have been possible before her operation.



Since her operation, Sue says she has already recommended The Horder Centre to friends and always does whenever she gets the chance.



GOLFING DAY BLASTS ITS WAY TO SUCCESS!

On a gloriously sunny day in September, our third annual fundraising golf tournament was held at the East Sussex Golf Course and started off with a bang as 100 players set off around the course to a shotgun start.

With a 30% increase in players compared to last year, the teams of consultants, suppliers, former patients and supporters of The Horder Centre, set off at 12pm and played the course in an average of around 4-5 hours.

The evening supper for around 125 guests took place in the club house and featured a message of thanks from The Horder Centre's Chief Executive, Diane Thomas, followed by the awards ceremony hosted by Karen Planterose, Director of Operations. Ten awards were presented including Overall 1st Winner, Andrew Turner (seen here with Mike Fordyce, the Chair of the Centre's Medical Advisory Team), Overall 2nd Winner, Neil Sulke, Overall 3rd Winner, Victor Chan, Best Lady, Denise Lamb, 2nd Lady, Deidre Winchester and Longest Drive, Hitas Chudasama.

Commenting on the day, Diane Thomas said: "The whole event was a huge success and we were overwhelmed by the support and generosity from all of our supporters. I would also like to acknowledge the unfailing support from The Horder Centre employees and the staff of the East Sussex Golf Course who all contributed to the smooth running of the event. The monies raised will go towards the Centre's charitable purpose and to make its care and treatment programmes accessible to as many patients as possible."



A day in the life of Glenda Rogers, The Horder Centre's Human Resources and Public Relations Manager



A NEW FUNDRAISING AND MARKETING TEAM FOR THE HORDER CENTRE

We are delighted to introduce you to our new fundraising and marketing team who will be responsible for raising funds and the profile of the Centre.

Heading up the team will be Glenda Rogers, the Human Resources and PR Manager, whose "Day in the Life of ..." feature appears opposite.

Ryan Pitts (above) has joined as the Centre's Marketing Manager. He will initially build upon the marketing and PR activity started by our integrated marketing agency, Realia, whilst considering the full marketing mix in detail. He will focus on creating wider awareness of The Horder Centre in key catchment areas including Tunbridge Wells, Sevenoaks and Maidstone.

He will also work closely with new Fundraising Assistant, Angela Reynolds, who will deal with legacies, donations and organising events. Her background includes experience in organising charity events and she is looking forward to making a positive impact at the Centre.

There is no such thing as a "typical day" for me at The Horder Centre because people are so unpredictable, meaning that every day is different. However, it is safe to say that it normally starts with someone knocking at my door!

In my role as Human Resources and Public Relations Manager, I come into contact with all types of people from interviewing staff to networking with various organisations in order to promote the charitable work of the Centre.

I joined The Horder Centre around 10 months ago as Human Resources Manager and was delighted to be promoted to take responsibility for our Public Relations activity. I currently manage a team of four.

My HR remit includes policies and procedures, recruitment, training, payroll and advising colleagues on personnel matters. The public relations side of my role includes overseeing the PR and marketing function and taking direct responsibility for fundraising. This aspect of the job includes developing a fundraising plan to help raise additional funds for The Horder Centre and achieve our objective to become the number one independent orthopaedic hospital in terms of the services we are able to provide.

Fundraising is very important as it allows us to pay for improvements and purchase specialist equipment we would otherwise be unable to afford. My role involves promoting the hospital as a "Centre of Excellence" in the local area and throughout the South East, as well as helping to make it a place where people want to work.

We currently have a number of events in the fundraising calendar including our annual golf day and the hippy walk, and we recently celebrated World Arthritis Day (October 12) raising over £250. But we're only just getting started - many more events are planned for the year ahead.

Another development is the plan to create a volunteer base at the Centre, and I hope to enlist the help of anyone willing to give some of his or her time in the cause of The Horder Centre. The bank of voluntary workers will provide help and support to the patients and staff and increase the Centre's profile in the local community. I am particularly looking forward to this challenge as I enjoy working with a loyal and dedicated team of employees and eventually I hope to be responsible for every aspect of the 'people' side of the organisation.

So, as I said, my days are always varied but never dull. There is a lot of work to do, but I believe I have the support to do what is needed to make a huge impact on the lives of both staff and patients alike.



The Horder Centre Raises over £250 on World Arthritis Day 2007

Staff and patients at The Horder Centre marked World Arthritis Day on October 12 with a series of displays and fundraising activities. These included a raffle, a competition and the sale of bone themed confectionary. In total the event raised over £250 for the charity.

This year, World Arthritis Day focussed on 'small things matter', and the impact that these have on people suffering from the condition. To illustrate the point one of

the Centre's displays showed images of the various everyday tasks that arthritis sufferers find difficult, such as turning on the tap, doing up a button and tying shoe laces.

Team Leader Clinical Support, Zena Cooper (left) and new Fundraising Assistant, Angela Reynolds get ready for the World Arthritis Day raffle.



Consultant Focus – Mr Kumar

I have been a Consultant at the Kent & Sussex Hospital since July 2006 and began working as a Consultant at The Horder Centre in May 2007. My specialist areas include hip surgery, and pelvic and acetabular trauma reconstruction.

The Horder Centre has set a very high standard in delivering excellent care to its orthopaedic patients and I believe that its patient-centred approach, efficient management and the dedication of the friendly staff have all contributed to its great success.

I completed my MBBS in Chennai, India. Later I was selected for

the South East Thames Specialist Registrar Training Programme where I underwent comprehensive training in Trauma & Orthopaedics. I completed a Fellowship in Hip Arthroplasty at the Royal National Orthopaedic Hospital, Stanmore followed by a second Fellowship in Pelvic and Acetabular Reconstruction at the St. George's Hospital, London.

When I am not working, I enjoy photography and playing badminton. I would like to re-start mountaineering but I am currently being kept busy playing with my two sons!



Lene Gurney has been at The Horder Centre since 1989 when she was appointed to set up the orthopaedic unit.

“When I arrived, the theatre was a shell and the wards had just been gutted.

WE SAY GOODBYE TO A LONG-STANDING MEMBER OF STAFF...

Together with the Theatre Manager, I was involved in all aspects of the project from appointing staff to purchasing medical equipment such as defibrillators, right down to buying the loo brushes! It was a very exciting time and we were thrilled to welcome our first patient on September 29, 1989.”

She also remembers fondly the opening of the Centre's Outpatients Clinic and the two new state-of-the-art theatres back in 2003.

Lene has been in her present position as Director of Quality for three years. In her role she has been responsible for leading clinical governance,

implementing Healthcare Commission Regulations, risk management procedures and leading research studies with partners such as Stryker.

After her years of service, Lene has decided to spend time finishing her BSc (Hons) Health Sciences degree, conducting some consultancy work and spending more time at home pursuing her hobbies. She concludes: “I have a horse, who knows my friends better than me, so I think now is the time to rekindle our relationship!”

A HAPPY, HIPPY BUT WINDY WALK

In typical British fashion, it was cold, it was wet and it was a bank holiday but that didn't stop the intrepid members and supporters of The Horder Centre bravely taking part in the Rotary Club of Eastbourne's Funwalk and Funday on May 28.

Despite the conditions the group of hardy walkers took to the seafront and walked an impressive three miles to raise money for the Centre.

Commenting on the day, a rather windswept Diane Thomas, Chief Executive of The Horder Centre, said: “We've had a great day, met some enthusiastic walkers and, importantly, raised some funds for our hospital.”

The Funwalk and Funday is now in its fifth year and features lots of fun for all the family including a fun fair, balloon race, brass, pipe and steel bands and over 30 charity stalls.



PATIENTS FROM FAR AND WIDE...

Earlier this year, The Horder Centre was appointed by the Department of Health to the Extended Choice Network (ECN) programme.

The nationwide programme means that the Centre is accessible to every patient and GP in the UK offering more choice on how, when and where they wish to be treated. Patients and GPs can view the hospital's available outpatient appointment slots and then book directly on-line.

As a consequence of the Centre's appointment, patients are beginning to come via the Choose and Book referral service meaning that our clientele is not just local to the hospital.

Two examples include Mrs Renney, an 83 year old lady from Lancashire who had a hip replacement in May. "Although I live some way from The Horder Centre, I had heard about it from a relative who lives nearby. I approached my Primary Care Trust and was able to arrange my appointment using the Choose and Book service. It was no problem at all: it was good to know I could go somewhere that had been recommended to me. I had an excellent stay and they were all very kind and looked after me well." Mrs Renney is now recovering well from her operation and is back at home.

Another patient who booked through the Choose and Book referral service was Mr Eric Downes, from Snodland in Kent who

had a full hip replacement earlier this year. He said: "I rang The Horder Centre, made the arrangements and my appointment letter came through within a fortnight. I was really pleased with the service and the fact that I could choose where to have my operation. In my case it really seemed to speed things up. I now tell all my friends about how Choose and Book works." He added: "The Horder Centre staff couldn't have been more helpful, the place was so clean and everyone was so helpful and friendly I couldn't fault a thing." Mr Downes is recovering well and says he can now walk a good 2.5 miles per day - "I am the best I have been for years!"



More patients are choosing The Horder Centre



Patient Choice is enabling patients, with the help of their GP, to make informed choices on where they wish to receive their care and treatment.

The Horder Centre, which is providing elective orthopaedic surgery under the Patient Choice initiative, is becoming a very popular choice with local patients.

The three main reasons why The Horder Centre is chosen by patients;

- The quality of care
- Word of mouth recommendation
- It's reputation as a "Centre of Excellence"

Other reasons why The Horder Centre is chosen continue to be;

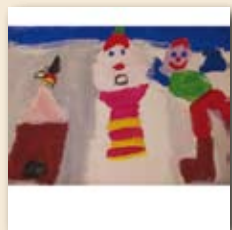
- Cleanliness
- Low infection rates
- Quality of consultants
- Warmth and friendliness of staff
- Free car parking



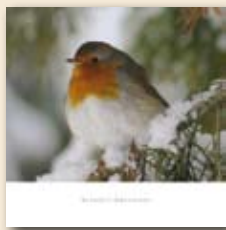
CHRISTMAS CARDS NOW ON SALE

Order today to avoid disappointment

Each year we offer a collection of Christmas cards and this year is no exception. Thanks to the support of our patients, supporters and friends the money raised does make a difference to our fundraising efforts. We hope you will help us to make this year's total our best yet!



Design A
(includes
2 designs)



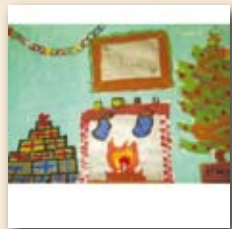
Design B



Design D



Design E



Design C



Design F

Free postage & packing

Postage and packing is free although any donations to cover this cost would be greatly appreciated.

Card selection	No. of cards per pack	Card size (cm)	Cost per pack	No. of packs required	Total
<i>Design A</i> – St John's school	5 of each	12 x 12	£2.50		
<i>Design B</i> – Red Robin	10	14 x 14	£2.75		
<i>Design C</i> – Winter Afternoon	10	16 x 16	£3.50		
<i>Design D</i> – The Watchful Star	10	23 x 8.5	£2.75		
<i>Design E</i> – Snow Tree	10	23 x 12.5	£3.50		
<i>Design F</i> – Under the Tree	10	23 x 12.5	£3.50		
Please make cheques or postal orders payable to 'The Horder Centre'. If you require a receipt, please tick the box <input type="checkbox"/>			Total cost of order		
<i>Thank you for your order.</i>			Donation for postage & packing		
			Total payment		
<i>giftaid it</i>	Use Gift Aid and you can make your donation worth more. Every pound you give to us we will get an extra 28 pence from the Inland Revenue. So just tick here. It's that simple.*				

Your details: Please complete using BLOCK CAPITALS.

Name:

Address:

Postcode: Telephone no.

Please POST your order to Angela Reynolds, Fundraising Assistant, The Horder Centre, St John's Road, Crowborough, East Sussex, TN6 1XP.

Alternatively EMAIL your order to angela.reynolds@horder.co.uk. TEL 01892 665577

* To qualify for Gift Aid, what you pay in income tax or capital gains must equal the amount we will claim in the tax year.



Your feedback

If you would like to give us any feedback regarding any of the articles or the newsletter in general, please email: info@hordercentre.co.uk or write to Ryan Pitts here at the Centre.

Tel: 01892 665577 Email: info@hordercentre.co.uk www.hordercentre.co.uk

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