

**PRESS RELEASE – 20 November, 2018**

**Bright stars at South Tyneside and City Hospitals Sunderland NHS  
Foundation Trusts in line for major awards**

South Tyneside and City Hospitals Sunderland NHS Foundation Trusts are shortlisted in the prestigious Bright Ideas in Health Awards for improving patient care through innovation.

South Tyneside is a finalist in the Research Impact: Improving Patient Care category for leading collaborations to deliver practice-changing research and City Hospitals Sunderland's Innovation Team is nominated for the title of Innovation Champion of the Year.

The Bright Ideas in Health Awards, now in their 15th year, are organised by The Academic Health Science Network for the North East and North Cumbria. They celebrate the achievements of individuals and teams working within the NHS, industry and academia who have risen to the challenge of identifying how and where services provided for patients can be improved, either through a technical innovation or through better service delivery.

Ken Bremner, Chief Executive of South Tyneside and City Hospitals Sunderland NHS Foundation Trusts, said: "Every day, our staff in many and varied roles are working to develop innovative solutions to the healthcare challenges that we face and I'm very proud to see the efforts of these innovators being given well-deserved recognition through these awards."

The Innovation Department was established at City Hospitals Sunderland in 2015 and now promotes and co-ordinates an innovation culture in the South Tyneside and Sunderland Healthcare Group, across both Trusts' hospital sites. The Director of Innovation, Consultant Obstetrician and Gynaecologist Mr Kim Hinshaw, Deputy Directors, Neonatal Consultant Dr Imran Ahmed and Consultant Ophthalmologist Mrs Deepali Varma, and Innovation Scouts from several departments undertake their

innovation work alongside their busy Trust roles. Their goals are to identify and address unmet needs in the healthcare sector and improve patient experience and patient care, as well as to identify cost efficiencies and generate revenue which can be used to further improve patient care. Since July 2018, every idea that is submitted for assessment is put forward through the Trusts' Excellence Reporting system for acknowledgement by the Chief Executive, with innovators receiving a personal letter of thanks. Each idea submitted is valued and acknowledged and feedback is provided irrespective of its complexity or potential for an innovative outcome.

At South Tyneside NHS Foundation Trust, the team led by Professor Colin Rees, Professor of Gastroenterology, Newcastle University, and the Trust's Research & Development Director, spearheaded ground-breaking research collaboration aimed at developing world leading, practice-changing endoscopy research.

Two trials were managed and delivered by the Trust and their academic partners, North Wales Organisation for Randomised Trials in Health and Newcastle University. The highly successful collaboration facilitated research delivery at an unprecedented pace and scale and, as a direct result, it was announced by NHS England that the 'Endocuff Vision', a single use, disposable device, developed by ARC Medical Design Limited and designed to enhance colonoscopy (an investigation to detect and prevent colorectal cancer), would be fast tracked for use in the NHS, potentially saving lives.

The Bright Ideas in Health Awards ceremony will be held at the Hilton Hotel, Gateshead, on Thursday, November 29th. The same South Tyneside-led research collaboration is nominated in the British Healthcare Trades Awards, the winners of which will be announced at Alton Towers Hotel, also on November 29th.

**Ends**

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