

How can we improve recruitment – especially in Paediatrics, anaesthetics and maternity?

Trust
An evolution
Positive way forward is to
make a success of a few
things and build on
them....

Let us know your ideas

Have a stronger voice if the
community works together with
the NHS locally, to make the case
to central government

12 months uncertainty –
Starting point – verbal
commitment

People get asked to go to
so many things but
nothing happens –
3rd lot of talking

Would this have
happened anyway?

How can we improve recruitment – especially in Paediatrics, anaesthetics and maternity?

Listen to what has already
been said

Lay people involved in
CQV inspections –
Improve pre-
engagement processes

Overcoming apathy

Looking at how we convince the
community that this time it's
different

Need some reassurance
that they want to work
with what the public
want.....

Working towards what
people really want

How can we improve recruitment – especially in Paediatrics, anaesthetics and maternity?

Make it a friendlier environment for people to come in –
Need to make things as welcoming as possible

Encourage HW to bring in the community to respond

Social Factors
Mental health / substance use
Where can we take ideas?
ICC's / GP's?

Keen to see these things develop to help with....
Obesity,
Diabetes,
Long term conditions,
Diet and exercise

“Preventative Community based support”

Need to go out and see people

How can we improve recruitment – especially in Paediatrics, anaesthetics and maternity?

How can we help?
What can we do?

Share ideas about
recruiting and
attracting staff.....

Have a list of contacts to
give to people to help them
find relevant social and
sports groups to help them
integrate

Link through to larger hospital
“Become the first step on the
career ladder”

Gain confidence of the
public –
See the trust in a positive
light
Gain confidence of the
medics as a great place to
live and work

Promote low cost
housing
Quality of life

How can we improve recruitment – especially in Paediatrics, anaesthetics and maternity?

Change in

Instead of saying – if we cannot recruit in 12 months – we will not provide a CLU, better to say “Yes we will provide a CLU – let’s start recruitment (like Barrow)
Public will support this.

How can we improve recruitment – especially in Paediatrics, anaesthetics and maternity?

- Education,
 - Housing,
 - Emerging Health Care – easy access,
 - Dedicated HR manager for each speciality,
 - Assurance of service, “there is a future of this hospital”,
 - Invite short listed / applicant for 2 day event, take them around and show them positive image of Lake District”,
 - Complimentary Membership for recreation facilities for some defined time,
 - Good and friendly working environment,
 - West Cumberland Hospital was and can be big enough to cope, and small enough to respond in some emergencies of which there were many in the last 20 years,
 - To regulators “one size does not fit all”,
1. Job description (outcome driven) – flexibility in job planning,
 2. Use of social media – in a positive way. Attraction flexibility in the role,
 3. Locum – “work experience” – a day at West Cumberland Hospital or Cumberland Infirmary, Carlisle,
 4. Do some financial modelling for young medics about better off you would be working for the trust
1. Pitching the job right,
 2. Train people to a higher standard – with system support,
 3. What are we doing about retention? – What is the turnover, why are people leaving, do we let the public know if there isn’t a problem,
 4. Adverts in B&B’s and hotels where visitors come,
 5. Mentoring arrangements with retired Doctors in the community to link in with new recruits,
 6. Educate management about co-production. Manage need to meet with other industries to manage culture change,
 7. Not advertising for Paediatrics,
- Rota consultants across the 2 trusts – set out the expectations,
 - Uncertainty will not bring staff to West Cumberland Hospital. Need to commit to having the service (sustainability). They won’t come if it’s only a year,
 - Transport (Free) – dedicated transport between CIC and WCH, with WIFI and a place to work on transport,
 - Grow our own,
 - Attract people who are close to retirement,
 - Need to promote the benefits of working at WCH, i.e. promote what is different and the opportunities,
 - Promote what is going on in NHS – the good practices / ideas / initiatives,
 - Morale across the NHS – need to focus on the positives,
 - Student promotion about the trust,
 - Partner / Spouse recruitment,

- Retention is a major issue,
- Move – accommodation – will the trust pay?
 - Between trusts – WCH / CIC / Newcastle,
- Develop a unique selling point,
- Job security – nobody will come for 12 months,
- Encourage cross site working – WCH – CIC, so if option 1 describe work,
- Shared structure for all major employers,
- Positive media for education – WCH / west Cumbria,
- Social Network,
- We should Meisu as a mentor,
- Better communication with GPs – no existence,
- Leisure Pursuits / Nature;
 - Birdwatching,
 - Sailing,
 - Walking,
 - Climbing,
 - Cycling,
- Open day: medical input but then all of the social / living issues,
- International Recruitment;
 - Working as “Our NHS”,
 - Partnership Trust / Acute,
 - CCG – Collective Approach,