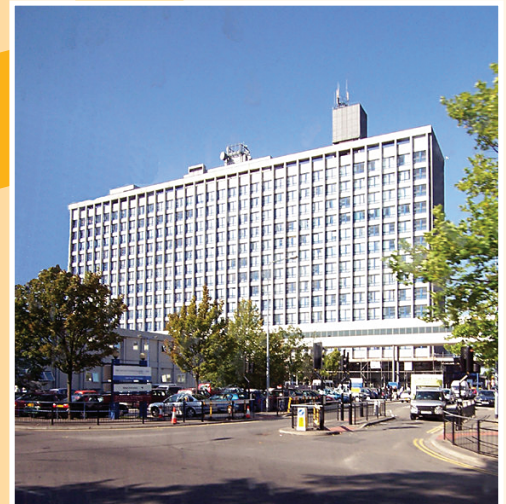


4C Strategies impress in Hull and East Yorkshire

With an annual turnover of £400 million, Hull and East Yorkshire Hospitals NHS Trust is one of the largest Acute Trusts in England. Based at two large sites in the Hull area; Hull Royal Infirmary and Castle Hill Hospital, the Trust employs over 7,000 staff in a variety of roles. As part of an ongoing commitment to improving patient care and its strategy to become one of the leading Trusts in the NHS, Hull and East Yorkshire is implementing three major developments on its Castle Hill site within Oncology, Cardiac and Surgery and Medical Research.



4C has been working with Hull & East Yorkshire Hospitals NHS Trust on their strategic communications review

Reviewing the situation

Given the size of the organisation and the demands placed upon it by these ambitious new developments, the Trust had already identified the need for a strategic review of its ICT infrastructure. With a wealth of experience in working with a number of NHS Trusts across the UK, 4C Strategies was retained to advise on and help address key issues within the review.

The key drivers identified by the Trust were:

1. The existing Castle Hill telephone system did not have the capacity to support the needs of the three new developments.
2. The existing Castle Hill telephone system also did not have the features to support the needs of the three new developments.
3. The Trust had identified that the existing telephone systems did not have the features necessary to support the emerging needs of other areas of the Trust.
4. The existing telephone systems were judged to be obsolescent.

4C Strategies



4C's role in this major project was to assist with the development of appropriate ICT strategies and the subsequent procurement and implementation projects. As part of their work on the project, lead Consultant Mark Sayers' specific brief was to:

- Assist in creating a specification and detailed user requirements for the deployment of IP telephony services into three significant new capital developments on the Castle Hill site
- Oversee the tendering and contract award against that specification and
- Provide technical support in developing a strategy for the transition to IP telephony services.

Praise for 4C

Martyn Smith, Deputy Director of Finance, IT and CRS at Hull and East Yorkshire was impressed with the professional approach, efficiency and commitment to quality service that Mark and the 4C team displayed throughout the project.

"Mark has provided a high quality professional service to the Trust and continues to do that as he 'hand holds' us through to completion of the schemes.

His work has covered everything, from defining and refining the original specification, to direct management of the contractors, detailed and iterative audits of our user requirements and ongoing management of all aspects of the project. His personal knowledge has been impressive and invaluable across all technical aspects of the scheme (network, voice, wireless, project management, cost management etc.) and he understands and can articulate the benefits impact that IPT can have on the business agenda facing us.

Mark has been available when required and has delivered to all expected outcomes.

Geography has never been an issue during this project and he has always responded positively to any last minute requests for meetings etc. When necessary, he has been supported by other colleagues from 4C. All of our contacts with 4C have been positive and professional."

Putting the solution in place

The outcome of the strategic review was that the Trust should upgrade its backbone network at Castle Hill Hospital and introduce a converged IP solution. Initially, the solution should be deployed into the three new developments as and when required. Then, over the next three to five years, the Trust should expand the new solution so that the existing systems can be taken out of service.

This may not be the end of the partnership between 4C and the Trust. 4C's performance so impressed the organisation that the Leicestershire based company will be invited to tender for further work. "Following the satisfactory completion of the three schemes, we intend to carry out a full stock take of achievements to date," comments Martyn. "We hope to commission 4C to carry out a comprehensive audit of the Trust network and telephony services, leading to a business case for the delivery of IPT across the Trust - subject to the necessary tendering requirements. I would unreservedly commend 4C for their performance and ability to carry out this type of project."

To find out how you can make more of your communications by having a clear strategy in place, contact 4C to arrange for an initial no-obligation fact finding consultation. **Visit our website www.4c.co.uk, call 01858 438 938 or email office@4c.co.uk.**

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