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Issue 76, March 2023

PEACOCK

The Friends of Moorfields Magazine



Inside:

- Report on our 2022 AGM
- Our 2022-2027 strategy
- Oriel update, news and more!



**Friends of
Moorfields
Eye Hospital**

A Note from Our Chairman

2023 is the year of our 60th anniversary, and it has kicked off in sparkling style with our Annual General Meeting. I enjoyed the opportunity the AGM provided to recognise a number of volunteers, through the presentation of certificates and badges marking service ranging from five to twenty years.

It was a particular pleasure to also recognise the outstanding contributions of one of our staff, Natalia Tomashpolskaya, who has completed twenty years of service with the Friends. Like all our staff, her contribution has been exemplary. It has been, and continues to be, deeply appreciated by all those who have come into contact with her.

Another recent event marked the extremely generous donation of £60,000 by Mr Rothin Banerjee, who was Principal Pharmacist at Moorfields from 1974 to 2001, not only allowing us to acknowledge his generosity but to also recognise and learn about his tremendous



contribution to the Moorfields Eye Hospital Pharmacy Department. The attendance of so many of his former colleagues, demonstrating enormous affection and respect for him, was fantastic testimony to his impact on the hospital.

Finally, as mentioned above, 2023 marks an important anniversary which we will mark appropriately later in the year – details will be shared soon. In the meantime, on behalf of our Trustees, I should like to thank our staff and volunteers for the wonderful work they continue to do.

***Tim Hutchings,
Chairman of the Board
of Trustees, Friends of
Moorfields***

Since you last saw us...

Here's some of what we've been up to since the last issue of Peacock:

We celebrated our new Volunteer to Career programme with an afternoon tea at the House of Lords, kindly hosted for us by our patron, Baroness Cumberlege.



For the first time since 2019, we attended Sight Village, a fair showcasing technology, support and services for people who are blind or visually impaired.

Our Volunteer Support Officers Liam and Robert visited dozens of schools, careers fairs and other events to tell people about our volunteer roles.

Our CEO Angela visited the annual World Association of Eye Hospitals conference in Baltimore to give a presentation on our groundbreaking handholding service.



We launched a new short film, *We Are Friends of Moorfields*, showcasing the outstanding work of our volunteers and highlighting the range of support we provide to patients and staff at Moorfields.

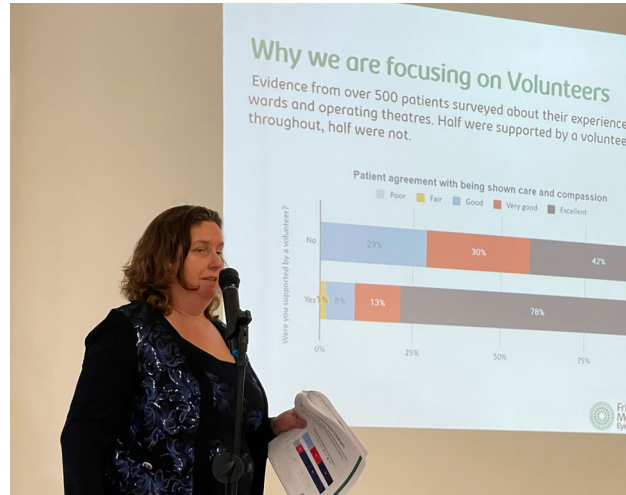
We recruited around 40 new volunteers across 8 sites!

Friends' AGM

The Friends of Moorfields' AGM for 2022 took place on 20 January 2023, welcoming dozens of members at St Luke's Community Centre and on Zoom.

Attendees enjoyed a presentation by Consultant Ophthalmologist Dan Gore on data-driven eye care, exploring how data in combination with artificial intelligence could lead to faster and better diagnoses and care. Dan also spoke on the Moorfields Keratoconus Risk Calculator, a tool funded by the Friends of Moorfields which helps clinicians decide how best to treat patients with keratoconus. Although it was funded and created at Moorfields, this tool is now available for free to clinicians everywhere.

Tim Hutchings, Chairman of the Board of Trustees, gave his report on the year's successes, and Chief Executive Angela Smith presented an overview of our strategy and the outlook for the next 12 months.



Moorfields COO Jon Spencer updated members on Oriel, the joint initiative between Moorfields Eye Hospital NHS Foundation Trust, the UCL Institute of Ophthalmology (IoO) and Moorfields Eye Charity that will see services move from Islington to a new, integrated centre on part of the St Pancras Hospital site in Camden.

Martin Kuper, Chief Executive of Moorfields, spoke about the future of eye care at Moorfields and nationally, as well as thanking the volunteers for their hard work and emphasising how the Friends of Moorfields support the Trust's values and strategy.

Celebrating our 60th anniversary

The Friends of Moorfields have come a long way since our founding in May 1963 – we started with 57 subscribing members and 103 donors, a grand total of £250 (around £6,700 in today's money) in our bank account, and a plan to recruit 30 volunteers at each of three main sites. Today, we have over 800 members, around 250 volunteers across several sites, and a broad range of activities and services.

Our original objective, set out in that first meeting, was: "The raising of money to be spent on increasing the comfort of patients and the nursing staff, outside allocation provided by the Ministry of Health, and the recruitment of volunteers to help in the many ways which are of infinite importance to the happiness and general welfare of the patients, many of whom for shorter or longer periods are unable to see."



The details may be different – our volunteers no longer write letters for patients or bring them the telephone trolley – but the aim is the same. Our new vision is that everyone who comes to Moorfields, for whatever reason, has the best possible experience.

We'll be celebrating this milestone with events across the year, including a party for volunteers this summer and a special anniversary edition of Peacock.

We're also pleased to announce that we'll be holding a patient information conference on November 4 – save the date and look out for more details soon.

Friends in the future

In early 2022 Moorfields Eye Hospital NHS Foundation Trust implemented a new strategy. It reaffirms the motivation that “People’s sight matters”; outlines the guiding values of “Excellence, equity and kindness at the forefront of eye care”; and provides a focus for transformation over the next five years: “Working together to discover, develop and deliver excellent eye care, sustainably and at scale.”

The Friends of Moorfields fully endorse this strategy and we are committed to supporting Moorfields to deliver on all its objectives.

At our recent AGM, our Chief Executive Angela Smith presented our own new strategy to take us to 2027, with four key strategic objectives:

To provide an effective, efficient and diverse volunteer service

This is our primary objective, and the area that we will allocate most of our resources to.

We have a fantastic team of volunteers carrying out numerous roles supporting hundreds of patients everyday. We want to ensure this service is:

Effective: We want to be clear that the roles the volunteers are undertaking are needed and wanted by the trust, and that the volunteers have the necessary skills to take on these tasks.

Efficient: We will make the best possible use of the volunteers’ time and place the right people in the right roles.

Diverse: We intend to promote equal opportunities for all and to ensure that the volunteer team is truly



reflective of the patients and staff at Moorfields in terms of age, gender, ethnicity, religion, and sexuality.

To Support Moorfields in the delivery of Patient Information, Engagement and Education

We will achieve this through managing the Health Information Hub, funding patient information videos and organising a patient conference to celebrate our 60th anniversary.

To Support Staff and Volunteer Wellbeing

We will continue to hold social events for staff and volunteers and to fund projects to make the hospital environment friendlier, such as fishtanks, artwork and flower beds.

To Remain a Sustainable and Respected Organisation

In the next five years, we want to secure grants and government funding, as well as find new and innovative ways to let more people know about everything we’re achieving!

Interview with Victoria Moore

Our Chief Executive Officer Angela Smith sat down to talk with Victoria Moore, Associate Director for Excellence Delivery at Moorfields Eye Hospital NHS Foundation Trust.

Tell us a bit about yourself and what led you to work at Moorfields.

I've worked in the NHS for over 15 years, and I've spent most of my time working across different areas of change management. Most recently I was leading sector-wide change in northwest London, moving specialist services around to try and get the best configuration.

I think it's a really exciting time for Moorfields. We've got brilliant ophthalmic brains thinking about how we can improve pathways and improve clinical practice, so it's a really exciting place to come and work. And I also have a bit of a personal connection with eyecare in that my granddad has type one diabetes and lost his sight when he was 42. So I

grew up seeing the challenges that it created in his life. He really would have benefitted from some of the pathways that we have today.

What is the excellence portfolio and how does it fit in with Moorfields' overall strategy?

The trust launched our new strategy in September last year. The new strategy is about working together to discover, develop, and deliver excellent eyecare sustainably and at scale. The excellence portfolio is designed to make sure that our project work is aligned around delivering that strategy.

We have four programme boards that sit as part of the portfolio: 'Working Together',

'Discover', 'Develop and Deliver' and 'Sustain and Scale'. They are all chaired by executive directors, and they are responsible for making sure that the activity within their program aligns to the strategy and that the projects that are supported within them progress as we expect.

Could you tell us about some of the projects that you are supporting?

Across the portfolio there are 65 projects. There's the Accessible Information Standard implementation. We are looking at how we integrate this standard across all of our systems, particularly knowing that we are moving towards digital pathways where we can. This project is working to integrate all the processes of making sure our patients receive



information in a way that works for them, and that we can flag that the first time that we interact with them, understand what needs they might have, and then be able to provide the information that works for them in a format that's most suitable. That sits under our 'Working Together' board.

Under the 'Discover' board we are supporting some of the most innovative things happening across the organisation, both in Research and Development, and across our Department of Digital Medicine, and there are lots of exciting things happening in this space. One good example is our

remote consent pilot. We have shown that people can consent to their surgery remotely. This gives them time to go away from a clinical appointment and consider the surgery and be able to consent to it before they next come into the hospital.

Under ‘Develop and Deliver’, one big stride forward recently has been our work with DrDoctor, a digital health company that aims to modernise how hospitals and patients communicate. We are working with them on a two-way texting service, and on ways we can make sure that gives patients the information they need.

Across ‘Sustain and Scale’, we have just opened a new private facility on New Cavendish Street, which is proving a popular new location for our private offer.

How do you see Friends of Moorfields supporting you and your team moving forward?

I’m really pleased you asked

that. We are passionate about making sure that the people who are involved in our services are involved in the changes that are made. We have a great project that has been funded by the Friends, using virtual reality headsets so that our staff can experience how it feels to be a patient with a visual impairment. We are moving towards the final stages of that project, making sure that as many staff as possible benefit from this interactive training.

We are really looking forward to supporting you with the 60th anniversary celebrations this year. We are excited to be working in partnership with you to make sure we can showcase some of the projects that we talked about at your conference and throughout the year. It will be fantastic to celebrate the Friends and the unique contribution that you bring.

Visit our website to listen to an extended version of this interview.

Oriel final approval granted and contract signed

In the last issue of the Peacock, we shared details on Oriel, a new state-of-the-art eye care, research and education centre that is a joint initiative between Moorfields Eye Hospital NHS Foundation Trust, the UCL Institute of Ophthalmology and Moorfields Eye Charity.



The project has now received the final NHS and government approval needed to go ahead, and a £300 million contract has been awarded to Bouygues UK to build Oriel. Construction will start this year, with the building due to open in 2027. Once open, the new centre will harness the expertise of the partners under one roof, allowing clinicians and researchers to work more closely together

so that patients receive the best quality pioneering treatments sooner.

Patients who currently attend appointments at Moorfields City Road will eventually move to the new centre and benefit from improved amenities

“Oriel will be a fantastic opportunity to really improve the experience that patients have at Moorfields.”

Angela Smith, Friends of Moorfields chief executive officer

and better accessibility.

For patients and staff who have formed a strong connection with Moorfields over the years, a dedicated exhibition space on the ground floor will preserve memories of Moorfields’ rich heritage and tell the story of the eye hospital’s evolution.

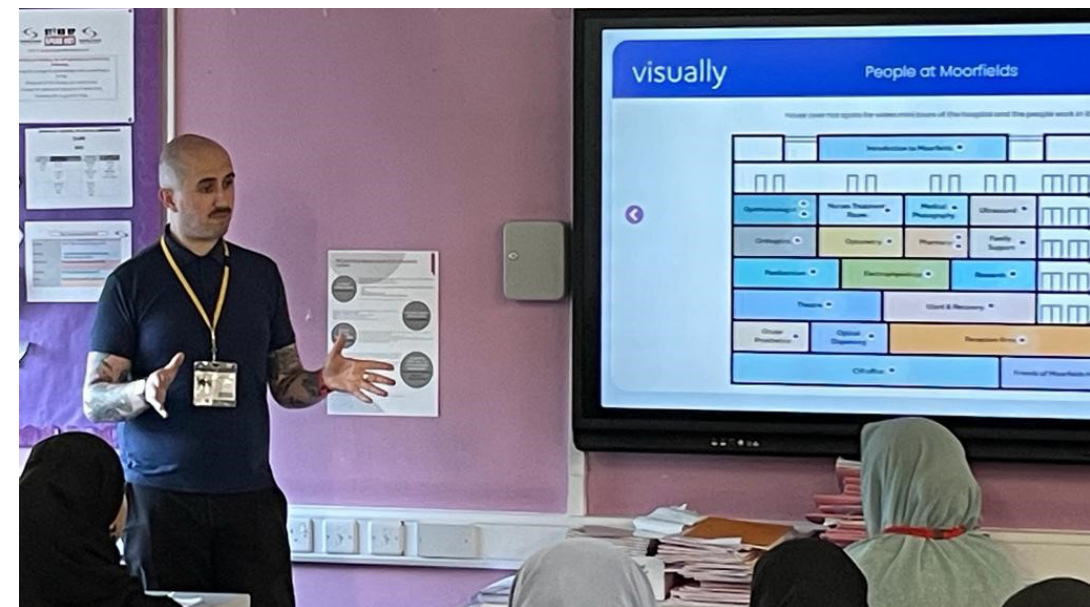
Moorfields Young Volunteers Project

An exciting new project is getting young people interested in eye health and careers in the NHS.

Liam Bays, Senior Volunteer Support Officer, alongside Consultant Ophthalmologist Annegret Dahlmann-Noor, has been busy since the summer delivering the Visually programme to young people in schools across London. A collaboration between the Friends of Moorfields, Moorfields Eye Hospital NHS Trust, Moorfields Eye Charity and researchers from UCL, with

generous funding from NHS Charities Together, and advice from Moorfields' Young People's Advisory Group and Young People's Forum, Visually brings together a wealth of expertise to educate young people aged 11-18 about eye health and NHS careers.

“The workshop itself is an hour long and very interactive,” explains Liam. “The first module looks at how the eye works and how to support someone with a visual impairment. The second module goes further into the causes and symptoms of common eye conditions, with lots of video examples that do things like represent what the world might look like to people with different visual impairments. That module also goes into how to support people with visual impairments in day-



to-day life.

The final module is about people who work in the NHS, and in Moorfields itself specifically. We have videos recorded by members of staff throughout the hospital – from patient experience to electrophysiology to pharmacy – talking about their roles and how they got to where they are. We really want to emphasise that there's an NHS career for everyone and dispel some common myths – you don't need to be a science whiz or study medicine to work in the NHS."

One aim of the project is to encourage young people

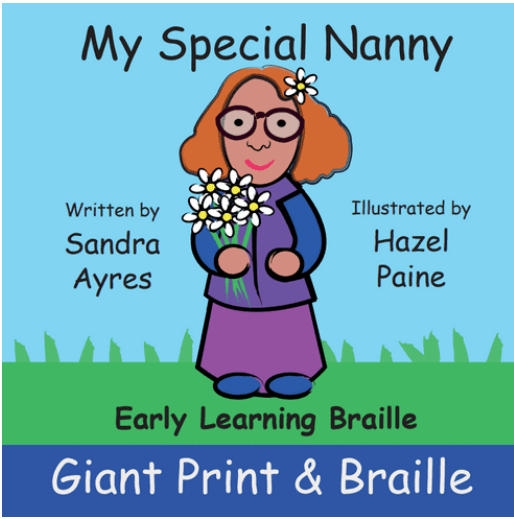
to come and volunteer at Moorfields sites, so that instead of just hearing about it, they can experience the day-to-day work of a busy NHS trust, and get a feel for what specific careers they might be interested in.

The project formally ends in March 2023, and aims to recruit 60 young volunteers. With applications flying in to be processed, we're well on the way to that target.

After March, the workshop will continue to be available - please get in touch if you know a school that might be interested.

My Special Nanny

A creative supporter of the Friends of Moorfields has written a book for young children. Sandra Ayres, who has Pseudoxanthoma elasticum (PXE), got writing during lockdown, and in 2021 she published My Special Nanny, based on her own experiences, telling the story of a grandmother who has a visual impairment taking her granddaughter for a fun day out at the park. The book is illustrated by Sandra's daughter Hazel Paine, and comes with large print and Braille so that everyone can enjoy it together.



Visit access2books.org to find this and other great children's books!

Generous donation from Mr Banerjee

We're incredibly grateful and proud to have received a generous donation of £60,000 from Mr Rothin Banerjee, who was Principal Pharmacist at Moorfields Eye Hospital from 1974 to 2001. Recently we celebrated with him, his family and Moorfields staff, including some of his former team at the pharmacy, who shared stories and memories of Mr Banerjee's tenure.



The Friends of Moorfields were active around the hospital during the entirety of Mr Banerjee's time at the pharmacy, and Friends volunteers now regularly provide valuable assistance to the pharmacy's current team.

"We had a lovely evening, catching up with Mr Banerjee and his family," said current Chief Pharmacist Naheed Phul. "Something he said really struck a chord – as much as he gave to Moorfields, he got so much back. He was proud, and still is, as so many of us are to say we work here."

Mr Banerjee's kind donation will help us continue our work to support patients and staff at Moorfields.



Station Collections Resume

After a hiatus due to lockdown, our volunteers are back collecting donations at Tube stations around London.

Collections at Canary Wharf, Old Street and Angel have so far raised well over £1000, with more collections planned in the near future. A huge thank you to all our collectors for their hard work!

Thank you to Moorfields Eye Charity who generously contribute towards the funding of our Volunteer Service.

The logo for Moorfields Eye Charity, featuring a stylized sunburst or flower design.



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