Nottingham Pathology Open Day 2019

BUILD UP TO THE PATHOLOGY OPEN DAY

The Nottingham Pathology Open Day was organized for Saturday 9th November 2019. Leading up to the event, the Pathology Open day was advertised in the NUH Trust briefing, NUH social media channels, Eventbrite and BBC Radio Nottingham which included a 30 minute interview with a Laboratory Scientist.

A grant of £864 was received from the Pathological Society of Great Britain and Northern Ireland which was used to purchase poster boards, posters, laboratory coats, promotional pens and refreshments for the day. In addition, promotional materials were received from the Royal College of Pathologists and the Institute of Biomedical Science.

Tickets were allocated on Eventbrite for 150 attendees, 75 attending at a 10am start and 75 attending at a 12pm start. The day was organized with the following services contributing; Clinical Chemistry, Haematology, Blood Transfusion, Microbiology, Cellular Pathology, Molecular Diagnostics and Bereavement services. In addition, a careers stand was organized, a Jimma talk (link with Ethiopian Hospital), a cake sale for charity and attendance by Nottingham Blood Bikes.

ARRIVAL AND ATTENDANCE AT THE OPEN DAY

At 9:30 am, attendees started arriving for the Pathology Open Day. They were greeted at the registration desk where they were given a Open Day pack consisting of a programme, map, visitor lanyard, free pen and a feedback form. Attendees were given instructions of where to go next based on the programme for the day.

Unfortunately, due to inclement weather and flooding around Nottinghamshire, the day was slightly under attended with 83 attendees (55% of allocated tickets).
MOLECULAR DIAGNOSTICS

Molecular Diagnostics provided an open area for visitors to see DNA and RNA based molecular testing and how they relate to genetic changes in cancer and malignancies.

BEREAVEMENT SERVICES

Bereavement services had an open stand for the Pathology Open day where they were showing visitors the SWAN model of care to visitors used at NUH and the support they are able to offer to bereaved families.

CELLULAR PATHOLOGY

Cellular Pathology had a number of activities for visitors at the Open Day. These included:

- Laboratory Tours
- Practical sessions
- Pathologist talks
  - Diagnosing disease
  - Autopsy
  - Placental Pathology
- Bereavement services open stand
CLINICAL CHEMISTRY
Clinical Chemistry held tours around the Autocore laboratory and performed a simple urinalysis

HAEMATOLOGY
In addition to laboratory tours, a talk regarding what blood looks like down a microscope and the morphology of blood was given

BLOOD BANK
Blood bank were able to show attendees the principles of blood transfusion using example equipment

CLINICAL PATHOLOGY
Clinical Pathology were represented on the day by Clinical Chemistry, Haematology and Blood Transfusion. The activities on offer in these services included:

- Laboratory Tours (Chemistry, Haematology and Blood Bank)
- A ‘raccatrk’ of laboratory sample flow
- A talk about what blood looks like down the microscope and how diseases are diagnosed
- Undertaking a simple investigation with the analysis of urine
MICROBIOLOGY

Due to the nature of Microbiology work, their activities could not be held in their laboratory environment. Therefore, they set up the following activities:

- Presentation on an introduction to Microbiology
- Information on what happens to each sample
- Bug building with plasticine
- Hand washing station with a UV lamp to show the effectiveness of handwashing
- Undertaking practicals on agar plates using fake samples
- Display the museum of stool parasites
- Observation of bacterial smear under the microscope

ANTIBIOTICS

Microbiology were supported by NUH Charity with matching shirts identifying the overuse of antibiotics and antibiotic resistance as a result. They spent significant time discussing this issue with attendees at the Open Day promoting good antibiotic stewardship.

BLOOD BIKES

Nottingham Blood Bikes attended the Pathology Open Day with a number of volunteers. On the day they had information about their charity as well as a Blood Bike which visitors (and staff!) could sit on. In addition, a cake sale was held and all proceeds given to Blood Bikes who support Pathology.
Feedback From Attendees

Attendees were given a feedback form as part of the pack and asked to return it at the end of the Open Day. 47 forms were received back, out of 83 attending equating to 56% return rate.

FEEDBACK COMMENTS

In addition to asking questions of attendees, there was also a comments section allowing for free text of additional information attendees wished to leave. The following 29 comments were received:

POSITIVE

The open day was really well organised and informative. Staff were really friendly and helpful.
The staff were very friendly and nice
Good explanations and comical (Colin Mudd). Good insight.
The interactive sessions were great
Very informative and well organised
Wonderful staff, very informative experience. Thank you so much!!
Very friendly staff
Enjoyed questioning staff in their work and they provided really useful answers
Very very good. Thank you very much for all your time

POSITIVE WITH SUGGESTIONS

Very informative day. Missed a few tours due to timing but everyone was great.
Staff were friendly and informative. The whole event could have been laid out better, more clear
Bit more structure to the day, but overall super interesting and enjoyed it!
Transfusion excellent, micro excellent, main lab a bit technical
Really great! A recommended route would be nice. Many thanks!
The staff were really informative, approachable and friendly. The department/tour location could have been slightly better signposted, but overall a really enjoyable day. Maybe more than 2 hours?
It was good to have a look into real world Pathology. It would be better to have longer sessions as it is hard to see everything in just 2 hours
Quite a difficult layout to get your head around. Better signposting possibly. Definitely not long enough to experience everything on offer - there was just so much to see (not a bad thing)!

NEGATIVE

A bit too technical - possibly more how it relates to GP samples etc
A little uncertainty as to the format of the visit when first admitted i.e. where to go. Presentations overran leaving little time for open areas

BADLY ORGANISED

More talks specific to role

QUESTIONS ASKED

The following questions were asked of attendees, each scoring out of 10 with 0=extremely poor and 10=extremely good. The average score for each question is also shown below:

<table>
<thead>
<tr>
<th>Question</th>
<th>Average Score received out of 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you rate the Open Day experience?</td>
<td>9.11</td>
</tr>
<tr>
<td>How well was the day organised?</td>
<td>8.49</td>
</tr>
<tr>
<td>How would you rate the presentations given?</td>
<td>8.62</td>
</tr>
<tr>
<td>How would you rate the laboratory tours?</td>
<td>9.02</td>
</tr>
<tr>
<td>How would you rate the activities and displays on offer?</td>
<td>7.96</td>
</tr>
<tr>
<td>How would you rate the engagement with staff?</td>
<td>9.45</td>
</tr>
</tbody>
</table>

The majority of comments received from attendees were extremely positive. Three questions asked scored over 9.0 on average which is excellent, particularly regarding overall experience and staff engagement. Further work is required on activities and displays and also consideration of increasing the duration of the day, making getting around easier and better timings of activities.

SUGGESTIONS/IMPROVEMENTS HIGHLIGHTED FROM ATTENDEE FEEDBACK

- More signage
- Workout the timings for tours
- Longer open time to get round all departments/tours
- Relevance and processes for admin staff, especially those not from a science background
- More talks specific to role
FUNDRAISING

The cake sale has raised in excess of £90 for Nottingham Blood Bikes which will be presented to them in due course. This is in addition to any monies that Blood Bikes collected on the day of the event with their collection tins.

FUTURE EVENTS

Future Pathology Open Days are planned for 2020 with one in Spring and another in Autumn. There have been many requests from schools, colleges and universities regarding an Open Day for students therefore the Spring 2020 Open Day will be aimed at students only. Autumn 2020 will be open to anyone to promote Pathology Services.

SUMMARY

The Nottingham Pathology Open Day held on Saturday 9th November 2019 was a very successful event. The feedback received from attendees has been extremely positive and there have been requests for future events to be held. There is some learning from the feedback around organisation on the day and increasing the duration of the event which will be incorporated into future events to make them even more successful.

Pathology is a key service for patients, users and students. Open Days prove very beneficial giving a better understanding of Pathology to these groups. This promotes the excellent work Pathology does 24 hours a day, 365 days a year.