



Cobalt

Diagnostic Imaging for Life

Registered Charity No: 1090790

Statement of Purpose

Introduction

Cobalt Health (Cobalt) is a medical charity providing advanced diagnostic imaging services, utilising the latest technology. The Charity also provides other services including cancer prevention, research and education working in partnership with the NHS.

This Statement of Purpose provides a range of information which is intended for a wide audience including:

- Staff
- Partnering organisations
- Patients and other users of Cobalt services
- Local Authorities and healthcare Trusts
- Colleagues within other organisations providing similar services
- General public

This Statement of Purpose aims to meet requirements in-line with all relevant legislation, namely the Health and Social Care Act 2008 and the Care Quality Commission (Registration) Regulations 2009 by outlining how we will fulfil our range of duties and responsibilities in meeting the needs of the communities we serve.

The Statement of Purpose will be reviewed and updated by the Registered Manager as required to ensure accuracy is reasonably maintained.

Our Principles

Cobalt is collectively and personally committed to:

- The best interests of the whole and caring for the individual
- Utilising resources intelligently to deliver excellent outcomes and attract further investment
- Being inspired by innovation and committed to maintaining and improving core activities
- Purposeful partnerships
- The delivery of high quality safe services
- Promoting health and empowering people
- Excellence in business planning, process implementation and marketing of services
- Being consistently fit for purpose

Cobalt is committed to working in partnership with patients and their referrers, to shape the services we provide. We share knowledge with other professionals and organisations to improve the services offered.

- We will make a positive contribution to all we do by having a positive attitude, ensuring all we do adds value to the users experience and to achieve positive outcome
- We will value and develop each other, supporting professional development, maintaining and improving standards recognising individual and collective skills, knowledge and achievements
- We will do the right thing to the right patient at the right time with the right service and care
- We will have a holistic approach to assessment, treating all with respect and valuing individual opinions
- We will have an ethical approach treating all as we would wish to be treated.

Contact Details

Cobalt

Linton House Clinic

Thirlestaine Road

Cheltenham

Gloucestershire GL53 7AS

Email: enquiries@cobalthhealth.co.uk

Telephone: 01242 535900

Registered Manager:

Mr Peter Sharpe BSc DCR(R) DMS FBIR

Chief Executive Officer

Email: peter.sharpe@cobalthhealth.co.uk

Mr Sharpe has held a number of senior management and board level positions within the NHS and independent sector working for international healthcare providers. As the Chief Executive of Cobalt he is responsible for the overall management and strategic development of the Charity working closely with the Board of Trustees.



Cobalt
Linton House, Thirlestaine Road,
Cheltenham, Gloucester GL53 7AS

Tel: (01242) 535910 Fax: (01242) 535919

Public Transport

 **By Rail, Cheltenham Spa Station**
Approximately 10 minutes by taxi.
For information on train operators and times phone
National Rail Enquiries on 08457 48 49 50,

 **By Air, Bristol Airport.**
Approximately 60 minutes drive away,

 **By Bus, from Cheltenham Pittville Street,**
Service Q approximately 8 minutes, Service P
approximately 25 minutes for more information call



Cobalt Health

Cobalt is a registered medical charity (registration number 1090790). The primary objective of the Charity is to assist in the prevention, detection, diagnosis and treatment of cancer and other disease. The way in which this objective is to be achieved depends on current needs and on health policy generally. When the Charity was founded in 1964 the main emphasis was on raising funds for the provision of a cobalt unit in Cheltenham. From then until the early 1990s it continued to raise substantial funds for the purchase of equipment and for the provision of facilities for the Centre that is now the Oncology Centre at Cheltenham General Hospital - a centre which serves the three counties of Gloucestershire, Herefordshire and Worcestershire.

In 1992 Cobalt started to provide diagnostic imaging services to the local community by purchasing a mobile Magnetic Resonance Imaging (MRI) unit. Over the next few years the Charity developed this service providing an additional 7 mobile MRI units.

The Charity opened the imaging centre in 2006; this state-of-the-art facility that provides the latest in imaging technology including MRI, Positron Emission Tomography (PET/CT) and Computerised Tomography (CT). The centre is purpose built in order to provide high quality patient facilities.

Magnetic Resonance Imaging

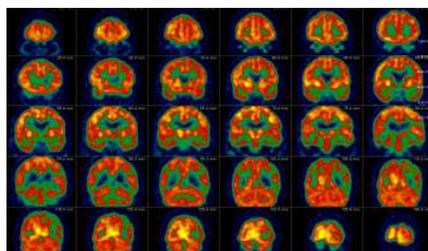


Cobalt operates seven whole body MRI scanners operated by experienced state registered MRI radiographers. The radiographers are supported by a team of experienced consultant radiologists all holding substantive consultant posts within the NHS.

Facilities include ultra-high field MRI (3.0 Tesla) and high field open MRI. The open MRI system virtually eliminates claustrophobia and provides better patient access, particularly where position or movement may play an important role in diagnosis of the patient's condition.

Cobalt also operates 5 mobile MRI scanners, including two 3.0 Tesla mobile MRI, one of which is a World's first Philips Ingenia mobile MRI unit featuring digital broadband technology.

Cobalt operates a satellite facility at the Institute of Translational Medicine, Queen Elizabeth Hospital Campus, Birmingham, in partnership with the University Hospitals Birmingham NHS Foundation Trust providing ultra-high field MRI (3.0 Tesla) services for both clinical and research examinations.



Positron Emission Tomography & Computerised Tomography (PET/CT)

Cobalt provides a PET/CT service utilising an open PET/CT scanner. Experienced state registered PET/CT radiographers are supported by dedicated PET/CT trained radiologists led by Professor Iain Lyburn who also holds the ARSAC (Administration of Radioactive Substances Advisory Committee) Certificate for the service. All PET/CT scans are double reported by 2 radiologists.

Cone Beam Computerised Tomography (CBCT)

Cobalt provides a Cone Beam CT service providing a comprehensive set of 3D high resolution images that give an excellent view of injuries to arms, legs, hands and feet. The Cone Beam CT service is operated by experienced state registered radiographers supported by a team of experienced consultant radiologists all holding substantive consultant posts within the NHS.



Other Imaging Facilities

Cobalt also provide x-ray and ultrasound facilities at our headquarter site in Cheltenham.

Consultant Clinics

Cobalt runs a number of unique 'one stop' clinics. These outpatient clinics are provided by a number of specialist consultant orthopaedic surgeons, psychiatrists and a neurologist. After initial consultations, patients are referred for imaging investigations during the clinic and return with the imaging report to the clinic usually during their clinic appointment. The one-stop clinic service also includes non-invasive treatments such as cortisone injections, Musculoskeletal (MSK) aspirations and the injection of contrast media into MSK joints during MR Arthroscopy.

Staffing

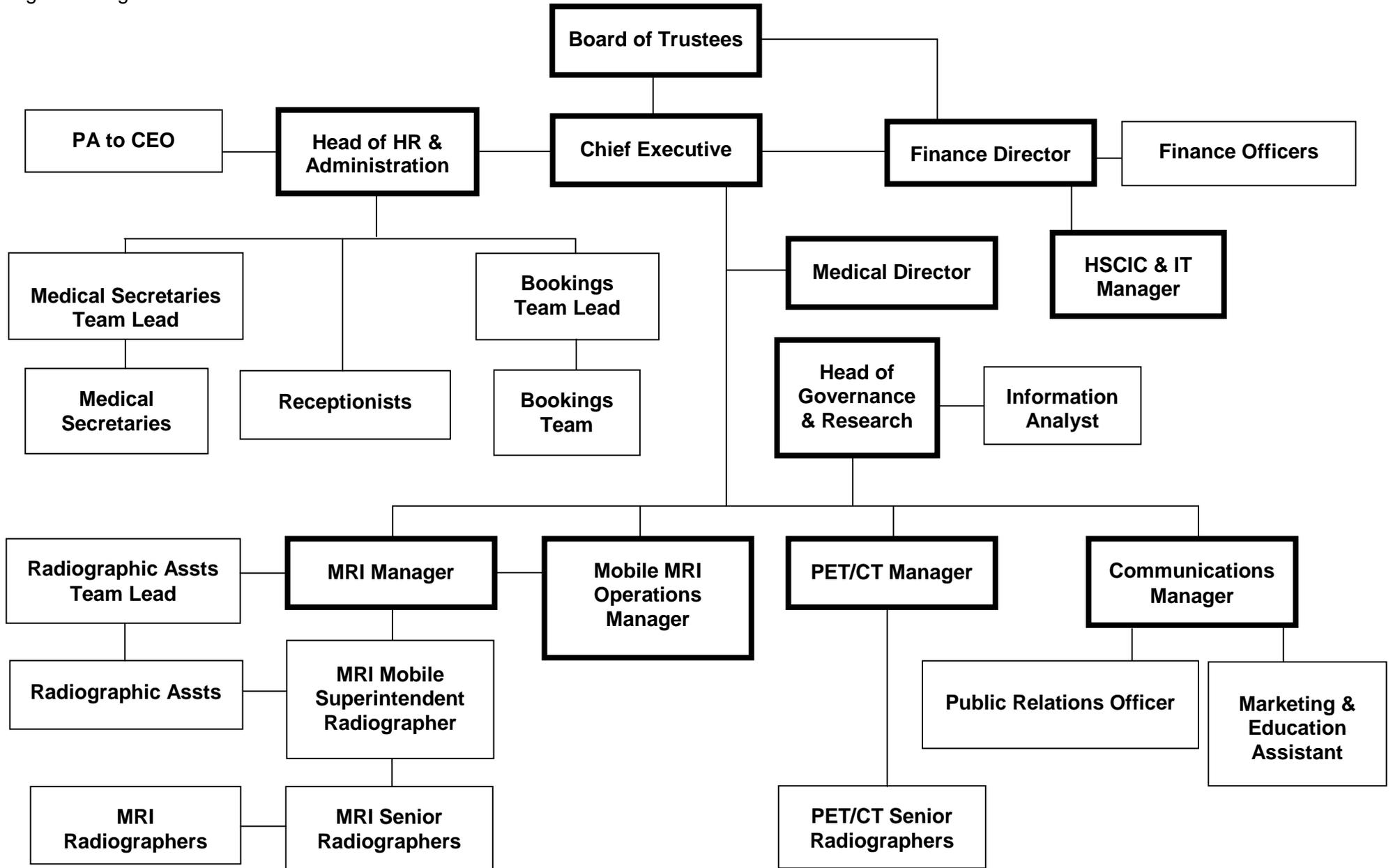
Cobalt employs both clinical staff (radiographers) and administration staff. Doctors are not employed by Cobalt, but work for Cobalt either on a self employed basis or via an agreement with the NHS. Staff training and education is a priority within Cobalt for all staff, the Charity also provide a number of local, national and international clinical training courses.

Table 1 on page 7 shows the number of staff employed in each role within Cobalt imaging and the relevant qualifications. Figure 1 on page 8 shows the organisational structure of the Cobalt imaging service.

Table 1 Staffing - Relevant qualifications and experience

Role	Name	Relevant qualification(s)
Chief Executive Officer (Registered Manager)	1	BSc Diagnostic Radiography Diploma in Management Studies Diploma College of Radiographers Fellow of the British Institute of Radiology
Finance Director	1	ACMA – Member of the Chartered Institute of Management Accountants BA Combined Honours – Economics & Geography BAFCA Fellowship and Dip in Charitable Accounting
Head of Governance, Quality & Research	1	Diploma College of Radiographers Post Grad Diploma Nuclear Medicine MA Management Studies Prince2 Practitioner in Project Management
PET/CT Manager and PACS Manager	1	BSc Hons Diagnostic Radiography
MRI Manager – MRI	1	Diploma College of Radiographers Certificate in First Line Management
Mobile MRI Manager	1	Diploma College of Radiographers
Head of Human Resources and Administration Manager	1	Cert in Counselling Skills
Communications Manager	1	Diploma Chartered Institute of Marketing
Senior Radiographer – PET/CT	3	Dip College of Radiographers. MSc Nuclear Medicine Dip College of Radiographers in Radionuclide Imaging
Superintendent Radiographer – MRI	2	Diploma College of Radiographers
Senior Radiographer - MRI	23	Diploma College of Radiographers BSc (Hons) Diagnostic Radiography
Assistant practitioner	1	Certificate of Higher Education MRI Practice
Radiography Assistant Team Lead	1	Cert in principles of business and administration
Radiography Assistant	2	Various qualifications
Clinical Support worker (HCA)	2	NVQ
Estates/Administration/finance/clerical staff	32	Various qualifications

Figure 1. Organisational Structure



Services Provided

Cobalt provides a comprehensive diagnostic imaging service which includes the following:

Magnetic Resonance Imaging

- 3.0 Tesla MRI
- 1.5 Tesla MRI
- High Field Open MRI

Positron Emission Tomography & Computerised Tomography

- PET/CT
- CT (120 slice)
- Cone Beam CT

Other Imaging

- General X-Ray (Digital Radiography)
- Ultrasound

Cobalt also provides the following consultant 'one stop' clinics

- Knee
- Shoulder & Elbow
- Foot & Ankle
- Spine
- Hip
- Memory Clinic
- Neurology

Quality Management

The Cobalt imaging centre has ISO 9001:2008 accreditation. The centre is also accredited to the Imaging Services Accreditation Scheme (ISAS) Standard. ISAS has been developed jointly by the Royal College of Radiologists and the Society and College of Radiographers and is administered and independently assessed by the United Kingdom Accreditation Service (UKAS).

Quality Statement

Cobalt provides a customer orientated service to meet the needs of the local community and other healthcare organisations. Cobalt's imaging centre provides a range of imaging services offering value for money by adopting best working practices and by being responsive to the needs of all our customers.

We achieve this by providing 'leading edge' scanner technology to give fast and effective results, by continuing to improve efficiency to drive down the cost of examinations to users and by maintaining our policy of no waiting for appointment times and flexible appointments.

We are committed to provide the specialists for whom we undertake work, services that meet their requirements at all times. It is our intention always to be perceived by patients as a quality assured service.

We will achieve this by:-

- Having a staff all of whom (individually or together) are committed to a quality approach, and who use a quality approach in all aspects of our operations.
- Operating a Quality Management System that complies with the current version of ISO 9001:2008, Quality Systems specification.
- Rigorous training of all staff to ensure that they are capable of meeting quality operating standards.

This forms a framework for our quality objectives for improvement.



Improvement of Quality

Cobalt management is committed to the continuous improvement of our Quality Management System. We use the following in our cycle of continual improvement;

- Information provided by monitoring or processes
- Customer feedback / complaints
- Internal audit
- Analysis of this data
- Management review
- Corrective/preventive action

Complaints, Concerns and Comments

We believe that suggestions, criticism and complaints are a valuable aid to maintaining and developing a consistently high standard of service. Complaints can, and often do, result in service improvements and also provide the opportunity for identifying the issues that concern service users.

We are now routinely using patient experience data collected through a range of methods to allow us to continually monitor service user experiences and to re-evaluate priorities through a process of continuous quality improvement. These processes generate feedback on every aspect of our services from decoration and furnishings to the diagnostic examination.

Cobalt encourages patients and referring doctors to complete feedback questionnaires, which are also available within the Imaging Centre and on the website (www.cobalthhealth.co.uk). Referring doctors are also surveyed on a quarterly basis in order for us to assess the service we provide to them and their patients. The key results from patient and referring doctor's feedback are published on our website. All patient feedback is reviewed by Peter Sharpe the Registered Manger and discussed within monthly senior management meetings.

Complaints

We endeavour to provide the highest quality service but understand we may not always get everything right. We want to improve the way we deliver our services, so that users feel very satisfied with the care and attention given. If we are informed where things did not work so well, it will help us learn lessons and do things differently. Also, letting us know where things have worked really well, will let us show all staff good ways of working, as another way of learning.

Complaints can be made verbally or in writing, Complaints or service feedback can also be anonymous, but it greatly helps us if we understand the area of service and staff involved in the care we can then investigate what went wrong.

We will:

- Acknowledge the complaint within 48 hours
- Investigate the issues raised in the complaint
- Aim to provide a full explanation and response to the complainant within ten (10) working days
- Reach agreement with the complainant if more time is needed
- Do everything possible to resolve the complaint
- Learn from the complaint and make changes where appropriate

Complaints should be sent to:

Mr Peter Sharpe
Chief Executive & Registered Manager
Cobalt
Linton House Clinic
Thirlestaine Road
Cheltenham
Gloucestershire GL53 7AS
Email: peter.sharpe@cobalthhealth.co.uk
Telephone 01242 535901

Care Quality Commission

The Care Quality Commission is not able to investigate individual complaints but would like to hear about patient's experiences.

You can contact the Care Quality Commission by phone:

03000 616161

or by post:

Care Quality Commission
Citygate
Gallowgate
Newcastle upon Tyne
NE1 4PA

or email enquiries@cqc.org.uk

NHS Patients

Patients referred to Cobalt by the NHS, can also complain using the NHS complaints process. Patients should contact the hospital or healthcare provider who referred them to Cobalt.

Respecting Privacy and Dignity of Patients

Cobalt Recognises that:

- Respect for individuals should be at the heart of all our services
- Many of our users are at their most vulnerable and often fearful
- Relationships can be unequal i.e. "patients" vs. "professionals"
- Users of our services may have to expose intimate and personal parts of themselves (physical bodies, emotional needs and personal details) to strangers

Cobalt is therefore committed to:

- Quality care – ensuring that the highest standards, clinically safe and effective care is at the heart of all we do
- Personalised care – ensuring that each patient or user of our service, experience care tailored to their individual health & social care needs & diversity.
- Dignified care – ensuring that care in any setting in which it is provided does not undermine a patient's dignity & individuality
- Confidentiality and trust

Cobalt accepts that Dignity:

- Is each individual's innate right to self and social: respect, ethical treatment and esteem
- Is fundamental to the care and services offered to our patients
- Is something all people require, should experience and most people know when they have been treated with dignity
- Includes many things but the following are key: openness, confidentiality, autonomy, privacy, personal hygiene, nutrition
- Needs effective arrangements (e.g. policies, training etc.) based on promoting and providing: respect; equality, diversity and human rights; safeguarding of vulnerable persons
- Can be evidenced in practical ways. This includes: polite & courteous staff
- It can be measured in practical ways. For example by Dignity Checklist / Audits and Equality Impact Assessments

The dignity checklist reminds our staff of ways that dignity can be promoted in their practice while audits measure how well this is done.