

**SUBSTANTIVE CONSULTANTS IN OPHTHALMOLOGY**  
**with subspecialist interest in**  
**CORNEA**  
**2 posts**

**Birmingham and Midland Eye Centre**  
**Sandwell and West Birmingham NHS Trust**

## Trust Profile

### About us:

At Sandwell and West Birmingham NHS Trust everyone matters, and our patients matter most. As one of the largest provider organisations in the NHS, with an annual income of over £500 million, we employ over 7,000 colleagues. The Trust provides community and acute services to nearly 700,000 people in an urban centre that demands massive regeneration and has substantial premature mortality.

We do many things well; the Trust has won awards for staff engagement, has strong staff-side partnerships, and is developing a consistent model of triumvirate multi-professional leadership across five clinical groups. The Trust is an education provider of note and is looking to grow further our research portfolio on a multinational basis.

### Our organisation:

We provide services from two main acute sites: the City Hospital on Birmingham's Dudley Road site and from Sandwell General Hospital in West Bromwich, and from our intermediate care hubs at Rowley Regis and at Leasowes in Smethwick. The Trust includes the Birmingham and Midland Eye Centre (BMEC a supraregional eye hospital), the regional specialist centre for Sickle Cell and Thalassaemia Centre, and the regional base for the National Poisons Information Service, all based at City. The Trust has three Emergency Departments, at City Hospital, Sandwell General and an eye ED at BMEC.

### Our Vision and Strategic Plans:

The Trust's vision is to be renowned as the best integrated care organisation in the NHS. Our five year strategic plan, **Our 2020 Vision** set out what we expected to achieve in terms of changes to patient care and outcomes.

Our strategic plan is supported by five pillar plans and four enabling strategies. The Trust is currently reviewing its purpose statement and is in the process of setting our strategic objectives. These objectives have been developed in conjunction with the Trust Board and Clinical Leadership Executive and will be subject to engagement with the workforce, key stakeholders, patients and the public. We will also refresh our Trust values, building on the nine care promises that are currently well-embedded across the organisation.

Our future strategic objectives will take account of the context of integrated care system and integrated care place development and the national plans for the NHS in England. They will also reflect the needs of the organisation in terms of restoration and recovery, as well as our key priority, to deliver our new acute hospital, the Midland Metropolitan University Hospital. The strategic objectives are likely to cover:

1. Our People – to cultivate and sustain happy, productive and engaged staff.
2. Our Patients – to be good or outstanding in everything we do.
3. Our Population – to work seamlessly with our partners to improve lives.

### **Values**

We have developed a new set of values and are currently working with colleagues across the Trust to agree the behavioural framework to go alongside these.

- Ambition
- Respect
- Compassion

### **Care Promises:**

We have developed a set of **care** promises to reflect how we expect our staff to treat patients, visitors and each other.

The promises were developed by frontline staff who felt that even if we were providing excellent clinical care, we also need to provide great customer care, and that we were not always doing that in every area all the time.

### **You help us with our ambition - And we'll help you achieve yours**

#### **Investing in the future:**

Serving a community of nearly 700,000 people, our ambition to be renowned as the best integrated care organisation in the UK is an ambitious one. We have recently acquired four GP practices and have one of the largest UK sub contracted community portfolios. Through place based redesign, we will concentrate on the first and last 1000 days of life over the next few years. We are forming governance structures to oversee this with an independent Chair already appointed.

We have recently deployed a new electronic patient record, which will modernise health care within the organisation and have an ambitious digital road map over the next 18 months that will put us as leaders in digital healthcare delivery.

#### **Midland Metropolitan University Hospital**

- A community of half a million is eagerly anticipating the brand new Midland Metropolitan University Hospital.
- The opening will be the beginning of a fresh chapter in our ambitious journey to be the nation's leading provider of integrated care.
- City Hospital will house three key facilities: the Birmingham Treatment Centre providing outpatient, day case and diagnostic services. The Birmingham and Midland Eye Centre, and the Sheldon Block will provide intermediate care services. The Sandwell site will house the

Sandwell Treatment Centre, intermediate care beds, and a new 24-hour urgent care centre.

- All of which mean that our communities will benefit from truly excellent facilities in the years ahead.
- This means that our acute care offer will be enhanced by the opening of the new Midland Metropolitan University Hospital, which will enable workforce development and planning for consultant-led seven day services bringing two acute sites into a single state of the art hospital. Consequently, the new hospital is an exciting prospect for those who wish to join our organisation to redesign pathways and lead the Trust in delivering transformed services in to the new setting.
- For more information about the new hospital, please visit <https://www.swbh.nhs.uk/midland-metropolitan-university-hospital/>

### Organisation Structure

The Trust Board comprises seven Non-Executive Directors and seven Executive Directors, including the Chief Executive Officer, five of whom are voting directors.

<b>Sir David Nicholson</b>	Chairman
<b>Richard Beeken</b>	Chief Executive
<b>Johanne Newens</b>	Chief Operating Officer
<b>Dr Mark Anderson</b>	Medical Director
<b>Mel Roberts</b>	Acting Chief Nurse
<b>Dinah Mclannahan</b>	Chief Finance Officer
<b>Kam Dhami</b>	Director of Governance
<b>James Fleet</b>	Chief People Officer (Interim covering Frieza Mahmood)

In addition to our Board, five further directors form part of the Chief Executive's leadership group:

Daren Fradgley;	Chief Integration Officer
Martin Sadler:	Chief Informations Officer
Vacancy:	Director of Communications
Rachel Barlow:	Director of System Transformation
David Baker:	Director of Partnerships and Innovation

The Trust delivers its services through five Clinical Groups:

- Primary Care, Community and Therapies
- Women's and Child Health
- Medicine and Emergency Care
- Surgical services
- Imaging and Pathology

You can find out what makes us tick by looking at our website [www.swbh.nhs.uk](http://www.swbh.nhs.uk) and our social media channels where you will see some of the following content:

The clinical management structure is made up of clinical groups as shown below:

<b>CLINICAL GROUPS</b>	
<b>Medicine &amp; Emergency Care</b>	<b>Surgical Services</b>
Acute Medicine Cardiology Clinical Haematology Clinical Immunology Clinical Pharmacology & Toxicology Dermatology Diabetes & Endocrinology Elderly Care Emergency Medicine Gastroenterology Geriatric Medicine & Rehabilitation Neurology & Neurophysiology Oncology Rapid, Assessment, Interface and Discharge (RAID) Renal Medicine Respiratory Medicine Rheumatology Stroke	Vascular & General Surgery Endocrine Surgery Gastrointestinal Surgery Urology Plastic Surgery Trauma & Orthopaedics Breast Surgery Anaesthetics Critical care Ophthalmology ENT & Audiology Oral, Maxillo-Facial & Dental Cancer Services
<b>Women &amp; Child Health</b>	<b>Imaging</b>
Obstetrics Neonatology Paediatric Medicine Gynaecology Gynaecological Oncology Genito-Urinary Medicine	Diagnostic Radiology Interventional Radiology Nuclear Medicine Breast Screening
<b>Community and Therapies</b>	<b>Pathology</b>
	Microbiology Haematology Immunology Biochemistry Histopathology

The top tier of management for each clinical group consists of a Group Director, Director of Nursing and a Director of Operations. A Clinical Directorate structure is in place and each specialty has a Clinical Director. Sub-divisional management structures vary depending on the particular needs of the division. Named nursing, HR and finance specialists support the clinical groups management teams.

Ophthalmology sits within Surgery Group. The Group Director is Mr Siten Roy. The Clinical Director & the Glaucoma Service Lead is Mr Maged Nessim.

They are all available to support new appointees.

**CONSULTANT OPHTHALMOLOGIST with  
subspecialist interest in  
Corneal And Ocular Surface Disease**

Person Specification

<b>CRITERIA FOR SELECTION</b> (Justifiable as necessary for safe and effective performance)	<b>ESSENTIAL REQUIREMENTS</b> (A clear definition for the necessary criteria)	<b>DESIRABLE/ADDITIONAL REQUIREMENTS</b> (Where available, elements that contribute to improved/immediate performance in the job)
<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• MBBS or equivalent</li> <li>• FRCOphth or an equivalent qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Degree</li> </ul>
<b>Clinical Experience:</b>	<ul style="list-style-type: none"> <li>• Clinical training and experience equivalent to that required for gaining CCT in Ophthalmology</li> <li>• Ability to take full and independent responsibility for the management of acute medical emergencies</li> <li>• Ability to take full and independent responsibility for the care of patients</li> <li>• Fellowship in Cornea</li> <li>• Specialist interest in cornea and ocular surface disease</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience in providing complex Corneal service</li> </ul>
<b>Professional and Multidisciplinary team working:</b>	<ul style="list-style-type: none"> <li>• Ability to work well with colleagues and within a team</li> </ul>	
<b>Management and Administrative Experience:</b>	<ul style="list-style-type: none"> <li>• Ability to organise and prioritise workload effectively</li> <li>• Ability to plan strategically and to exercise sound judgements when faced with conflicting pressures.</li> <li>• Ability to motivate and develop the multi-disciplinary team, balancing departmental and personal objectives.</li> </ul>	
<b>Clinical Effectiveness</b>	<ul style="list-style-type: none"> <li>• Experience of conducting clinical audit</li> <li>• Ability to use the evidence base and clinical audit to support decisionmaking</li> </ul>	
<b>Teaching and Training experience:</b>	<ul style="list-style-type: none"> <li>• Ability to teach clinical skills to medical and nursing staff and other disciplines.</li> <li>• The ability to appraise junior doctors and other staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Formal training in teaching</li> </ul>
<b>Research, Innovation and Service Improvement</b>	<ul style="list-style-type: none"> <li>• Ability to apply research outcomes to clinical problems</li> </ul>	

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<b>Experience:</b>	<ul style="list-style-type: none"> <li>• An awareness of current specialty developments, initiatives and issues.</li> <li>• Publications in relevant peer-reviewed journals in the last five years.</li> <li>• Evidence of having undertaken original research</li> <li>• Knowledge and experience of the application of information technology to Ophthalmology</li> </ul>	
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Energy and enthusiasm and the ability to work under pressure</li> <li>• An enquiring and critical approach to work</li> <li>• Caring attitude to patients</li> <li>• Ability to communicate effectively with colleagues, patients, relatives, GPs, nurses, other staff and agencies.</li> <li>• Commitment to Continuing Medical Education and Professional Development</li> </ul>	
<b>Other Requirements:</b>	<ul style="list-style-type: none"> <li>• Full and Specialist registration (and with a licence to practise) with the General Medical Council (GMC).</li> <li>• Applicants that are UK trained, must also be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview.</li> <li>• Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT and be on the Specialist Register.</li> <li>• Appropriate Immigration Status (where appropriate)</li> <li>• An understanding of the current NHS environment, particularly in relation to reforms, initiatives and issues.</li> </ul>	
<b>Personal Circumstances</b>	<ul style="list-style-type: none"> <li>• Residence within a reasonable distance of The Birmingham and Midland Eye Centre.</li> <li>• Ability to undertake clinical commitments at any of the Trust's sites.</li> </ul>	

