



## Application Statements for NeoFOCUS Executive Committee 2025

### Instructions

BAPM has received the following application statements from members wishing to join the NeoFOCUS Executive Committee in the role of Communications and Social Media Lead. Please read the statements and cast your vote by completing the online form sent to you via email by **11:59pm, 12 June 2025**. All NeoFOCUS members will be emailed a link to the form to vote. If you have not received this please contact [bapm@rcpch.ac.uk](mailto:bapm@rcpch.ac.uk).

Votes will be counted by BAPM Office staff and will be treated completely confidentially.

## Communications and Social Media – 3 applications

**Name:** Hannah Farley

**Hospital:** Hillingdon

**Job Title:** ST1

**Relevant Experience and Expertise:** I am at the start of my paediatric career and am already expanding my knowledge in targeted functional echocardiography and POCUS by attending our LNU's echo clinic and performing scans on the unit. I look forward to further expanding my knowledge through attending hands on courses and appreciate the important role that communication plays in ensuring that all trainees and healthcare professionals across the UK have equitable access to improving their skills in ultrasound techniques. I can demonstrate my excellent communication, organisation and leadership skills through my role as a coordinator in Girlguiding, effectively coordinating a team of 50 adult volunteers to deliver a varied programme of activities to over 150 girls and young women in my neighbourhood. This requires me to work collaboratively with a diverse team as our volunteers come from all walks of life. I was also a foundation forum representative as an FY1 doctor, liaising directly with our trust's training programme directors and representing the views of my peers. I conducted a lab-based DPhil and performed science communication work in our local community including running stalls at events, creating posters, and running school visits. I think these all show that I can communicate a clear message effectively to a varied group of people. I am dedicated to evidence-based practice and for me, a passion for evidence-based medicine naturally aligns with the NeoFOCUS mission of promoting safe and effective use of neonatal echocardiography and PoCUS. I have run social media accounts and takeovers for Girlguiding at a county and regional level, and as such I have experience in creating engaging and informative content as well as expanding content reach. During my role as a youth action lead volunteer for a Girlguiding region, I led recruitment for a social action project for young people. I liaised with local volunteer teams from across east Anglia to create a practical communication and advertising toolkit that communicated a clear message to potential participants. These experiences give me the skills to perform the social media and communications officer role for the NeoFOCUS special interest group effectively.

**Name:** Munirah Mazlan

**Hospital:** NHS Resolution / Royal Infirmary Edinburgh

**Job Title:** National Neonatal Clinical Fellow with NHSR / Locum Consultant Royal Infirmary Edinburgh

**Relevant Experience and Expertise:** "I bring a combination of enthusiasm to learn neonatal point-of-care ultrasound, a strong interest in education and a proven ability to create accessible and engaging content for diverse audiences.

As a research fellow, I was involved in the trials of neonatal HIE whereby recruitment needs to be done within 6 hours of birth so delivering complex information clearly to get informed consent is a challenge. I created parent-targeted information materials for the trials, including leaflets, explainer videos, and infographics using tools such as Canva and CapCut. These experiences developed my ability to translate complex clinical information into accessible, visually engaging formats—an essential skill for social media communication.

I also have a strong interest in medical education. I was co-module lead for the Neonatal Encephalopathy module on the Imperial College Advanced MSc programme, where I developed the syllabus and incorporated diverse methods of teaching and assessment. During the COVID pandemic, I created a training video for PPE guideline during resuscitation. The artistic side of me enjoys creating infographics and visual summaries to support learning—an approach that reflects my own visual learning style.

Currently, I work at NHS Resolution, where I engage with a broad range of stakeholders and have

gained experience in strategic communication and information governance within the corporate NHS setting. This has strengthened my ability to deliver clear, effective messaging—skills I believe are directly applicable to supporting and enhancing NeoFOCUS’s communications. Throughout my roles, both clinical and non-clinical, I have demonstrated excellent organisational skills, leadership in educational projects, and a collaborative approach when working across multidisciplinary teams. I regularly follow NeoFOCUS webinars and social media. I have gained significantly from them. I believe there is great potential to increase audience engagement through strategic marketing and greater use of social media platforms. I would be excited to contribute to this growth and help amplify the group’s important educational mission.

**Name:** Arin Mukherjee

**Hospital:** St Mary's Hospital, Manchester

**Job Title:** Consultant Neonatologist

**Relevant Experience and Expertise:** I have served briefly as an executive committee member and as the communication and social media lead. My special interest is in POCUS, particularly in haemodynamics and regional circulation. As an EC member of Neofocus-UK, I have designed the Neofocus-UK newsletters for August 2024 and January 2025. I have also designed and conducted national survey with Dr Mahmoud Montasser, Chair of NeoFOCUS-UK, to facilitate better understanding of the training requirements for trainees and trainers alike. I am excited to be part of the NeoFOCUS-UK group and am delighted to see the development of the various workstreams we have put together. Communication is a crucial element of scaling and optimising workflow and operations strategy. As the communication and social media lead, I will aim to cover everything from setting measurable objectives to identifying audiences, selecting tactics, and measuring results.

**End of statements**