

LEAD WITH THE IMPACT

Tell us what changed as a result of the work - particularly the difference it made to patients.

SHOW US THE NUMBERS

Don't just tell us it worked. Use data and measurable outcomes to show the difference you made.

MAKE PATIENT SAFETY COUNT

Show how your work reduced risk, improved prescribing or monitoring, or made care safer.

TELL US WHAT'S DIFFERENT

Innovation doesn't have to be high-tech. Tell us what was new, creative or simply a better way of doing things.

SHOW LEADERSHIP & COLLABORATION

Tell us who drove the change, how you brought others on board and what you achieved together.

THINK BEYOND TODAY

Can your work continue, grow or be replicated elsewhere? Show us its sustainability and wider potential.

GIVE THE JUDGES THE EVIDENCE

Back up your story with clear, objective supporting evidence.

KEEP IT SIMPLE

Avoid jargon. Make it easy for the judges to quickly understand what you did and why it matters.