

# Queen Victoria Hospital and Feedback Medical win healthcare award

Wednesday 26 March, 2025

Queen Victoria Hospital NHS Foundation Trust (QVH) and Feedback Medical have been awarded the [Most Effective Contribution to Clinical Redesign Award](#) at the HSJ Partnership Awards 2025 for reducing patient wait times and unnecessary hospital appointments through a digital breathlessness pathway.

The public-private partnership between QVH and Feedback Medical was recognised by the *Health Service Journal* (HSJ) for the success of their programme providing a straight-to-test digital pathway, transforming the experience for patients experiencing breathlessness and improving ways of working for clinicians. Bleepa®, Feedback Medical's clinical collaboration platform, provided the digital foundations for the pathway, facilitating asynchronous working between clinicians across primary and secondary care via the community diagnostic centre.

## A rigorous judging process

The winners were announced during a ceremony held at Evolution London, on 20 March 2025, hosted by Rachel Parris and Marcus Brigstocke. The event was attended by representatives from the NHS, and both the private and third sector as well as key players from non-clinical backgrounds, all coming together to celebrate the importance of positive partnerships and acknowledging how these underpin the future sustainability of the NHS.

The winners were selected following a rigorous two-stage judging process ahead of the HSJ Partnership Awards 2025 awards ceremony. The judging panel was made up of a diverse panel of 70+ highly influential and respected figures within the healthcare community. All finalists and winners were judged against five clear criteria: ambition; outcome; spread; value and involvement (including details of how relevant staff, patients and partnerships worked together to realise the success).

## Improved productivity and patient experience

The pilot programme, set up at QVH in Sussex in 2022, enhanced diagnostic efficiency and patient care by reducing waiting times and unnecessary hospital visits. Utilising Bleepa®'s technology for asynchronous multi-disciplinary team collaboration, the pilot achieved a remarkable 63% reduction in patient waiting times from referral to treatment compared to the 18-week national target, significantly decreasing the number of patients waiting over six weeks.

From the primary care referral, patients were triaged and the necessary tests scheduled together, meaning – impressively – 90% of referrals were managed without the need for in-person specialist appointments. This innovative approach not only improved patient experience but resulted in multiple efficiency improvements with the potential to be scaled for other pathways.

## Building on a strong partnership

Dr Ian Francis, Clinical SRO for Diagnostics and CDC programme for Sussex Integrated Care System, comments: *"We are thrilled to win the HSJ Partnership Award for Most Effective Contribution to Clinical Redesign and that the success of the digital breathlessness pathway has been recognised by the HSJ judging panel. We have had keen interest in us sharing our best practice with others to adopt similar symptom-based pathways and have presented both regionally and nationally our key learnings. This collaboration shows the potential there is to maximise clinical and efficiency improvements for patients, with more pathways yet to come."*

Dr Tom Oakley, CEO at Feedback Medical, comments:

*"We are delighted to win the HSJ Partnership Award 2025 recognising the strength of our partnership with Queen Victoria Hospital and the improvements that we've delivered with Bleepa® for patients and clinicians alike."*

*"Together we have transformed the approach to outpatient services by providing a seamless digital journey for patients, from the point of initial referral through to the conclusion of the patient pathway, significantly reducing waiting times for patients, improving productivity for NHS staff and reducing unnecessary appointments."*

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*"We are working together with QVH to expand on our success across new pathways and onboarding more sites to use Bleepa® in both primary and secondary care. We are very confident that we can replicate significant impact across other areas of the NHS."*

The full list of winners for the 2025 HSJ Partnership Awards can be found at <https://partnership.hsj.co.uk/winners-2025>

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