

## BIR welcomes new sponsor for Make it Better Award



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### Applications now invited for popular service improvement award

The British Institute of Radiology is delighted to announce that IEL are the proud sponsor of the successful service improvement award which will now be known as the BIR/IEL Make it Better Award.

Now in its fourth year, this award is given to the group of people who have demonstrated the best improvement in an aspect of service delivery by making it more effective, or have improved patient experience. This might be an innovative design of a piece of kit or changes to a patient pathway that has improved patient comfort or made the pathway less invasive, reduced delays or improved the environment for the patient.

Nick Stevens, Managing Director of IEL, said "IEL are especially pleased to sponsor the BIR 'Make it Better award' as it fits very well with IEL core values including Deliver WOW through customer service, Embrace and Drive Change and Pursue Growth & Learning. Against a background of increasingly limited resources, it is even more important that those who set a positive example for others to follow are recognised and rewarded."

Andy Rogers, President of the BIR, said "As word spreads about this award, we are delighted to that each year the number and breadth of applications grows. It is so encouraging that there is so much innovation and good practice in the world of radiology and radiation oncology."

Jonathan Ashmore who achieved "Highly Commended" in 2017 for his new app to support anxious children prior to an MRI scan said "This award has really helped to raise the profile for the app we created and we have been contacted by people across the world who are interested in doing something similar. It's a pleasure to see our ideas and hard work getting used elsewhere."

The closing date for this award is 28 February 2018.

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