

REFLECTIVE ACCOUNTS FORM

You must use this form to record five written reflective accounts on your CPD and/or practice-related feedback and/or an event or experience in your practice and how this relates to the Code. Please fill in a page for each of your reflective accounts, making sure you do not include any information that might identify a specific patient, service user, colleague or other individuals. Please refer to our guidance on preserving anonymity in the section on non-identifiable information in *How to revalidate with the NMC*.

Reflective account: Business Planning – Advanced Masterclass

The CPD activity was a masterclass on **Strategic Business Planning for Stoma Care**, designed to enhance healthcare professionals' ability to **develop, implement, and evaluate service improvements** within stoma care.

The session covered:

- **Change and Engagement Model:** Strategies to **drive change within the NHS**, focusing on service redesign and stakeholder engagement.
- **Business Planning Principles:** How to build a **case for change** using structured frameworks such as **SBAR (Situation, Background, Assessment, Recommendation)** to improve stoma care services.
- **Pathway Redesign:** Mapping existing patient pathways to identify inefficiencies and develop solutions that enhance patient outcomes.
- **Service Evaluation and Performance Measurement:** Tools to assess the impact of interventions, ensuring continuous quality improvement in stoma care.

The session provided **practical skills and strategic approaches** to enhance clinical services and meet the evolving needs of people living with a stoma.

What did you learn from the CPD activity and/or feedback and/or event or experience in your practice?

How did you change or improve your practice as a result?

This CPD activity aligns with the **Nursing and Midwifery Council (NMC) Code** in the following ways:

Prioritise People

- The masterclass reinforced the importance of **patient-centered care**, ensuring that service redesign efforts **meet the needs of people living with a stoma**.
- Emphasised the value of engaging **patients in decision-making**, empowering them to influence care pathways.

Practise Effectively

- Strengthened my ability to **develop and implement evidence-based service improvements**, ensuring the highest standards of care.
- The SBAR framework and **business planning strategies** provide a structured approach to communicating and justifying service changes.

Preserve Safety

- The training highlighted **risk management principles**, ensuring that any service changes prioritise **patient safety, efficiency, and equity** in access to care.
- Emphasised **quality assurance measures** to continuously evaluate service effectiveness and improve patient outcomes.

Promote Professionalism and Trust

- The masterclass reinforced the **importance of collaboration**, ensuring that proposed service changes align with **NHS values and organisational priorities**.
- Equipped me with the tools to communicate effectively with **patients, colleagues, and decision-makers**, fostering trust and professional integrity.

This CPD activity has provided **valuable strategic planning skills** that will directly enhance my **ability to improve stoma care services**. By applying the **SBAR framework, pathway redesign techniques, and stakeholder engagement strategies**, I can contribute to the **development of patient-focused, efficient, and sustainable care models**.