



Matthew Bradby

Head of Communications

The Queen's Nursing Institute

Candidate Statement

I have worked in the voluntary sector for most of my career since leaving university. For the past ten years, I have worked for The Queen's Nursing Institute, initially as Marketing and Communications Manager and more recently as Head of Communications, with overall responsibility for all of our media, communications and marketing functions. We are a small team and this involves working with many stakeholders at all levels.

I believe as a trustee of National Voices I would bring a close attention to detail, a supportive and critical approach to issues, and a broad perspective around social and healthcare trends. I enjoy building effective working relationships with others and working in collaboration to achieve shared goals.

Since graduating in 1993, I have had experience as a volunteer and paid employee with a number of charities including The Conservation Volunteers, Drinkaware Trust, Save Britain's Heritage, The Directory of Social Change, The National Garden Scheme and with an American charity, Telluride Association, where I served as a trustee for 18 years, with various responsibilities including helping to organise educational exchanges between European and American universities. I also worked for The Charity Commission for three years in their charity support division.

I have personal as well as professional experience of living with long term health care needs. I therefore feel that I have a good first hand knowledge of the 'patient perspective' and this is something that I am passionate about in terms of the delivery of effective health care. I think health has to be a partnership between those in the position of patient, and healthcare professionals. I am very interested in the emotional and psychological effects of diagnosis and living with a long term condition and this is something I have talked about extensively with professionals. I also have experience of helping others close to me to manage their own and sometimes severe health challenges.

I am very interested in heritage and future direction of health care in the UK (and internationally) with particular focus on issues such as the impact of Brexit and workforce challenges, the impact of new technologies, and the impact of new treatments becoming available and how these are managed. I'm also interested in how as a society and as individuals we manage the process of ageing, death and bereavement.

From my work at the Queen's Nursing Institute I have an in depth knowledge and appreciation of the role of community nurses, who work with other professionals to support patients, families and carers to manage long term conditions at home and in the community and avoid unnecessary hospital admissions.

Finally, I have attended a number of National Voices meetings over the past few years and have come to value and appreciate the work that the charity does and its growing influence in advocating for the healthcare needs of patients and communities everywhere.