

# Promoting Healthcare Science

To expand our audience engagement and to improve the visibility of the various career pathways available into Healthcare Science within NHSScotland, it is important to collaborate with a range of education and career providers.

This enables us to capture an audience of young people comprising school, college and university students, and career changers, and raise awareness of the expansive opportunities available to them in this field. Our HCS core team have continued to work in partnership with the NHSScotland Careers team and other stakeholders to improve the visibility of Healthcare Science careers for recruitment and sustainability of our workforce within NHSScotland.

This financial year we have continued working alongside:

- + [DYW Live](#)
- + [My World of Work](#)  
([www.myworldofwork.co.uk](http://www.myworldofwork.co.uk))
- + [Skills Development Scotland](#)  
([skillsdevelopmentscotland.co.uk](http://skillsdevelopmentscotland.co.uk)).

We also made new connections with:

- + [Speakers for Schools](#)  
([speakersforschools.org](http://speakersforschools.org))
- + [SULSA](#) events ([sulsa.ac.uk](http://sulsa.ac.uk))
- + [Aberdeen, Dundee](#) and [Glasgow](#) science centres  
([aberdeensciencecentre.org](http://aberdeensciencecentre.org))  
([dundeesciencecentre.org.uk](http://dundeesciencecentre.org.uk))  
([glasgowsciencecentre.org](http://glasgowsciencecentre.org))
- + Glasgow Science Centre hosted [Curious About](#) live sessions to raise awareness and share information regarding the various education and career pathways to Healthcare Science roles ([curiousabout.glasgowsciencecentre.org](http://curiousabout.glasgowsciencecentre.org)).



# Healthcare Science Week

This year Healthcare Science Week was held from 11th March to 17th March with a host of activities and participation from the NES HCS team, DYW Live, My World of Work, Scottish Government, the NHSScotland Careers team as well as in-service colleagues across regional health boards.

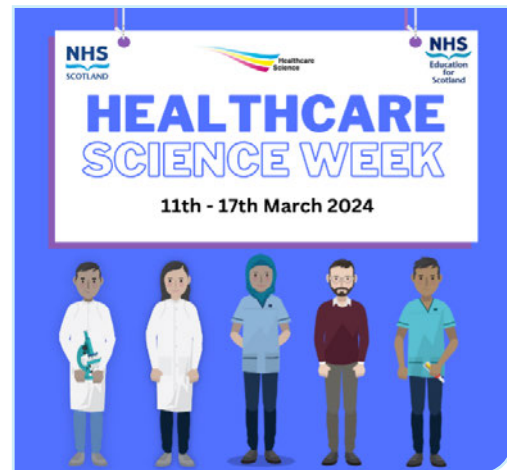
Our [HCS education and training](https://hcstraining.nhs.scot) website (hcstraining.nhs.scot) was populated with resources and guidance for participation detailing how to get involved including the programme of organised events (in-person and virtual) and social media engagement.

We also published our new Healthcare Science career guidance booklet, to promote during this campaign, along with 12 new profiles published on the NHSScotland Careers website.

The key objective was to raise the Healthcare Science public profile and increase awareness of the many career opportunities within it.

We had a schedule of career and STEM engagement events supported by colleagues at NHS Lothian, NHS Grampian, NSS SNBTS, and NHS Tayside. Healthcare Scientist colleagues from NHS Grampian participated in various STEM activities at the main hall arena at the Aberdeen Science Centre. Whilst at Dundee Science Centre, colleagues from NHS Tayside and NSS SNBTS engaged with 69 schools.

It was a great week full of engagement and raising significant awareness for Healthcare Science.



# National campaign with NES Marketing and Communications

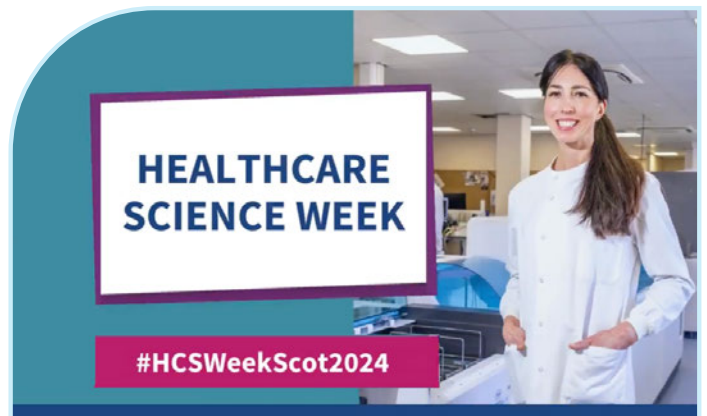
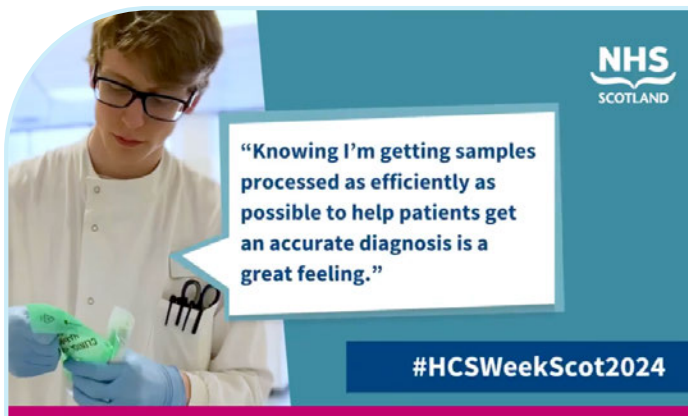
The NES Healthcare Science core team worked in partnership with the NES Marketing and Communications team as part of a national campaign during Healthcare Science Week to promote and celebrate the work of Healthcare Science professionals.

## Campaign objectives

- + To raise awareness of the Healthcare Science opportunities across the whole of NHSScotland to all key audience groups
- + Showcase Healthcare Science colleagues' stories within NHSScotland, promoting these roles
- + Support people on their career journey with information, resources and guides on a role in Healthcare Science

## Overview of social media activity from NHSScotland Careers team

Posts created and published	52
Profile / page clicks	287
Link clicks	370
New followers generated	100
Total impressions	27,591
<i>Impressions per post 531, excluding Instagram stories</i>	
Post engagements	2,132
Retweets	121
<i>Average of 9 retweets per post</i>	
Reel plays	1,668
Likes / reactions	196



## Scotland's Chief Scientific Officer Awards 2024

The Chief Scientific Officer Awards ceremony was held on Thursday 14th March during Healthcare Science Week to celebrate the outstanding contribution made by our scientific workforce within NHSScotland.

There with lots of nominations from colleagues across the regional health boards, well done to every single one of the nominees. Congratulations to the award winners listed opposite, it was great to see the recognition for their achievements.

- + Outstanding Contribution to Healthcare Science:  
Bernie Croal, President of RCPATH
- + Inspiring the Future Workforce:  
Max Bowler, NHS Lothian
- + Transforming Service Delivery:  
The Adult Audiology Team,  
NHS Tayside
- + Healthcare Scientist of the Year:  
Karen Brazier, NHS GGC
- + Improvement in Action:  
Tamara Hanson, NHS Lothian
- + Excellence in Workforce Collaboration:  
Mark Prentice, NHS GGC
- + Healthcare Science Support Worker of the Year:  
Geraldine McIntee, NHS GGC
- + Rising Star: Laura Green,  
NHS Forth Valley



# Healthcare Science career events and promotions

## Speakers for Schools – 21 March 2024

The [Speaker for Schools](#) event was delivered as a live broadcast hub streamed as free inspirational careers talks about Healthcare Science, Biomedical Science ([speakersforschools.org](http://speakersforschools.org)).

These free sessions are aimed at 11– 19 year-olds as an insight into various career options. Their mission is to close the opportunity gap and level the playing field for all 11–19 year-olds from state schools and colleges by providing fair access to fully funded work experience and inspirational talks that will help them to reach their full career potential.

## Scottish Universities Life Sciences Alliance (SULSA)

The Career Event conference was held at Edinburgh University in November 2023 with a Healthcare Science careers awareness stall to advise students from across Scotland who were in attendance.

- + **SULSA Learning Module Graduate Masterclass – 28 February 2024** in partnership with SULSA, [Module learning session](#) Medical Physics colleagues from NHSGGC delivered a module in the masterclass for undergraduates and postgraduate students across Scottish universities ([sulsa.ac.uk/graduate-employability-masterclass](http://sulsa.ac.uk/graduate-employability-masterclass)).

Students were taken through the organisation for their work model concept and, learned about career opportunities, and built their professional networks.

A presentation about the company (NHSScotland, Healthcare Science and NHS GGC) for a Module 3 Masterclass Session titled, *Design and Development* was successfully hosted and delivered as an online session for the graduates who were given the task to solve and present their findings from their designated workshop groups.

## DYW Live sessions (total of 7 sessions)

A partnership with the NES Healthcare Science team and [DYW Live](#) to deliver live online learning that supports learners' development of employability skills, career pathways by bringing the experts and employers directly into the classroom via live and online sessions. Aimed primarily at P6–S3 learners to learn about various roles within Healthcare Science and an opportunity to interact with the pupils ([e-sgoil.com/dyw-live/events](http://e-sgoil.com/dyw-live/events)).

- + **May 2023:** Numeracy in Healthcare Science, with in-service colleagues from Biomedical Science and Clinical Engineering
- + **June 2023:** DYW Live Careers Fair in Healthcare Science with Medical Physics, NHS Tayside and Data Sciences, NSS
- + **November 2023:** Career Week My Biomedical Science careers
- + **March 2024:** DYW Live sessions during Healthcare Science Week with Cardiac Physiology, NHS Grampian and Sleep Physiology, NHS Lothian

## **My World of Work: Social media promotions**

[My World of Work](#) is a website providing career information and advice which was developed by Skills Development Scotland (SDS) – Scotland’s national skills agency.

Their marketing team worked along with our core team to help promote the development of the *Classroom Clash: Super Samples* game in addition to various career videos.

They posted careers stories, starring helpful colleagues from Medical Physics, and Sleep and Respiratory Physiology, during Healthcare Science Week on their website and social media platforms ([myworldofwork.co.uk](#)).

## **My World of Work: Super Samples Healthcare Science**

The game *Super Samples* is offered as part of Classroom Clash – an interactive mini-game quiz tournament which aims to teach young people about the world of work through gameplay.

The game has been developed in partnership with NHS Education Scotland, Healthcare Science team and My World of Work Live, for a national experiential learning programme by Skills Development Scotland and was published during Healthcare Science Week 2023.

In March 2024, this game was redeveloped to be accessible online by My World of Work with further promotions to be arranged on their newly updated website in June 2024.

A lesson plan for school teachers is also promoted along with the game. This provides an overview of the game functionality along with fun activities to recreate diagnostic testing scenarios in the classroom. It also raises awareness for the associated careers and relevant links to provide an overview of these opportunities in Healthcare Science.

- + [Super Samples game](#)  
([sds-self-serve.animmersion.cloud/player/Super%20Samples](#))
- + [Super Samples lesson plan](#)  
([skillsdevelopmentscotland.co.uk/media/srcn301x/2000\\_classroom-clash-online-teacher-resources-super-samples.pdf](#))

## **Curious About: Your Digital Science Festival**

The [Curious About](#) website features live talks from STEM professionals and resources to support learning on a range of topics ([curiousabout.glasgowsciencecentre.org](#)).

It is a free online science resource featuring an engaging mix of curated digital content suitable for school pupils aged 6–13 (P2–S2).

The live ‘Meet the Biomedical Scientist’ session had a total of 1040 individuals registered to watch it. This includes pupils who received the session as part of the larger Learning Lab programme, in addition to pupils who were not part of a Learning Lab but their teacher completed a form to indicate numbers watching.

## Online University Careers webinar to 5 Scottish universities

This webinar was open only to students and was promoted through the University career advisors' group.

It featured Healthcare Scientist colleagues from NHS Lothian talking about Clinical Scientist roles within Genetics, and Practitioner roles within Cardiac Physiology.

## Celebrating 75 years of NHSScotland

Originally founded in 1948, 5 July 2023 marked the 75 year anniversary of NHSScotland. During its lifetime, NHSScotland has evolved and innovated to provide world-leading developments in treatments.

To mark the occasion, we wanted to celebrate the extraordinary achievements of Healthcare Science by creating a video to recognise and celebrate the significant work from our colleagues during the last 75 years.

We would like to thank the Medical Photography team at NHS GGC and our colleagues in service from NHS Grampian, NHS Tayside, NHS Lothian Archive, and NSS SNBTS, who all contributed to this video by sourcing various photos and resources.



Watch the video online  
[Vimeo](https://vimeo.com/845950166) (vimeo.com/845950166)



NHS Scotland 75 – Healthcare Science (Vimeo)

# NHSScotland Careers Healthcare Science

NES HCS core team and the NHSScotland Careers team continue to work along with experts in the field and our stakeholders to update and add new content to improve the careers website resources.

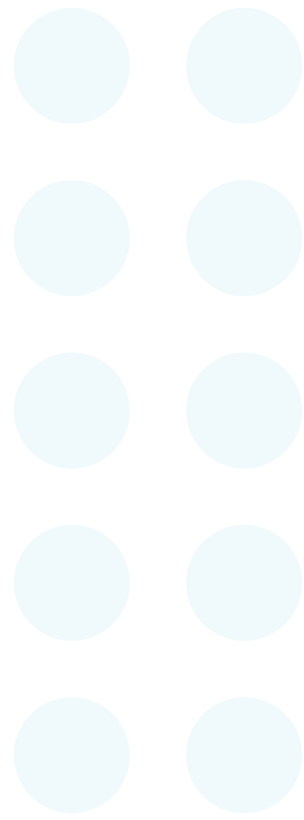
With extensive research into career profiles for HCS roles, with the support from subject matter experts across service in NHSScotland to produce **12** new job profiles.

A dedicated page to HCS careers helps to inspire, inform, improve visibility into the valuable roles and contributions of these health professionals and to encourage people into the workforce. Each profile has an overview of the job responsibilities, subjects at school, key skills, and education and training pathway, learning and development in the role and career progress as a guide either to young people starting their career choices or career changers.

We now have a large variety of roles to support a good representation spread across the 4 streams of Healthcare Science and the career pathway to these opportunities in the NHS.

As of March 24 our current representation of career profiles are listed as:

- + Anatomical Pathology Technologist
- + Assistant Practitioner in Life Sciences
- + Assistant Practitioner in Physiological Sciences
- + Associate Practitioner in Life Sciences
- + Audiologist
- + Bioinformatician
- + Biomedical Scientist
- + Cardiac Clinical Physiologist
- + Clinical Engineer
- + Clinical Perfusionist
- + Clinical Photographer
- + Clinical Physiologist in Neurophysiology
- + Clinical Scientist in Embryology
- + Clinical Scientist in Genetics and Molecular Pathology
- + Clinical Scientist in Immunology
- + Clinical Technologist in Clinical Engineering
- + Clinical Technologist in Medical Physics
- + Decontamination Technician
- + Medical Physicist
- + Reconstructive Scientist
- + Respiratory Physiologist
- + Sleep Physiologist





Between 1 April 2023 and 31 March 2024



HCS job profiles received **26,261** page views

HCS blog posts had **167** page views

A marked increase from 2022–23 with **11,043** page views

## A career in healthcare science

### Our publication of the new Healthcare Science career guide

In 2022 there were limited career resources aimed specifically at the various career pathways in HCS.

It was a year-long project with collaboration of specialist subject matter experts and the NHSScotland Careers team to create this valuable resource, to be distributed across Scotland at career events or schools to improve visibility of these roles.

Publication and distribution of our new career guidance booklet went live during Healthcare Science week campaign in March 2024.

This valuable resource was distributed to employability leads across NHSScotland to be communicated

and signposted at various career engagement events to raise the awareness of these career routes into Healthcare Science.

There have been **52** downloads in March 2024, after publication on 11th March 2024. The profiles published in the career guide align with the profiles in the NHSScotland careers website.

The career booklet is available to download online at our [HCS training website](https://hcstraining.nhs.scot) (hcstraining.nhs.scot) and on the [NHSScotland careers website](https://careers.nhs.scot/explore-careers/healthcare-science) (careers.nhs.scot/explore-careers/healthcare-science).

## Who are healthcare scientists?

Did you know that there are more than 50 different healthcare science careers?

Healthcare scientists use science, data, product design, and engineering to:

- prevent, diagnose, monitor, and treat medical conditions
- design and develop custom medical devices
- commission and maintain medical equipment
- make, improve, and adapt assistive technology

There are many routes to a rewarding healthcare science career, including Modern Apprenticeships, entry-level support roles, and training programmes.



# Communications

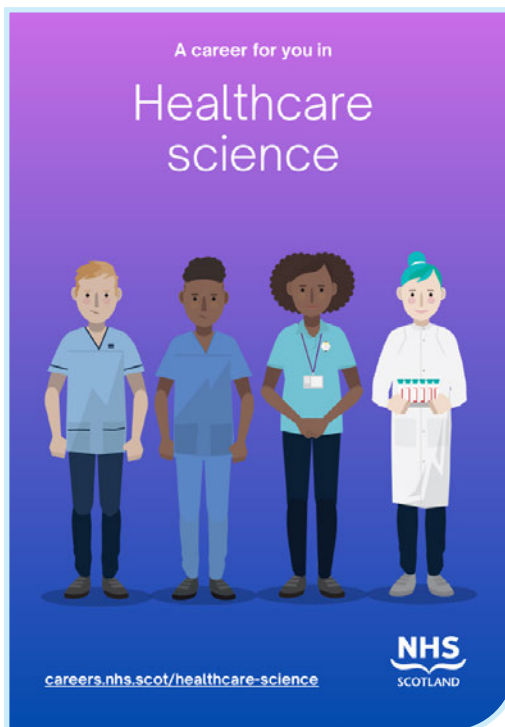
Communication to our Healthcare Science community is key to ensuring up to date information about our offerings, resources, career opportunities and signposting of relevant events or engagements for Healthcare Science.

We utilise various communication platforms and our engagement to our Healthcare Science colleagues such as:

- + Annual report
- + Emails to our subscribers with Mailchimp
- + Turas Learn HCS e-learning
- + HCS Noticeboard
- + Social media communication on the platforms of Twitter, Facebook and Instagram with the handle @hcsnes on all 3 platforms to capture a wider demographic for our audience.
- + Corporate NES HCS website
- + HCS training website
- + National Healthcare Science social media campaigns

In March 2024, we had reached **521** followers on X (up from **232** followers in 2023 an increase of **80%**), which is still our highest engagement platform for social media posts.

Mailchimp is our email application to send communication from the core team of the latest news and updates. This year we distributed **30** emails to **1050** subscribers, including the distribution of our **3** Noticeboards in this financial year. Mailchimp subscribers are up by **8.7%** from last year.



### Your career in healthcare science

Where should you begin?

This career guide gives an insight into a wide range of career opportunities in healthcare science.

Let's discover some of the healthcare science careers you can choose in the NHS!



Physical sciences and clinical engineering	06
Bioinformatics and data science	20
Life sciences	24
Physiological sciences	44

For more healthcare science career inspiration, visit our website – [careers.nhs.scot/healthcare-science](https://careers.nhs.scot/healthcare-science)



Our [HCS training](https://www.hcstraining.nhs.scot) website (hcstraining.nhs.scot) is the key platform for communications and awareness for the learning, guidance and support available from the core team to reach out our trainees, workforce, stakeholders and the wider community.

March 2024 was our highest social media engagement reach with **17.6K** impressions over a **31** day period on X, due to marketing during the Healthcare Science Week by Healthcare Science NES, CWS NHSScotland Careers and the Scottish Government.

## Top tweets

### Healthcare Science NES @hcsnes

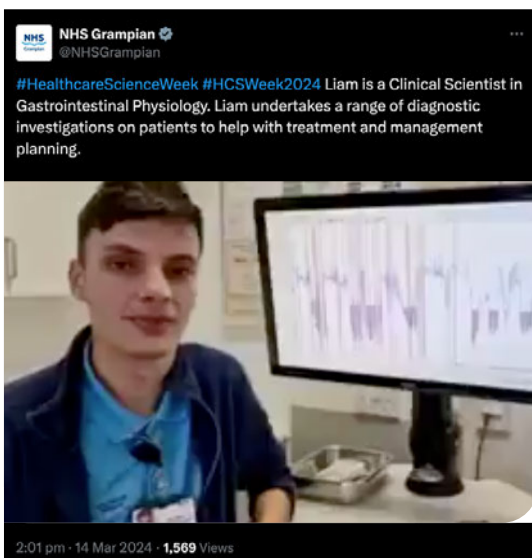
**12,012** impressions  
and **20** engagements

Meet Liam, a Clinical Scientist in Gastro-intestinal Physiology @NHSGrampian & his role in patient treatment. With the many career roles in Healthcare Science, find your role today in our new career leaflet @NHSScotCareers <https://bit.ly/49UnGOg> #HCSWeek2024 #HCSWeekScot2024 [twitter.com/NHSGrampian/status/1768276255487545399](https://twitter.com/NHSGrampian/status/1768276255487545399)

### Healthcare Science NES @hcsnes

**535** impressions  
and **34** engagements

A great @DYWlive session yesterday for #HCSWeek2024 We heard from Lynne, a sleep physiologist @NHS\_Lothian and Annabel, a cardiac physiologist @NHSGrampian talking to primary school pupils across Scotland about their exciting roles in Healthcare Science #HCSWeekScot2024 [pic.twitter.com/fRrtqYnGtX](https://pic.twitter.com/fRrtqYnGtX)



# Partnership with our stakeholders

## NES Advisory Group

In August of 2023 we contacted our HCS Advisory Group to review a very early draft of the Healthcare Science Support Worker Framework. This draft was designed to test the existing NMAHP framework in the context of healthcare science. The helpful critique from our Advisory Group informed our next steps and gave the subsequently appointed project officer a head start in developing the work.

The advisory group comprises members from across the healthcare science community and partner stakeholders, and includes former members of our core team as knowledgeable alumni of our work. Find out about membership and terms at: [nes.scot.nhs.uk/our-work/healthcare-science](https://nes.scot.nhs.uk/our-work/healthcare-science)

## HCSW Reference group

The Healthcare Science Support Worker project ran from September 2023 until March 2024. A 23-strong group was formed and aligned the approach taken by earlier (NMAHP) phases of the support worker project. We are grateful to the input of the subgroup in scrutinising the detail of the work. This group has been stood down.

## Scottish Government

In March 2024 Scottish Government published its strategy document [Healthcare Science Defining our Strategic Approach](https://hcstraining.nhs.scot/news/healthcare-science-in-scotland-defining-our-strategic-approach) (hcstraining.nhs.scot/news/healthcare-science-in-scotland-defining-our-strategic-approach).

This first paper in the ‘Healthcare Science in Scotland’ series, sets out the strategic approach being taken to develop healthcare science in Scotland, building on past work, and helping ensure that the profession is best placed to respond to the population health needs of the people of Scotland now and in the future.

NES Healthcare Science looks forward to working with all parts of the Health and Social Care system to help develop the contribution healthcare scientists make.

## National School of Healthcare Science (NSHCS)

NES continues to collaborate with the NSHCS’s Accreditation and Admissions department to ensure proper oversight of STP trainees, including managing trainee transfers between the Nations. This year, we have intensified our efforts by working closely with the NSHCS’s Operational Management Team. This partnership aims to enhance alignment and communication of our Quality Assurance processes.