

AMBULANCE *Life*

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NEW AMBULANCE UNIFORM SET TO SAVE MILLIONS

Uniform change

A standardised staff uniform for use by **NWAS** and other Ambulance Trusts has been rolled out nationally and aims to deliver **£3.4 million in savings for the NHS**. It will save the cost of more than an entire year's expenditure on uniform items over just four years - the equivalent of funding approximately 100 paramedics.

The project was National Ambulance delivered by the Procurement Group

(NAPG) in partnership with the NHS Commercial Alliance, and involved "extensive nationwide stakeholder engagement."

The scheme, which launched under a new supplier last Summer, looks to streamline the num-

ber of different clothing items used by paramedics and other ambulance staff nationwide, reducing the number of local variations on essential garments such as shirts, T-shirts, trousers, fleeces, jackets and high-visibility vests from over 80 to just 16. The project has also given Ambulance Trusts access to a larger pool of approved suppliers to order other work wear items and Personal Protective Equipment (PPE) including helmets and safety footwear, which will create additional cost savings and ensure a compliant route to market for the Trusts purchasing them.

Daren Hopkinson, Chair of the National Ambulance Procurement Group and Head of Procurement at North West Ambulance Service, said: "This project demonstrates how like-minded NHS organisations across the UK, with a common requirement, can successfully collaborate to achieve quality and efficiency benefits. Ultimately the 37% saving feeds into our organisations' primary objective, which is sustained patient care."

The National Ambulance Procurement Group (NAPG) identified that major savings could be made by standardising core items of uniform and worked closely with its procurement partner, the NHS

Commercial Alliance, to create a framework agreement with suppliers who could guarantee to reach the high goals set for the project.

Ambulance Trusts in the UK spend an estimated £3.2 million each year on uniform, including purchasing around 65,000 shirts and 55,000 trousers. Previously, different Trusts used different suppliers and had various local contracts and agreements in place, with widely differing prices and terms.

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Vol 17 Issue 2

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Air Ambulance support

Hovertravel, has become an official partner of Hampshire and Isle of Wight Air Ambulance (HIOWAA).

Neil Chapman, MD of Hovertravel, commented: "We are proud to be supporting the vital work of Hampshire and Isle of Wight Air Ambulance and to be helping the charity maintain its life-saving service. Hovertravel is committed to delivering a positive impact to the communities on both sides of the Solent and we look forward to developing our relationship with this very worthy charity over the coming years."

In addition to sponsorship commitments, the partnership will be

supported by numerous employee fundraising activities and marketing campaigns aimed at increasing public awareness for the Air Ambulance.



Pilot Paws from HIOWAA and Captain Peter Mulhern from Hovertravel

BANK STAFF URGENTLY REQUIRED

UKSAS ARE NOW RECRUITING FOR ITS FRONT LINE AMBULANCE SERVICE

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CQC rating for NWSAS

Health and social care regulator Care Quality Commission (CQC) has published its report following a planned week long inspection of North West Ambulance Service (NWSAS) NHS Trust in May 2016.

This is the first CQC inspection of NWSAS to be rated and the Trust was pleased to receive a rating of 'good' in relation to care, responsiveness and effectiveness but was disappointed to receive an overall rating of 'requires improvement'. Ratings were also provided for each of NWSAS' core functions and found that the Trust's NHS 111, patient transport services and emergency opera-

tions centres were 'good', however, the emergency and urgent care service 'requires improvement'.

Outstanding practice was noted in other areas, including the delivery of the Trust's Hazardous Area Response Teams, the implementation of community care pathways and use of new technology to map public defibrillator locations and sharing that information with control centres so they could be used to help patients in the community.

NWSAS Chief Executive, Derek Cartwright comments: "As an organisation which has patients at the heart of all we do, I was extremely pleased to hear that the CQC believes our staff to be caring and compassionate

and that we regard safety and quality as a priority. This is one of the key components of an organisation which exists to provide care for patients and it is heartening to hear from the CQC what I have always known. Our staff work hard every day to do the very best they can for patients - from saving lives to offering comfort to relatives, and they should be very proud that this has been recognised.

"We accept the comments in the report relating to improvements required for procedures, guidelines and training, however the inspection took place almost ten months ago and the majority of the points highlighted have already been addressed. For

the remainder, we are working to a robust action plan which is being monitored by the Executive team and our Commissioners. These relate to the Trust's duty of candour and safeguarding of adults procedures and policies, together with the need to increase the recording and learning from incidents.

"The Trust is also addressing its capacity to consent procedures in line with the Mental Capacity Act of 2005, provide support and training in the management of bariatric patients, strengthen the complaints procedures and improve compliance with the Fit and Proper Persons regulations."

With regard to its care and compassion towards patients

and their clinical treatment, the CQC noted:

- Communication with callers who contacted 999 was effective and reassuring. Staff were compassionate, reassuring and treated callers with dignity and respect.
- There were systems in place to meet the needs of patients in rural locations, which included partnership working with health, social and the voluntary care sector.
- Staff were dedicated and committed to caring for patients and often went above and beyond the expectations of their employer to provide care.
- Emotional support was of-

ferred to patients and their relatives in both life-threatening and emergency situations and also during less urgent situations.

Derek adds: "The last 12 months have been extremely challenging for the organisation with unprecedented demand for our services, and it is unfortunate that by not reviewing policies and guidelines as often as we should, we are in the position we are now. We are determined to right this as soon as possible and ensure that staff are given adequate time to complete their mandatory training. This will be a team effort across the whole of the organisation and I am confident that the CQC will see huge improvements when they next visit."

Life-saving support

Four paramedics travelled on Sunday 22 January to freezing, overcrowded refugee camps in Greece to provide first aid training to charity workers.

Simon Woodmore, James Porter, Kate Shaw and Mista Murad are all members of London Ambulance Service's Hazardous Area Response Team (HART).

The team, based in Isleworth, have gone to Thessaloniki with Hands International, a charity which supplies humanitarian aid to refugees.

Rev Simon Woodmore, 48, said: "There is something about being able to help desperate people. As paramedics, we want to help others.

"This isn't political, it is just about humanity.

According to Hands International, 16,000 refugees are living in abandoned warehouses and factories - at least a third of those are children. The charity has found that hygiene is poor and people are surviving on rations of one sandwich and a bottle of water a day. Medical care is limited.

Simon and his colleagues are providing training for charity workers including a range of life-saving skills as well as safeguarding awareness and major incident training.

Simon, of Hemel Hempstead, went to Calais last year to help run a vaccination clinic for refugees.

He said: "Visiting the camps is humbling; you get an idea of the human side. People are living in shelters and yet they will invite you into their tent

to share their meal.

"There are about 25 camps in Thessaloniki so the scale of it will be different to Calais and the weather is appalling. It has been snowing and it is very, very cold.

"Part of the mission will be fact-finding: we will see what is needed; what is going on. We will see how we can help in the future."

The four paramedics are using annual leave to volunteer in the camps.

Martin McTigue, London Ambulance Service Governance Manager and a trustee for Hands International, said: "We are proud of our paramedics volunteering to go into the camps.

"They will be helping people who have suffered so much hardship and who face so much uncertainty - their help can make a difference."

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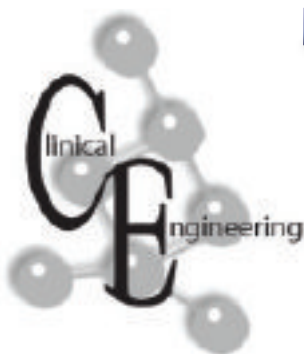
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London 111 call centre rating

The 111 service providing health advice to people in south east London has been rated 'good' by the Care Quality Commission (CQC).

London Ambulance Service staff have been praised for providing 'a safe, caring, responsive and well led service' in the health regulator's report released on Friday 20 January following an inspection of the 111 service in September.

Chair Heather Lawrence said: "We're delighted the kindness and respect and quality of care our staff provide to patients who call 111 has been recognised by the CQC. The report also highlights that patients are treated with compassion, dignity and respect, which is all against a backdrop of an increase in

calls of almost a third from this time a year ago."

Last year*, 316,200 calls were taken by the 111 service, with December being the busiest month ever - with 29 per cent more calls than the previous December. An average of 750 calls are taken on a week day, peaking at around 2,000 on bank holidays.

A second CQC report published on Friday 20 January has confirmed that the Service has met the requirements set out in the warning notice it received in October 2015 after improvements were found during a follow-up inspection last summer. Whilst action had been taken to increase frontline staffing numbers, and a new reporting system had started to see an increase in incident reporting, the CQC said further

progress was needed, particularly in relation to how drugs were managed by the organisation.

Heather added: "We have made some major improvements including recruiting over 700 frontline staff and bolstering our hazardous area response team. We've set up an electronic reporting system, which has seen an increase in the number of incidents reported by staff. And we've acted on the CQC's recent requirements to improve how we manage our drugs, though we recognise there's still more work to do in this area."

Improvements already made to the way drugs are managed across the organisation include recruiting a full-time pharmacist, improving the system for recording details of what drugs have been given to patients, and introducing a digital audit system to trace and track the use of drugs by clinicians.

* Total calls for January to December 2016.

Suffolk reunion

A former first aid teacher from Stowmarket was reunited last month with the medics who saved his life under much happier circumstances after he went into cardiac last year.

Keith Reeve, 67, from Stowmarket, was walking down Ipswich Street when he suddenly collapsed and went into cardiac arrest.

Fortunately six bystanders were on hand to help Keith with one calling 999. Harry

Fisk, a paramedic from the East of England Ambulance Service NHS Trust (EEAST) was on scene within four minutes to assist.

He was shortly supported by Duty Locality Officer Lee Fox, Paramedic Genete Hill, and Student Paramedic Tia Whiteman who worked on Keith for 30 minutes, shocking him four times with a defibrillator before he was resuscitated.

He was taken to Papworth Hospital where he was fitted with a triple bypass and



From L-R: Lee Fox, Hilary Reeve, Keith Reeve, Genete Hill

remained for three weeks before being sent home.

Keith, who has no recollection of his ordeal or the weeks around it said: "I'm so grateful to these guys, the bystanders and the ambulance staff saved my life, it's as simple as that."

UK Specialist Ambulance Service announces defibrillator investment



UKSAS takes delivery of the LIFEPAK®15s

UK Specialist Ambulance Service (UKSAS) has confirmed a contract with leading emergency services medical equipment manufacturer Physio Control to take delivery of 200 new LIFEPAK® 15 Defibrillators.

UKSAS offers the widest range of specialist vehicles for urgent and non-urgent transport journeys within the UK ambulance market. With its H.Q. in Rainham, Essex, it is one of the largest private ambulance services in operation and possibly the largest provider of 999 support services to the NHS Trust Ambulance Service Trusts. The company provides services across the whole of the UK working with private hospitals, healthcare facilities, event organisers and private individuals.

Physio Control has supplied UKSAS the LIFEPAK®15s for their extensive fleet of ambulances which will be used by UKSAS on all of their 999 support vehicles/event vehicles attending festivals and all other occasions where there may be a need to treat casualties.

The roll out of the defibrillator has already begun with the first 55 already being deployed across its fleet of ambulances. This partnership will also see Physio-Control UK Sales Ltd assisting in the training/retraining of UK Specialist Ambulance Service staff in relation to these devices.

Improved performance

The LIFEPAK®15 Monitor/Defibrillator is a flagship product demonstrating a significant improvement over its predecessor in both

ruggedness and reliability and clinical innovation. With more than 20 variants available it has the ability to provide all of the patient data that they need; which will help patient care, minimise risk, and improve service delivery.

Commenting on the partnership, Mick Byrne, Managing Director of UKSAS said: "In my opinion the LIFEPAK®15 is the best all round defibrillator available on the market, the investment shows our ongoing commitment to offer the best possible patient care."

Mick added: "We will have the remaining LIFEPAK® 15s rolled out over the coming months and is proving to be an exciting time during the launch as it is an ideal product for the demanding needs of patients safety and wellbeing"

Hugh Whittaker, Director of Physio Control (UK), said: "The LIFEPAK®15 combines quality, durability, strength and ease of use. It is one of the most versatile Defibrillator available, making it ideal for use by UK Specialist Ambulance Service."

He added: "We are excited to be working with UK Specialist Ambulance Service in this partnership and anticipate that it will be a mutually beneficial period for both organisations while ensuring patients receive the best possible treatment."

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Care Village offers integration



Enthusiasm was evident in spades when key partners involved in the development of the new Stirling Care Village got together to cut the first sods to mark the start of construction.

The innovative 35m development, which is being built in the grounds of Stirling Community Hospital, is a joint venture between Stirling Council, NHS Forth Valley and the Scottish Ambulance Service. Forth Valley College is also keen to explore oppor-

tunities to offer local young people, who are considering a career in the health and care sector, a range of training and volunteering opportunities within the new Care Village.

The Care Village will support the integration of local health and social care ser-

vices, making it easier for staff to work together to deliver better co-ordinated, more joined up care to local people - a key aim of the Clackmannanshire and Stirling Health and Social Care Partnership.

This will be achieved by bringing wide range of health and social services together in two new purpose-built facilities - a Care Hub and a Primary and Urgent Care Centre. The Scottish Ambulance Service also plans to move their existing ambulance station in the Riverside area of Stirling to a new station and workshop on the Stirling Community Hospital site.

More than 100 beds will be created in the new Care Hub to provide short-term care, assessment or rehabilitation to older people who require additional support following an illness or operation. These services will be provided in a

comfortable, homely environment to help older people recover, regain their independence and, in the majority of cases, return to their own homes. The Care Hub will also provide support for patients with dementia and those who need palliative or end of life care.

The new Primary and Urgent Care Centre will provide more modern, spacious accommodation for a number of existing health services including Minor Injuries, X-ray facilities and GP out-of-hours services. It will also house a number of local GP practices which will re-locate to purpose-built premises within the new Centre.

Robertson Construction are the main contractors and the project is being developed through hub East Central Scotland (a joint partnership between public and private sector organisa-

tions aimed at developing and delivering better local services across East Central Scotland). The majority of facilities are expected to be completed by autumn 2018 with the ambulance station and final site works completed by autumn 2019.

Alex Linkston, Chairman of NHS Forth Valley, said: "I am delighted that construction work is now underway. A great deal of work has already been carried out by all the partners to reach this important milestone and it is very exciting that local staff and patients will soon have access to these fantastic new facilities."

David Garbutt, Chair of the Scottish Ambulance Service added: "The new station will ensure that our ambulance teams have a modern, fit for purpose work environment with facilities which support the continued delivery of the highest standards of patient care. It will also incorporate modern facilities which meet the required NHS standards for infection control and support the ongoing professional development of our staff's clinical skills."



SCOTTISH AMBULANCE SERVICE

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The Scottish Ambulance Service is looking for highly motivated individuals to join our Argyll & Clyde A&E team based on the west coast of Scotland.

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Individuals must be qualified to Paramedic grade and have a recognised emergency driving qualification. You will need to display confidence and effectiveness in making decisions, demonstrate a professional approach and have excellent clinical skills. Often working under pressure, you must be confident in your ability to work on your own, whilst also being a pro-active member of the team.

Vacancies are across several locations within the Argyll & Clyde region including; Arrochar, Dunoon, Mull and Rothesay, however, as there is an element of on-call working attached to these, it is advisable to contact Colin Whiteford, Acting Head of Service, on cwhiteford@nhs.net for more information on the role and working patterns.

If you are interested in applying, please contact Sheila Park at scotamb.southrecruit@nhs.net, quoting reference no SW5061, to obtain an application pack.

Completed applications must be submitted by Friday 3 March 2017



We are always keen to hear from HCPC Paramedics and Qualified Technicians considering a move to Scotland. If you think you might be interested, please visit our vacancy section at www.scottishambulance.com or email scotamb.recruitmentenquiries@nhs.net



Dedicated service proves successful



Members of the Falls Response Service have come to the aid of 229 patients

A dedicated service for patients who have fallen in the Aneurin Bevan Health Board area in Wales has helped more than 200 people to get back on their feet.

The Falls Response Service, which is being run jointly by the Welsh Ambulance Service and Aneurin Bevan University Health Board, aims to provide a timely response for patients who have suffered a fall in the community and are either uninjured or have a minor injury.

The team, which consists of a registered paramedic and a physiotherapist on a specialist vehicle, provides patients with a full medical and social assessment.

They will also signpost them to the most appropriate care pathway for their needs and in the majority of cases are able to prevent an unnecessary visit to the Emergency Department.

The six-month trial was launched in October 2016 and so far the team have assisted 229 patients who have

accessed the 999 system, 183 of whom were able to be treated at home.

James Gough, who is the Project Lead for the Welsh Ambulance Service and Aneurin Bevan University Health Board, said: "Waiting for help after a fall can be an anxious and difficult time, especially if you are elderly, but thanks to this collaboration with the health board, we have been able to come to the aid of patients quicker.

"Going to the Emergency Department is not always the best solution for patients; particularly when they are not injured, and in 80 per cent of cases they were able remain within the comfort of their own home.

"Care can often be provided at home and, as well as giving timely medical assistance, we can also carry out an in depth social assessment to make sure that they have the right care package in place

"The Falls Response Service also prevents the need to

send an emergency ambulance to low acuity calls, improving the availability of ambulances to attend to life threatening calls and improving emergency response times within the health board area."

As well as helping patients who have fallen, the service is also available to attend 999 calls coded as red - the most serious category - when it is the nearest available resource.

The team currently operates seven days a week, between 8am and 8pm from Blackwood Ambulance Station.

The trial was successful in receiving funding via the Welsh Assembly Intermediate Care Fund, which aims to encourage closer integration between social services, health, housing and the third and independent sectors.

Alison Shakeshaft, Director of Therapies and Health Science for the health board, said: "The Falls Response Service in Gwent places the patient at the heart of their treatment and keeps them in

their own environment when it is safe and appropriate to do so.

"Taking older patients to hospital with very minor injuries can cause them and their families inconvenience and distress - the Falls Response Service delivers the highest standard of care to patients in their own homes while keeping hospital beds available for those who need them most.

"It is remarkable that the service has already managed to treat four out of five patients in their own home without the need for transfer to hospital."

Within Wales, about ten per cent of all 999 calls to the Welsh Ambulance Service are categorised as a fall, and, as well as creating specialised falls pathways, the Trust is also pioneering a number of initiatives across Wales to make sure patients receive an appropriate and timely response.

A collaborative trial is cur-

rently being run with Cardiff Council's Telecare service where a community vehicle responds to assist patients who have fallen at home, but are not injured.

The mobile response team is made up of trained wardens who are able to come to the aid of people in the city 24 hours a day, and can refer patients to an Occupational Therapist who will advise on available falls prevention methods.

In Conwy and Denbighshire, a joint initiative is running with North Wales Fire and Rescue Service in the form of a specialised team of staff who respond to vulnerable people who have experienced a fall at home.

The Community Assistance Team includes fully trained staff members recruited from the fire service, who are equipped to lift non-injured fallers and provide an improved patient experience.

There are also ten dedicated Community First Responder falls response teams across the country, using specialist equipment to lift elderly fallers and provide a timely response.

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Yorkshire Air Ambulance's two new helicopters which are now both operational

North Yorkshire welcomes new air ambulance

The second of Yorkshire Air Ambulance's brand new helicopters has taken to the skies over North Yorkshire.

The £6m Airbus H145 aircraft is now fully operational

following the completion of crew training and a full medical fit-out.

It is based at Yorkshire Air

Ambulance's northern air base at RAF Topcliffe, near Thirsk, and completes the replacement of the rapid response emergency service's two, ageing MD902 Explorer aircraft.

Last September the first H145 went into service, flying from the charity's air support unit at Nostell, near Wakefield.

The new helicopters offer exceptional flight performance and will have significantly lower operational and maintenance costs. The H145 is night capable, enabling longer flying hours, and offers a much larger cabin area to treat patients in flight.

The region's air ambulance doctors and paramedics have been involved from the

start in the fit out which will see the helicopters carrying the latest medical equipment.

Yorkshire Air Ambulance has planned the replacement of its increasingly costly, ageing aircraft for several years. The £12m cost has been met through planned savings, grants, careful budgeting and the amazing generosity of the people of Yorkshire.

YAA Chairman Peter Sunderland said: "To see the second helicopter in operation is hugely exciting and a very proud day for us as a charity and for the people of Yorkshire."

"These helicopters belong to the people of Yorkshire and will do so for the next 10 to 20 years. I am very proud to say we now have a level of

service which is probably the best of any air ambulance charity in the UK."

North Yorkshire welcomed its new air ambulance with a special reception at the Devonshire Arms Hotel, Bolton Abbey, attended by local dignitaries, Mayors and long standing supporters of the charity from the Northern part of the region.

Yorkshire Air Ambulance is also currently working with The Devonshire Arms as the hotel's adopted Charity of the Year.

Yorkshire Air Ambulance still needs to raise £12,000 every single day to keep its helicopters flying. The charity serves 5million people across Yorkshire, attending on average, more than 1,200 incidents a year.

Looking back

Last year marked the 'Air25' 25th anniversary of the vitally important emergency pre-hospital service provided by Midlands Air Ambulance Charity, and became the organisation's most publically supported year to date.

Throughout 2016, supported by corporate partner, Midland Expressway, opera-

tors of the M6toll, the charity held 16 commemorative events, including a birthday garden party at Hagley Hall in Worcestershire with HRH The Countess of Wessex in attendance, and the opening of the charity's aircrew Education and Training Centre at the Tatenhill airbase in Staffordshire.

In total over 42,000 people attended the charity's

events, generating £250,000 which will help fund 100 air ambulance missions across the six counties covered by the charity.

In addition to the events, a public appeal for former aircrew, patients and volunteers proved to be a great success. Several previous members of the team who worked on the original 'Air5'

air ambulance got in touch

to recount their historic stories, and one former flight paramedic was reunited with a gentleman she airlifted in the charity's inaugural year.

The public's online support of the charity also went through the roof, with thousands of likes and retweets regarding anniversary activity, with the then prime minister, David Cameron showing his appreciation of the service which was launched back in May 1991.

Hanna Sebright, chief executive for Midlands Air Ambulance Charity, states:

"Air25 was an extremely significant year for our organisation, enabling us to highlight 25 years of air ambulance operations across the Midlands and the impact the charity has made on so many lives. We can't thank the public enough for their generous on-going support, and to our Air25 corporate partner, Midland Expressway for their unflinching commitment which has enabled us to create such a memorable year."

James Hodson, director of motorway operations and facilities at Midland Express-

way Limited (MEL), added: "Our support for the vital work of Midlands Air Ambulance Charity goes back over a decade now and we are proud to have raised over £250,000 in that time. Air25 year was a great success but also a timely reminder of the on-going fundraising the charity needs every year. During that time, we have built friendships with many of the remarkable people whose daily lives are devoted to saving others. We look forward to continuing our relationship with them."

Devon Air Ambulance targeted by laser



At 2150 on the evening of 20th January in the Tedburn St Mary area one of Devon's Air Ambulances was targeted by a green coloured laser. The crew were on their way to Holsworthy to help an elderly lady who had fallen and needed essential medical treatment at the major trauma centre in Plymouth.

The increasing sales of powerful hand held laser pens have always been considered to be a viable threat to all aircraft but this is the first significant incident involving Devon Air Ambulance, which has occurred only a few weeks after the introduction of night operations.

Rob Mackie, DAA's Safety Manager and a helicopter pilot with 34 years of experi-

ence, said: "Thankfully on this occasion, due to a quick thinking crew member, the team were able to continue to Holsworthy to help the patient. However, we recognise that should this have not been the case, and had a crewmember received injuries to their eyes or if the crew had been temporarily blinded, it might have meant aborting the mission and us not being able to get to a patient in need."

Rob continues "Hand held lasers are not illegal in this country and they are usually quite low powered and suitable as presentation pointers. However, it is very easy to acquire military strength lasers on the internet at very low prices and it is the misuse of these higher powered lasers that has caused the

British Airline Pilots Association (BALPA) and other industry bodies to call for them to be classed as offensive weapons."

"I am sure that most laser attacks are caused by thoughtlessness rather than malicious intent so we would call on anyone with a laser to think of the consequences before they shine them towards an aircraft. Lasers can cause a catastrophic blinding light and can quite easily damage a pilot or crew members eyes or distract the pilot enough to cause an accident."

"It would be better all round if they were regulated but in the meantime we would certainly also ask any parent who knows their child owns one of these devices to explain the conse-

quences of misuse to them. This includes the damage they can inflict on themselves or others by shining the laser beam in their eyes."

The Charity fully supports moves to get high-powered lasers classed as offensive weapons. The service has submitted a Mandatory Safety Report to the Civil Aviation Authority on this incident.

Lasers:

- In 2010 a law was passed in the UK which allows offenders to be charged with 'shining a light at an aircraft in flight so as to dazzle or distract the pilot'.
- If the distraction or dazzle is serious, a person may be found guilty of 'reckless



Rob Mackie, DAA's Safety Manager and Pilot

endangerment' and sent to prison.

- Between 2009 and June 2015 more than 8,998 laser incidents across the country were reported to the UK Civil Aviation Authority.

Pilot for falls patients

The East of England Ambulance Service Trust (EEAST) most common 999 call is for people who have fallen - about a fifth of calls every day, in fact.

In December alone, their call handlers received 305 calls in north Norfolk to patients who had fallen and 362 in south Norfolk.

EEAST and other NHS trusts are hoping to change the lives of patients affected by falls for the better, and a pilot to help Norfolk patients has been launched.

The early intervention vehicle pilot began on Thursday 12th January involving EEAST, the Norfolk Community

Health and Care NHS Trust (NCH&C) and the Norfolk and Norwich University Hospital (NNUH).

Two vehicles are staffed by a senior emergency medical technician (EMT) from the service and an occupational therapist. They assess patients at the scene and if they do not need hospital care, the patient will be given the help and support to help avoid falls in the future.

Emergency Medical Technician Michael Hall and Clinical Lead Occupational Therapist Helen Nku were the first out on the road over three days, and they saw six patients.

The pilot will work along-

side existing services for patients who need urgent support at home, such as Norfolk County Council's Swift Response service, which provides help and support for people who have experienced a fall but don't need emergency services or admission to a hospital.

Diane Chan, Senior Locality Manager at EEAST, thanked everyone involved in setting up the pilot, adding it fit the NHS sustainability and transformation plans to work in a more integrated way to improve patient outcomes: "Falls are one of our most common types of call. This project puts an alternative pathway in place so that patients can stay

at home by putting preventative measures in place to reduce avoidable Emergency Department (ED) admissions and helps to keep a patient at home where they feel comfortable. It aims to reduce the amount of times a patient falls and reduce the pressure on ED."

Anna Morgan, Director of Nursing and Quality for NCH&C, added: "This is another great example of how working together in an integrated way will deliver health and social care services that work more efficiently, putting people at the very heart of treatment decisions."

"Not only does it ensure that patients can receive more treatment in their communities where we know they are more comfortable, but it also reduces demand for acute hospital usage by reduc-



ing avoidable admissions, lengths of stay and delayed discharges."

Antek Lejk, Chief Officer of NHS North Norfolk and South Norfolk clinical commissioning groups, said: "We are keen to see the impact the project has on patients living in North and South Norfolk - EEAST and NCH&C working collaboratively in developing and delivering this pilot is an example

of the continued need for integrated solutions to patient's needs."

Six ambulance EMTs received refresher training to treat older and frail patients before the early intervention falls vehicles went live as part of a three-month pilot. Pictured are the team who are involved in the pilot.

Here's hoping great successes for patients in the coming months!

Better patient care

At a time when demand on the NHS is unprecedented, a decision five years ago to increase the number of West Midlands Ambulance Service paramedics on frontline ambulances is paying huge dividends for patients and other health-care providers alike.

New figures released by West Midlands Ambulance Service show that as the number of paramedics on vehicles has increased the percentage of patients being taken to A&E Departments has fallen.

Five years ago in 2012, 81.8% of ambulances had a paramedic on board. Last year, 2016, that figure had risen to an average of 86.8%

for the 12 month period, though in November it was 90.1%.

At the same time the percentage of emergency patients being taken to hospital had dropped from 61.3% in 2012 to an average of 59.6% in 2016, though in December it was down to just 58.7% with some days below 50%.

What is more impressive is that these changes have been achieved despite huge increases in demand over the period. During the five year period, the total number of incidents attended has risen from 767,050 to 933,400 - a 21.7% rise.

WMAS Chief Executive, Anthony Marsh, said: "We remain on course to become the first Trust in the country to have a paramedic on every

vehicle, every shift. We already achieve this in the more rural counties we serve and are getting steadily closer to that goal in all areas."

"What is absolutely clear is that doing so will allow us to further reduce our conveyance rate to less than 50% which can only be good for patients, but also other health providers."

"I am immensely proud of my staff for all they are doing to use their skills to provide the very highest standards of care. They are treating many more patients themselves, but where they need support, they are making excellent use of the range of alternative pathways that are available to them."

"For example, we get tremendous support from a

GP scheme in Worcestershire where crews can request a visit from a GP after they have assessed the patient. This keeps hundreds of patients a month away from busy A&E Departments.

"In many other parts of the region we work with local authorities who provide hugely successful 'falls teams' who can provide, mainly elderly patients, with the support they need to be able to stay at home."

"As a service we are continuing to maximise the number of paramedics we employ through attracting an increasing number of graduate paramedics from the universities we work with: Staffordshire, Wolverhampton, Coventry and Worcester."

"We have also recruited hundreds of staff through our innovative student paramedic programme. Over the three years 2015-16 to 2017-18 we



will have taken on over 900 staff in this 30 month programme. This ensures that a steady flow of qualified paramedics come into the service at the end of their studies.

"By doing so, we are able to increase the skill mix which improves patient care and makes us more efficient, which in turn reduces the number of patients going to A&E."

Seven marathons, seven continents, seven days

For many, running a marathon is a huge challenge that requires full time dedication to train and prepare for.

Imagine running seven marathons, in seven days across seven continents. East Midlands Ambulance

Service NHS Trust Emergency Care Assistant Luke Wigman is currently in the Antarctic circle about to do just that.

Luke, who is based at Hucknall Station, joined the ambulance service in 2014 after a career in the Royal Air Force.

During his time serving in the forces Luke suffered a serious leg injury when stepping on a land mine in Afghanistan. Luke's passion and dedication to push himself through rehabilitation and recovery has taken him all over the world, including competing in the North

Pole Marathon, representing UK armed forces and winning gold in the Invictus Games, and most recently winning the Volcano Marathon in Chile.

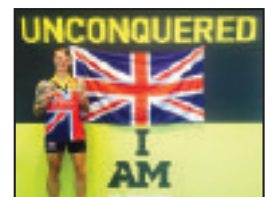
Now Luke is taking on the 'World Marathon Challenge' with his running partner Ibi Ali. The two will be running 295km and covering 43,500km across Antarctica, South America, North America, Europe, Africa, Asia and Australia.

With every challenge Luke has raised money for the charities that helped him

with his rehabilitation. He is now taking on his next challenge to raise money for the Defence and National Rehabilitation Centre (DNRC) which will provide rehabilitation for seriously wounded members of the armed forces.

Construction has started on the new facility in the East Midlands, and is due to open in 2018.

• Find out more and support Luke in raising money for this worthy cause at <http://invincible.org.uk/>



Luke Wigman with his gold medal at the Invictus Games



Luke Wigman running at the Volcano Marathon in Chile

Improving trauma care in Scotland

The next steps in the delivery of a new network of trauma services across Scotland have been outlined by the First Minister Nicola Sturgeon.

Launching plans for the Scottish Trauma Network, the First Minister said an additional £5 million would be allocated in 2017,

to accelerate progress on the development of the new network.

It will be based around four major trauma centres in Aberdeen, Dundee, Glasgow and Edinburgh - with a view to benefiting around 6,000 of Scotland's seriously injured patients each year.

The new centres will host dedicated trauma services, including

rehabilitation support, to help patients with significant injuries recover more quickly. The Scottish Ambulance Service and existing trauma services across Scotland will also have a vital role in delivering enhanced trauma care. All these services will together, create the Scottish Trauma Network.

Good news for YAS

Yorkshire Ambulance Service NHS Trust has secured a 'Good' rating from the recent independent Care Quality Commission (CQC) inspection despite considerable challenges from increased demand and funding pressures.

The CQC, as the regulatory body of health and social care

in England, carried out detailed inspections of Yorkshire Ambulance Service, including its NHS 111 service, during September and October 2016 and determined that the Trust had achieved 'Good' in quality and safety across the organisation.

On the NHS 111 report, Dr Philip Foster, Director for Planned and Urgent Care at

Yorkshire Ambulance Service NHS Trust, said: "We are proud to be one of the best performing NHS 111 services in the country and that is very much down to the fantastic work done by our staff.

"We continue to work with our local commissioners to develop the service in response to patients' urgent

care needs and recent innovations include the provision of more specialist staff to provide advice to patients on mental health, palliative and pharmacy-related calls.

"We are committed to further developing the NHS 111 service for the benefit of patients in the knowledge that we have such a strong foundation on which to build."

High demand

NHS Ambulance services are finding it increasingly difficult to cope with rising demand for urgent and emergency services, according to the National Audit Office.

Demand for ambulance services continues to grow rapidly. Contributing factors may include the increasing numbers

of elderly patients with multiple conditions, an increasing number of alcohol- and mental health-driven issues, the availability of primary care services in the community and how patients seek help. Between 2009-10 and 2015-16, the number of ambulance calls and NHS 111 transfers increased from 7.9 million to 10.7 million. Increased funding

for these services has not matched rising demand, and future settlements are likely to be tougher.

Introducing new models of care, such as resolving calls over the phone by providing advice to callers, has helped but there are signs of stress, including worsening performance against response time targets. In 2015-16, only one ambulance trust met the three response time targets. The National Audit Office report, published last month, however found a general con-

sensus that commissioners, regulators and providers place too much focus on response times. The majority of patients currently coded as Red 2 do not derive clinical benefit from the arrival of an ambulance within 8 minutes, but the 8-minute target has led to a range of behaviours which undermine efficiency, such as dispatching resources before it has been determined what the problem is, whether an ambulance is required; and dispatching multiple ambulances to the same patient and

then standing down the vehicles least likely to arrive first.

In 2015-16, around 500,000 ambulance hours were lost due to turnaround at accident and emergency departments taking more than 30 minutes, which equates to 41,000 12-hour ambulance shifts. Transferring the care of a patient from an ambulance to an accident and emergency department is expected to take no longer than 15 minutes, with a further 15 minutes to prepare the ambulance for the next call. In addition, most am-

bulance trusts are struggling to recruit and retain the staff they need.

According to the NAO, ambulance services are finding it challenging to engage with the wider health sector due to the growing number of stakeholders that trusts are required to work with. In addition, the wider system does not always make good use of the ambulance services' experience or recognise the impact that changes to other local services have on the ambulance services.

Shaping the future of healthcare

England's 145,000 Allied Health Professionals are to be encouraged to innovate and lead within the NHS and wider care system under a new shared commitment published last month by NHS England.

'Allied Health Professions into Action' has brought together the views of the third largest workforce in the health and care system, including chiropodists, dietitians, orthoptists, paramedics, physiotherapists, art therapists and speech and language therapists. It sets out how the 12 Allied Health Professional groups across England can be at the forefront of innovative changes to patient care and shape future health policy by having a

full involvement in transformation plans being developed across the country.

The new guidance aims to provide a blueprint for Clinical Commissioning Groups, provider organisations, health leaders and local authorities to fully utilise and involve Allied Health Professionals (AHPs) in transformation programmes and the delivery of NHS England's Five Year Forward View. It offers 53 examples of AHPs working to drive and support change by working innovatively, and a framework to help utilise AHPs in the development and delivery of transformation planning.

'Allied Health Professions into Action' has taken a collaborative approach in its de-

velopment by inviting AHPs and the wider health, social and care workforce, including patients and the general public, to contribute via an online platform using crowdsourcing as a method to air their views and then vote on them. More than 16,000+ individual contributions from 2,000 people were put forward in this way.

The report was launched by the Chief Allied Health Professions Officer for England, Suzanne Rastrick, alongside health writer and commentator, Roy Lilley; Dr Peter Thomond, Managing Director Clever Together; Samantha Jones, Programme Director New Care Models; and Professor Don Berwick, Institute for Healthcare.

Chief Allied Health

Professions Officer (CAHPO) for England, Suzanne Rastrick, said: "'Allied Health Professions into Action' demonstrates a shared commitment to make greater use of the full range of allied health professionals in all aspects of service delivery to promote the adoption of new ways of working across the health and care system and to improve patient care.

"I would like to thank all those who have contributed to the development of this report, which took a unique approach in helping to develop and establish future policy. Members of the Allied Health Professions are highly skilled and experienced, diverse and autonomous which gives them a unique and valuable contribution a

critical time of change in the health system."

'Allied Health Professions into Action' sets out how members can be fully involved in Sustainability and Transformation Plans. The development of the work follows visits made to vanguard sites of the new care models programme and a range of provider organisations. The engagement and drafting process also included input from STP leaders and a range of partner organisations - including NHS Employers.

Samantha Jones, Director of the New Care Models Programme said: "Allied Health Professionals have always provided a range of vital roles in our health service and in our communities,

but as the NHS continues to transform they become even more important than ever. Their increasing clinical expertise, long experience in multidisciplinary working and flexible approach are exactly what our community's need as they work towards services that focus on helping people to stay well. The vanguards leading the way with the development of new care models have demonstrated just how central this workforce is, and local leaders should be using the great tools and information in 'Allied Health Professions into Action' to make sure they are using their allied health professional workforce to the best possible effect, now and in the future."



New venture

The Welsh Ambulance Service has started operating from a new station thanks to partnership working with Mid and West Wales Fire and Rescue Service.

Last month the fire service welcomed the Trust to its fire station at Swansea Central.

The new venture will see an ambulance stationed at the fire station with firefighters and ambulance crews working side by side.

Leigh Keen, the Welsh Ambulance Service's Clinical Team

Leader based at Swansea Central, said: "Placing ambulances in more locations across the city will further improve our ability to get to the patients who need us most, such as someone suffering from a cardiac arrest, in a timely manner."

"For many years the Trust has co-responded with Mid and West Wales Fire and Rescue Service to provide the earliest possible intervention for people in life-threatening emergencies, and

it has made a real difference to the community we serve.

"We have an excellent working relationship with the Fire Service and by locating ourselves at Swansea Central this will only grow stronger."

Station Manager Andrew Pughsley of Mid and West Wales Fire and Rescue Service said: "We are delighted to welcome the Welsh Ambulance Service Trust to join our Station at Swansea Central. The Station has been responding to medical incidents since October 2016, providing lifesaving intervention and assisting Ambulance personnel.

"From previous trials, at Morriston and Swansea West Fire Stations, we have learnt a great amount from working with WAST and developed a greater understanding of skills and roles at all types of operational calls, this improved interoperability can only be a good step forward."

"I look forward to continuing our close working relationship with WAST, and other partner agencies to continually improve our standard of care and service to the people of Swansea."

Fantastic result

West Midlands Ambulance Service (WMAS) is delighted to receive an 'outstanding' rating which is the highest possible rating from health and social care regulator, the Care Quality Commission (CQC).

The CQC report follows the regulators inspections to the Trust during the summer of 2016.

The report specifically highlighted "staff were outstanding in the way that they supported patients." It also outlined the "hard work of staff is exemplary and making a real difference to patients."

West Midlands Ambulance Service Chief Executive,

Anthony Marsh, said: "West Midlands Ambulance Service is the only ambulance trust to be rated outstanding by the CQC. I am incredibly proud of my staff and the volunteers who support us, for providing the best possible care to patients across the West Midlands."

"Helping others is at the heart of everything we do and I am hugely pleased that the CQC saw a positive, patient centred culture within the Trust. Compassion is a large part of our role and I am equally proud that the report highlighted staff were outstanding."

"Quality and safety are

key priorities for us; they are essential for running an effective ambulance service and I'm pleased that this was highlighted by the CQC as was our strong and stable leadership team."

"I am delighted that they also recognised that we are at the forefront of making improvements in dealing with the ever-increasing number of emergency calls we receive by recruiting hundreds of paramedics, the introduction of new vehicles and trialling innovative ways to minimise the time patients must wait."

I would like to thank all of our staff and volunteers for their outstanding professionalism, continued dedication and hard work."

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4 degrees for Education Manager

An EMAS education manager from Derby is celebrating after being awarded a masters degree after five years of hard work.

Amy Rollason, Acting Clinical Education Manager at Kingsway Education Centre, graduated from Sheffield Hallam University with an MSc in Advanced Clinical Practice.

Amy, who has previously completed three other degrees including an Honours Degree in Biology, Post Graduate Teaching Diploma and Foundation

Degree in Paramedic Practice, is delighted to have been awarded a masters degree and is looking forward to a well-earned rest with her wife Becky before the birth of their first child in March.

Amy, who has severe dyslexia said: "I have never considered myself to be an academic person and so I just took it one module at a time."

"It was tough to complete the full Masters programme while working full time but now it's over I'm so glad that I stuck with it. "I'm hoping that it will

turn out to be a bit like childbirth in that you are supposed to forget the pain very soon after and just get left with the joy.

"I'm very proud that I have done it and I hope that other EMAS staff see that if I can do it, it definitely can be done and give it a go themselves."

Over the last five years Amy completed a variety of modules covering clinical skills, safeguarding, research methods and management and completed a dissertation entitled "From Resistance to Revolution: How effective change man-

agement could alter the face of Paramedicine" which looked at how best to embrace the new higher education requirements for entry onto the Paramedic register.

Richard Allen, a Clinical Practice Tutor from Kingsway, said "The whole Kingsway team wish Amy our wholehearted congratulations on her graduation. The knowledge and skills she gained on her course has already had significant benefits for the rest of the team and the students who come to the centre."



Amy Rollason, Acting Clinical Education Manager gains her 4th degree

New Diploma at University of Cumbria

North West Ambulance Service (NWAS) has launched a new partnership with The University of Cumbria to tackle a shortage of trained paramedics in the Cumbria area.

The partnership sought to

develop a new teaching programme at the University of Cumbria that allows students to qualify as practicing paramedics within two years. The Diploma of Higher Education (DipHE) in Paramedic Practice is set to open its doors to the first cohort of students in

April 2017. A second intake will commence in September 2017. The University is hoping to recruit 50 students annually to offset the demand for paramedics within Cumbria.

John Gillespie of NWAS comments: "The profession

has become a victim of its own success with skilled staff moving to other areas of the NHS and to the expanding private sector, resulting in a shortage of practicing paramedics in the area."

The programme will be taught at the University's Ambleside campus with placements taking place across Cumbria. The aim of the programme is to equip practitioners with the necessary knowledge, understanding, skills and competence to practice as a

paramedic.

Tom Davidson of The University of Cumbria said: "We've been running this course for about four years with the military and have trained over 100 paramedics and 300 technicians and are now focusing on training local Cumbrians."

The students will also have an opportunity to 'Earn as you Learn' by applying for a contract with NWAS to work as an Emergency Medical Technician. NWAS has worked closely with The University of Cumbria to

ensure that by the end of the first year the student is competent to work at EMT level. This opportunity will enable students to consolidate practices and embed themselves within the Trust and it will guarantee an interview to all successful graduates.

The University is currently accepting applications for the April 2017 intake of the DipHE Paramedic Practice programme via the Universities and Colleges Admissions Service (UCAS) using course code B950.

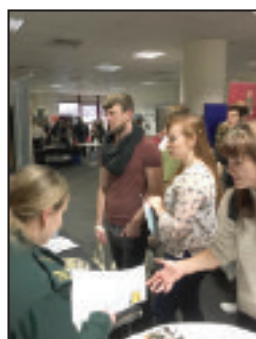
Recruitment fair success

Visitors to a recruitment careers event had the chance to meet East of England Ambulance Service NHS Trust (EEAST) staff and discuss life in greens.

The event, which was hosted at the University of Hertfordshire, attracted hundreds of students with many showing an interest in working for the East of England Ambulance Service NHS Trust (EEAST).

Recruitment coordinator for EEAST Satinder Rupal said: "It was a brilliant day, we were engaging with a mixture of first, second and third year paramedic students. We met with more than 140 students and were also accompanied by one of our student paramedics to talk about his experiences of going through the pathway at the Trust."

He added: "Many of the students we spoke to showed an interest in coming to work for EEAST in the future



University of Hertfordshire recruitment fair

which was very encouraging. We received lots of positive feedback from them and those who are currently on our clinical placements too."

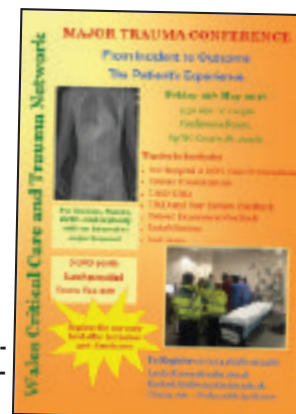
Major Trauma Conference

The Wales Critical Care & Trauma Network is holding its inaugural Major Trauma Conference 'From Incident to Outcome - The Patient's Experience' on Friday 12th May 2017 at the OptIC Centre, St

Asaph. CPD Points applied for and lunch/refreshments provided.

Topics include: Pre-hospital Case Presentations, Patient Presentations, TARN Data, TRID Feedback, Patient Experience Feedback, Rehabilitation.

• To register for this event contact lynda.kenway@wales.nhs.uk or rachael.thistleton1@wales.nhs.uk Registration forms need to be returned before 31st March 2017.



Source: North Wales Critical Care Network

Blood Bike fundraising



Charley Boorman with Blood Bikers

Photo credit: Geoff Robinson

Iconic British manufacturer Norton will be the featured marque at this year's Prescott Bike Festival, which takes place at the famous Gloucestershire hillclimb on 9 April, with proceeds going to Blood Bikes. The Norton Owners Club is set to stage a huge display, including parade runs. Expect to see the best of the best, just to whet your appetite, just two on the many Nortons coming, the rare 1956 Manx 350cc Reverse Head built by respected tuner Ray Petty plus a 1959 Dominator 650DD Special.

The Festival is renowned for the diversity of machinery that it attracts and this year will be no different. The highly skilled creator that is Allen Millyard, he of the award-winning Flying Millyard, (powered by a 5-litre V-twin aero engine), will return with no less than eight of his amazing creations. Matt McKeown returns with not only the World's Fastest Shopping Trolley but also his latest project - the World's Fastest jet powered Hearse 'Dead Quick'. Kevin Scott brings his record-breaking Monowheel, which earned a place in the Guinness World Records with a 61mph run at Elvington in Yorkshire.

The Paddock Specials display will feature 100 motorcycles celebrating the best in engineering excellence. Just a few examples; a Joey Dunlop TT race bike, an award-winning shed-build Kawasaki Z1000 and a rare 1973 Triumph Trackmaster flat-track racer. This is no static show; see and hear those iconic motorcycles fire up and run the hill.

Riders can book in advance for the opportunity to ride the historic track for themselves or you can let someone else do the hard work by signing up for one of the thrilling passenger experiences in anything from a Racing Sidecar outfit to a Morgan Three Wheeler. Trials Stunt Team On The Edge return after their jaw-dropping 2016 appearance.

Confirming its status as a great family event, the Festival also includes plenty of off-track attractions. There will more than 100 exhibitors in the Dealer and Trade Zones plus live bands, entertainment including a George Formby tribute act and great food. You'll no doubt see famous faces roaming around the paddock too; keep an eye on the website and Facebook page for all the latest announcements. Motorcycle parking, side stand puck and Helmet Park are all free.

All proceeds from what is set to be another

unforgettable day go to the Nationwide Association of Blood Bikes and regional blood bike group Severn Freewheelers, one of 27 blood bike groups around the UK that provide a free out-of-hours courier service for medical essentials. The life-saving service is run by volunteers and operates between NHS facilities, with Severn Freewheelers alone dealing with around 400 calls per month on emergency response BMW R1200RTs.

• If you book in advance you can save £2 over the on-the-gate price, with adult admission costing only £13, while under-16s go free if they're accompanied by a paying adult. For tickets and more information, see www.prescottbikefestival.co.uk

Kevin Scott and the 200cc 'Warhorse', officially the World's Fastest Monowheel



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Amazing generosity

A cardiac arrest survivor from Suffolk has given back to the community in the hope others can be helped by a life-saving piece of equipment.

In November the East of England Ambulance Service NHS Trust (EEAST) reunited Neil Ayers with the ambulance crews who worked to save his life when he collapsed at his home in Ipswich in August.

Two months later EEAST teams met with Neil again as he presented Community Collaboration Manager, Jonathan Needle with a £1,000 cheque to help others in his community have a similar successful outcome.

The donation came from

the combined generosity of Neil's colleagues and employers at Associated British Ports (ABP). On hearing Neil's story, the ABP staff who work at the Port of Ipswich, donated their Christmas meal deposits towards a defibrillator fund. The managers at ABP responded to this kind gesture by 'topping up' the rest of the money to hit the £1,000 total.

Neil said: "My colleagues have been amazing. From visiting me in hospital and at home as I recovered, to the ongoing support given once I returned to work. Also the understanding, compassion and support from the managers here has been outstanding.

"I am honoured to be able

to present this cheque to the ambulance service. I have no words to be able to thank them for what they did for me and my wife. I hope this money can be used towards a defibrillator to help save another life."

Jonathan said: "Neil's story really does show how important the 'chain of survival' steps are in having a good outcome in these situations. From the early recognition and call for help to 999 from Carol (Neil's wife), the crucial CPR that she gave, to the early defibrillation given by the crew on arrival.

"Thank you for this generous donation. It will mean that another defibrillator will be available to help someone in Suffolk."



Photo credit: Stephen Waller Photography. @Stephen_Waller

Andrew Harston, Director at ABP hopes to share Neil's experience with staff who do

first aid and defibrillator training as a positive example of what can happen and the

importance of defibrillators. Neil added: "I am living proof that they work!"

Sporting heroes back Defibuary campaign

Two sporting heroes have backed a Welsh Ambulance Service campaign to encourage people to locate their nearest lifesaving defibrillator.

Both Wales' all-time leading try scorer Shane Williams and Swansea City legend Lee Trundle are supporting the Trust's annual Defibuary campaign, which ran throughout January.

It is aimed at raising awareness of what a defibrillator is, where to find the nearest in a life-threatening emergency and how to raise funds to purchase one for your community.

In Wales there are approximately 8,000 sudden cardiac arrests outside hospital each year and every minute without CPR and defibrillation reduces the chance of survival by 10 per cent.

As part of the campaign the Trust is encouraging members of the public to take a selfie with a defibrillator or a photo of one and send it via Twitter with details of its location and postcode to @WelshAmbPIH using the hashtag #Defibuary.

Williams, who notched up 58 tries in 87 games for Wales, and Trundle who netted 83 goals over two spells

with the Swans, became the first to take part at the launch of the campaign at Swansea's Quadrant Shopping Centre and are encouraging others to join them.

Williams, who played as a winger for the both the Ospreys and Neath and now works as a TV pundit, said that knowing where to find a defibrillator could make all the difference to someone suffering from a cardiac arrest.

He said: "It is a pleasure to be supporting the Welsh Ambulance Service with their Defibuary campaign.

"I never fully understood how important it is knowing

where your nearest defibrillator is. It literally saves lives."

Meanwhile Trundle, who burst onto the scene with Rhyl and Wrexham AFC and is still scoring for fun for Llanelli Town, called on as many people as possible to get tweeting their defibrillator selfies.

The Swansea City ambassador said: "It's great to be involved in the Welsh Ambulance Service's Defibuary campaign."

Those who take part will have the chance to win a number of fantastic prizes including two defibrillators for a school or community, donated by the Welsh Ambulance Service and the Ciriad charity.

For sports fans five complimentary tour tickets for the Principality Stadium in Cardiff, courtesy of Wales Rugby Union, and two FIFA World Cup qualifier tickets



Sports stars Shane Williams and Lee Trundle join Welsh Ambulance Service mascot Jack at the launch of the Defibuary campaign at Swansea's Quadrant Shopping Centre

for Wales versus Austria on September 2nd 2017, donated by the Football Association of Wales.

Dr Brendan Lloyd, Medical Director for the Welsh Ambulance Service, said: "When someone goes into cardiac arrest, early defibrillation is a crucial part of the chain of survival.

"In fact there are a number

of people in Wales who are alive today thanks to the quick-thinking actions of bystanders in using a nearby defibrillator."

Ambulance service continues to improve

Latest figures released by NHS England last month show the continuing improvements that have

been made by the East of England Ambulance Service NHS Trust (EEAST).

Figures for November, show

that EEAST continue to make improvements to the service it gives to patients. Headlines include:

■ Improved performance

against all red time targets (potentially life threatened patients)

- 8th successive month of performance improvements for the most time critical patients
- Improvements in 999 call answering
- Faster responses to patients
- Increases in the amount of people being able to be treated immediately over the phone

Robert Morton, Chief

Executive said: "I am delighted with this latest set of results; we are now consistently one of the best performing ambulance trusts on a week by week basis. It shows that the hard work and focus of EEAST, its staff, managers and volunteers is making a real difference to patients despite the increased demands on our service. Of course, response times are just one way of measuring the performance of ambulance services. It is also important to look at the quality

of those services, the difference it makes to patients and the overall patient experience of the ambulance service; an area that we consistently see high patient feedback scores demonstrating the outstanding care we give to thousands of patients every day."

These results come hard on the heels of a recent patient survey which showed that more than 98% of patients were either satisfied or very satisfied with the overall service they received.

Life saver attends 2,000 emergency calls

A volunteer life-saver has been recognised after attending 2,000 emergency calls.

Clayton Watts has supported members of the community in Llanelli as a Community First Responder (CFR) with the Welsh Ambulance Service for the last five and a half years.

He has now been thanked by the Trust for his dedication after recently going to his 2,000th call out.

Since joining the Llanelli First Responder scheme Clayton has helped more than 100 patients in cardiac arrest, who were in urgent need of lifesaving care.

Clayton described being part of the CFR scheme as a 'privilege'.

He said: "What I get out of being a first responder is helping those in their hour of need.

"It's a definite sense of satisfaction when relatives recognise you days later in a shop or on the street and thank you for being there for their relative, which I also



First Responder Officer Stephen Roberts thanks Clayton Watts, who recently attended his 2,000th emergency call

pass on to the crews who attended.

"I'm proud to be part of a service that makes a difference in people's lives. It's a privilege to work alongside amazing professional Paramedics, Technicians and other CFRs."

Clayton's main job is working as a children's entertainer, performing at parties, events, on cruise ships and at caravan parks.

As well as assisting patients as a first responder, he has also organised fundraising events for the Llanelli, Burry

Port and Pontyberem CFR schemes, which between them raised around £4,500.

Last year he volunteered to take part in the Shoctober campaign, which saw pupils at 200 primary schools across Wales taught cardiopulmonary resuscitation.

First Responder Officer Stephen Roberts said: "We'd like to thank Clayton for his dedication, commitment and continual support to his community while responding to emergency 999 calls alongside our Emergency Medical Services resources."

CFR recruitment day

A community first responder (CFR) group from Cambridgeshire have asked the public to step forward and sign up to volunteer life-saving in 2017.

The Whittlesey CFRs attended the Straw Bear festival on Saturday, 14th January and were able to explain to the public what life as a CFR is like.

Group co-ordinator Laura Philpott said: "It was a fantas-

tic day, hundreds of people attended with many of those finding out more about what we do in our community."

Mark Wade from the East of England Ambulance Service NHS Trust (EEAST) said: "It was a great morning with Laura and Kirk, who are both responders, distributing leaflets inviting new members to join."

He added: "There was a steady footfall of children who took the opportunity to look at the ambulance and ask questions and overcome their apprehension and concerns."

Laura who has been with the group two years said: "I'd welcome anyone to join our group, or any groups that are local to them. To know that you can make a difference to someone's life in your community is a special feeling."



Straw Bear festival recruitment day

Inspiring communities to save lives



Left to right - Michelle Brotherton (General Manager, West Mercia), John Bottamley (Chair Four Acre Trust), Sue Watkins (Trustee, Hereford and Worcester CFRs), Cliff Medicott (Community Response Manager, West Mercia)

A generous donation from a charitable trust could turn dozens of rural communities into lifesavers.

The Four Acre Trust is donating £50,000 towards buying additional automated external defibrillators (AEDs) for rural areas of Herefordshire and Worcestershire. To qualify, local communities need to raise half the money and the Four

Acre Trust will pay the other half.

The funding should mean up to 100 extra AEDs being available to members of the public to use in the event of someone suffering a cardiac arrest.

Chair of Trustees for the Four Acre Trust, John Bothamley, said: "We generally support charities that give individuals - mainly children and young people - help in making the most of their lives.

"What better way can we help those children, their parents and friends than by helping them to save a life. We want to get as many children and young people involved in this scheme as possible as well as their parents."

"We are here to inspire local communities who have been thinking about getting a defibrillator, to get on and do it. It's a straight forward process and we'll provide half of the £1,000 funding needed. We hope as many communities will take up the offer and we can get an extra 100 defibrillators installed as soon as possible."

When a community comes up with the funding, they should apply to the Hereford and Worcester Community First Responder (HWCFR) Charity who will arrange for the defib to be placed in a box on the likes of a church wall, school, shop or even pub; anywhere that it can be accessed 24 hours a day.

HWCFR Charity Trustee, Sue Watkins, said: "Not only will we help the community to install the defib, we will work with West Midlands Ambulance Service to train local people in its use."

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2017 Edition

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Locals raise money for life-saving equipment

Working in partnership with EMAS, the Cleethorpes Chronicle has raised enough money to place life-saving equipment in a busy shopping area after a reporter suffered a cardiac arrest.

Reporter Vince McDonagh recently suffered a cardiac ar-

rest while at work. His colleagues' quick actions in using a defibrillator and calling 999 gave Vince the best chance of surviving. Minutes after the 999 call Lee Hastie, Paramedic at Grimsby station, was also on scene followed by ambulance crew Mally Ross and Jamie Huntington.

The importance of the de-

fibrillator in saving Vince's life prompted the owner of the Cleethorpes Chronicle, Nigel Lowther, to contact EMAS about getting more installed in the seaside resort.

With the support of local businesses and the community, the campaign has now exceeded expectations and provided enough money to now place four defibrillators

in the area.

Steve Pratten, Community Response Manager, said: "I am delighted at the progress that the campaign has achieved, which is thanks to the amazing efforts of local businesses and residents of Cleethorpes, spearheaded by the team at Cleethorpes Chronicle in partnership with East Midlands Ambulance Service. The funds raised so far have exceeded our expectations; meaning we are able to place even more community public access defibrillators around the Cleethorpes area. Our vision is to make the area the first Heart Safe resort in the



Steve Pratten- Community Response Manager

UK; so tourists, visitors and residents are never more than a few minutes away from a public defibrillator."

Once the defibrillators have

been placed, free training sessions will be held for members of the public to learn CPR and how to use a defibrillator.

Jumping for life

The Stevenage community first responder (CFR) group have thanked a school for donating almost £600 at a charity event last month.

Roebuck Primary School hosted a bouncy castle fundraising event on Tuesday 24th January, where the pupils were sponsored to bounce as many times

as possible. All proceeds are going towards the purchase of state of the art life saving equipment for the CFR group.

CFR coordinator Terence Salter said: "I think it's a fantastic idea, something which we are so grateful for. This money will allow us to have a second kit which means our team will be able to respond to more calls in our community."

Community first responders are trained by the East of England Ambulance Service NHS Trust (EEAST) to respond to medical emergencies such as cardiac arrests, allergic reactions, diabetes emergencies and patients with breathing difficulties and chest pains.

Terence said: "It's a fantastic scheme to be involved with

where you can make a real difference in your community. I would encourage anyone to get involved so they can start saving lives."

He added: "My thanks to fellow CFR Rhiannon Fraser for all of her efforts in arranging this event, not only will we as a group benefit from it but the people of Stevenage will too."



Roebuck Primary School

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NWAS Chair Appointment Extended

NHS Improvement (NHSI) has confirmed the extension to the contract of North West Ambulance Service Chair, Wyn Dignan.

Wyn joined the Trust in February 2015 and her appointment has now been ex-

tended to 31 January 2019.

Wyn is an experienced Chair who has held the position of Chair of Manchester Mental Health and Social Care Trust since 2004. Prior to that, she served as Chair of North Manchester Primary Care Trust between 2000 and 2004 and has also held the

positions of Non-Executive Director and Deputy Chair at North Manchester Healthcare NHS Trust.

A Fellow of the Chartered Institute of Personnel and Development, Wyn's professional career has been in the banking and finance sectors. Her 'hands-on' approach and

passion for high quality care for the most vulnerable is well known across the local health economy.

Commenting on her extension, Wyn said: "I am delighted that my appointment has been extended as I am thoroughly enjoying my time as Chair of NWAS."

"During the last two years I have met some truly inspirational people and am very proud of the dedication and commitment to patient care shown by our staff. I am very much looking forward to continuing my role and working with the Board to further improve our services to make us, not only a first rate NHS trust but also, a great place to work whether frontline or behind the scenes."

Non-executive appointments to NHS Trusts made by NHSI are subject to the Code of Practice of the Commissioner for Public Appointments.

Wyn Dignan has been appointed from 1 February 2017 until 31 January 2019 and is entitled to receive a remuneration of £35,000 per annum. Wyn has declared no political activity in the last five years.



LAS medic Paul

Honour for LAS medic

A London Ambulance Service medic, who helped save countless lives in major incidents and played a key part in the capital's response to the Olympic Games in 2012, has been awarded the prestigious Queen's Ambulance Service Medal in the New Year's Honours List.

Paul Smith, who has spent over forty years saving lives

in London, was also recognised by colleagues for his continual commitment to patient care and staff progression as part of his role as a sector delivery manager.

Speaking of his award, Paul said: "Starting out in the Service as a young boy from Tooting, I never would have expected to receive an award from HM the Queen."

"Over the last forty years, it has been an honour to work alongside our emergency

service family and to see the members of staff I have helped to develop move on to greater things.

"It was a real shock to have been awarded the Queen's Ambulance Service Medal and I'm incredibly humbled to receive such high recognition for my career with the Service."

The award praised Paul's commitment to London Ambulance Service, highlighting his involvement in re-

sponding to major incidents and events including the London Olympic Games in 2012.

Peter McKenna, Deputy Director at the London Ambulance Service said:

"Paul has spent two thirds of his life dedicated to serving the population of London, saving countless lives."

"During his time with the Service, he has also strived to ensure the continuous improvement and development of his colleagues, playing a key role in introducing formal management training. We

are very pleased that his efforts have been recognised in the New Year's Honours List."

Paul will be invited to attend a ceremony at Buckingham Palace later in the year to receive his award from Her Majesty the Queen.

The Queen's Ambulance Service Medal (QAM) honours a very small, select group of ambulance crews and control room staff who have shown exceptional devotion to duty, outstanding ability, merit and conduct in their roles within NHS Ambulance Services.



Stacey and Luke are pictured donating defibrillators to, left to right, Charlie Torrence (South Shields Volunteer Life Brigade volunteer), John Maughan (South Shields Volunteer Life Brigade volunteer), Joanne McGowan (project administrator at Salvation Army Southwick Community Project), Julie Judson (child and family worker at Salvation Army Southwick Community Project) and Gary Hannah (South Shields Volunteer Life Brigade captain)

With a combined service in the ambulance service of around 10 years, Luke and Stacey were looking to raise £777 - the price of one defibrillator - through the event, but surpassed all expectations by raising enough money to buy three.

They have now hand delivered the defibrillators to the Salvation Army Southwick Community Project, South Shields Volunteer Life Brigade and Cullercoats FC.

Stacey, aged 28, of South Shields, had a personal reason for wanting to raise the money.

She said: "My dad has an extensive cardiac history, having had seven heart attacks and a cardiac arrest. Because of my dad, everywhere I go, I want there to be one available."

"On top of this, my work out on the road gives me first-hand experience of how important it can be for patients to have a defibrillator on scene."

"We had a lot of donations from our family and friends but also from our NEAS colleagues so we'd really like to thank everyone for their support. I hope none of these have to be used but if they are I hope they make a difference."

"We only intended to raise enough money for one so to

be able to buy three was amazing. We actually raised enough money for two and a half and then John Barnfather, who we work with at Ryhope, said he'd top us up to three if we gave the defibrillator to his football club as they'd been trying to buy one for a while."

"It's great to be able to see your hard work, all the fundraising that we did, go to good use," added Luke, aged 23, of Fulwell.

NEAS is aware of around 215 community public access defibrillators (cPADs) across the North East, available for members of the public to use

in an emergency after calling 999. This is on top of hundreds of static defibrillators placed inside many public places across the region, such as leisure centres and shopping centres.

Julie Judson, child and family worker at Salvation Army Southwick Community Project, said: "It's been absolutely fabulous to be given the donation of a defibrillator, not just for the centre but for the wider community as well."

"It gives reassurance to the community for them to know it's there as, if the worst does happen, it increased a per-

son's chance of survival."

Gary Hannah, captain of South Shields Volunteer Life Brigade, which covers the area of the coast from South Shields to Sunderland, added: "We are really grateful to Stacey and Luke for raising this money for us."

"We are involved in a lot of incidents with the ambulance service, working directly alongside them, so adding a defibrillator to the equipment we carry will really enhance our capabilities and allow us to be able to provide a better level of care."

Lifesaving donation from ambulance crew

Two North East Ambulance Service (NEAS) Emergency Care Technicians have hand delivered three defibrillators to local organisations after taking part in a charity zip wire from the Tyne Bridge.

Stacey Fox and Luke

Hopper, who both work for North East Ambulance Service (NEAS), based at Ryhope ambulance station, took part in the charity effort in April last year to raise money for North East Hearts with Goals, which places lifesaving defibrillators into communities across the region.

Trust appoints interim Medical Director

South East Coast Ambulance Service NHS Foundation Trust (SECAMB) has appointed a new interim Medical Director.

Dr Andy Carson replaces the previous Medical Director Dr Rory McCrea who stepped down from the Trust for personal reasons last month.

Dr Carson will provide medical oversight at the Trust two days a week - the same number of days as Dr McCrea.

Dr Carson's substantive position remains with West Midlands Ambulance Service.

Acting SECAMB Chief Executive Geraint Davies said: "We're pleased to have been able to appoint Dr Carson as our interim Medical Director. I'd like to welcome him to the Trust and know that the wealth of experience he brings is sure to be of benefit as we move forward and as we seek to appoint a new permanent Medical Director."

Dr Carson added: "I'm



SECAMB's interim Medical Director Dr Andy Carson

pleased to have been appointed to this position. I am looking forward to meeting everyone and working with my new colleagues at SECAMB."



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