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There are two abiding memories from the Association’s busiest day of the year, which encompasses both the Annual Conference and the Air Ambulance Awards of Excellence.

Firstly there was the keynote speech by Victoria Milligan, survivor of an accident so horrific and with consequences so devastating that it was impossible to imagine what she had been through. The story of the time immediately post-accident, her recovery over the longer term and how she re-found herself was captivating. Her battle against her mental health demons struck a chord with many delegates, some of whom were also briefly able to share some of their own stories. While Victoria’s presentation had its light-hearted moments, I remember more the moments where you could have heard a pin drop in the room full of delegates. See pages 12-13 for our Conference review.

Secondly the Awards, where there was a palpable sense of warmth, shared celebration and genuine delight for the winners. It seemed that for some winners, it really was their time and the audience willed them to the win. There were standing ovations, high fives and hugs as winners made their way up to the stage - as good a demonstration as any that air ambulance charities around the country see people from other charities as colleagues not competitors; clearly the greater goal of doing everything they can to save lives beats the smaller-minded concerns of other industries. Find out all the winners on pages 10-11.

With the reconvening of the All Party Parliamentary Group for Air Ambulances last month (see p4), the Association seems to be in full flow and rude health. However, the Board are keen to start shaping the future direction of the AAA and are calling on members to give their views fully and frankly when a new member survey is delivered (p8).

Among the issues on which views are being sought is whether the AAA and the AAAC (or, rather, Air Ambulances UK - see p5 for news on the rebrand) should remain as two separate organisations or become one. This is a lively debate and we’ll bring you more on this as developments occur.

Finally, you may have noticed that we have been running a half page article from the editor of the Journal of Paramedic Practice in recent issues. You’ll find the article on page 7 in this issue. I’d urge you to read it and if you haven’t read the previous ones, to go back and do so. They provide a refreshing new view on paramedic-focused issues and are well worth a read.

As ever, do get in touch (details below) if there’s anything in particular you want to see in the magazine or think we should cover. Enjoy your Christmas break - and to those working on the 25th, thank you.

I hope you enjoy the issue.
With the resignation of previous Chairman Jim Fitzpatrick MP, the All Party Parliamentary Group for Air Ambulances had to be reformed under new Chairmanship. The Group, which has proved critical in the AAA’s lobbying programme on behalf of members, has now reformed with Robert Courts MP as Chair.

The inaugural meeting of this APPGAA was held in Portcullis House, Westminster on 27 November 2018. A number of MPs attended the brief AGM to thank outgoing Chairman Jim Fitzpatrick, MP for Poplar and Limehouse, for his work and to welcome Robert Courts, MP for Witney, as incoming chair.

Paula Martin, Chair of the AAA, addressed the meeting. She discussed the key issues of the AAA including the Emergency Services Radio network/Airwave, Helipads, and Flight Time Limitations. These key issues are chosen for their importance and relevance to members across the UK and where the influence of Government and policy-making will be key.

Paula strongly encouraged MPs to connect regularly and directly with their local air ambulance charities, reminding them of the kind words of James Brokenshire MP who said at the APPGAA summer reception that “air ambulance charities carry out vital work in local communities working alongside NHS Trusts, and set a great example of well-run charitable organisations which focus on the beneficiaries”.

Setting the scene as the new Chair, Robert stressed that he is not a fan of APPGs which do little. He encouraged the air ambulance community to use the forum to influence change in legislation and raise any other issues. Paula Martin concluded, “I appreciated the opportunity to brief Robert on the detail behind key issues for our sector. The AAA is delighted that we have been given the opportunity to continue the role as secretariat to the APPGAA.”

Find the AAA’s key issues at https://associationofairambulances.co.uk/issues-policies/key-issues/

£10 Million bonus from the Chancellor

In the recent Budget the Chancellor, Philip Hammond, announced £10m to fund capital projects to support air ambulance services in England. The fund is to be administered by the Department of Health and Social Care, which has been in touch with the Association during the development process.

The Association has agreed to assist with communications between DHSC and all Air Ambulance Charities in England, and will make further announcements as information becomes available. The application process itself will be managed through the Gov.uk website, and the department has indicated they are working towards opening for applications in the new year.

DHSC are making use of the Association’s expertise in the sector to help ensure the funding is spent in the best way. The department is currently considering eligibility criteria, including on what basis applications should demonstrate value for money and patient benefit, and how they may include consideration of a wide range of bids that achieve the most impact for patients. The full details of the bidding process are in development and the Association and DHSC will keep you updated on further developments.

This unexpected Budget announcement has been warmly welcomed by the air ambulance community. However, Charities are also keen to remind the public, whose donations they rely on to provide their service, that each local air ambulance service costs several million pounds a year to run and it is equally important that charities continue to be supported by donors.

Protect yourself with Armadillo

The Association has announced a new partnership with Armadillo Merino. This new membership benefit gives all AAA members access to an exclusive discount code when purchasing anything from their product range.

Armadillo Merino designs and manufactures next-to-skin protective clothing. The garments are constructed for demanding environments using a range of technical merino fabrics that deliver superior protection, performance and comfort to wearers by exploiting the unique properties and attributes of the merino fibre. Armadillo Merino garments protect professionals operating in high risk environments around the world, including astronauts, special forces, military, SWAT teams, police, fire, ambulance, search & rescue, motorsports and heavy industry.

AAA members’ exclusive discount is 40% off retail prices. To get the code, contact info@aoaa.org.uk and to see the range of clothing, go to http://www.armadillomerino.com/
The Association of Air Ambulances Charity relaunched as Air Ambulances UK on 23 November, signalling the start of an exciting new era of strategic development in which it aims to significantly increase the level of national funding provided to the 21 UK air ambulance charities.

The new working name and brand better position the Charity to secure high-value fundraising partnerships with national organisations, major donors and trusts and foundations by presenting a more professional, impactful and desirable identity.

The Air Ambulances UK logo helicopter icon and wording, supported by its strapline, clearly communicate the role and purpose of the Charity. The red, white and blue colour palette connotes the very best of British and is designed to be particularly appealing to UK businesses and industry. The holistic identity is underpinned by a powerful new vision, mission and a set of values, which communicate the ethos of the Charity.

We are operating in a very competitive national funding arena. Presenting a highly professional image, effectively communicating our purpose and quickly striking powerful affinities and synergies with our key audiences is crucial in enabling us to increase the number of national partnerships we secure to support the work of air ambulance charities.

Following the launch of the new working name and identity, the next phase of development will see the Charity implement a strategic approach to creating national partnerships. This will happen through continued collaboration with air ambulance charities, tactical market segmentation, diversification in the types of partnerships it enjoys and harnessing innovative digital technology.

We are focused on creating a broad range of synergistic and mutually beneficial national partnerships that will enable us to raise as much funding as possible for air ambulance charities, while providing the opportunity for individuals to fulfil personal aims and for organisations to achieve CSR goals, sales growth targets, new audience reach, employee motivation and retention, as well as positive PR.

The launch of the new name and identity comes in the same month as the announcement that the Charity’s principal partnership with Allianz has reached its £1,000,000 fundraising target. The three-year partnership is enjoying tremendous support from the company’s employees, totalling more than 4,500 across its network of 26 offices in the UK. The strong links forged between the network of Allianz offices and the nation’s 21 air ambulance charities continue to be key to the on-going success of the partnership.

Allianz employees have been involved in a wide range of fundraising activities from exhilarating abseil and zip wire challenges to more relaxed social events such as cake sales and quizzes. Funds have also been raised through payroll giving and Allianz match-funding.

Alongside Allianz, the Charity’s other partners have included some of the nation’s most well-known retailers such as Roadchef as well as a current relationship with Costcutter.

With the launch of the Air Ambulances UK identity paving the way for the Charity’s new era of planned income growth, the future of national fundraising partnerships looks very bright.

About Air Ambulances UK

**Purpose**
Air Ambulances UK creates national fundraising partnerships providing the unique opportunity for large organisations and major donors to support the collective life-saving work of the nation’s 21 air ambulance charities.

**Vision**
Enable air ambulance charities across the UK to save even more lives

**Mission**
Create national fundraising partnerships to support the life-saving work of air ambulance charities across the UK now and in the future.

**Values**

- **Life**
  We are united in our ultimate aim of helping air ambulance charities save more lives every day.

- **Collaboration**
  We believe in the power of bringing organisations and people together to help save lives.

- **Innovation**
  We are committed to being at the forefront of partnerships fundraising in the UK, harnessing new technologies and approaches to maximise national income.

- **Integrity**
  We take great pride in our integrity and are committed to being trustworthy, honest and transparent in every aspect of our work.

- **Excellence**
  We are focused on driving excellence through the heart of everything we do, reflecting the world-class life-saving service of the UK’s air ambulance charities.
Air Ambulance Charities cover the UK.

Over 30 years in operations.

Road Traffic Collisions make up the largest percentage of pre-hospital missions.

Air Ambulances respond to medical and trauma incidents.

36 operational Aircraft respond to emergencies every day.

Major trauma is the biggest killer of under 50s.

Association of Air Ambulances, 50 High Street, Henley in Arden, Warwickshire, B95 5AN. Tel: +44 (0)1564 339959 Email: info@aoaa.org.uk www.aoaa.org.uk

Association Members

Draper, Edinburgh, Lord's Cricket Ground, Edinburgh, EH10 4AT

MD 902 Explorer

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MD 902 Explorer
At the College of Paramedics’ (CoP) annual conference earlier this year, Professor Duncan Lewis from Plymouth University Business School shared just how serious a problem bullying is in the NHS, and in paramedicine. After a string of serious complaints about managers and other employees at South Western Ambulance Service NHS Foundation Trust (SWAST), Professor Lewis has now conducted staff interviews and a survey, which have combined to form the basis of a newly published report jointly commissioned by the Trust and UK’s largest union, UNISON, on the relationship between organisational culture and workplace behaviour.

A sample of staff from the Trust self-selected to take part and, with their reports, helped to paint a picture of the bullying behaviours and patterns in the Trust at that particular point in time. The level of bullying and harassment in the ambulance service is the highest in the NHS and bullying is three times as high in the public than in the private sector. These facts are discouraging considering that ambulance staff are already vulnerable to mistreatment by patients and the public, without having to come to work in fear of being bullied by their own colleagues and managers.

Out of not wanting to discourage transparency, I hesitate to highlight that the report found people with chronic conditions or a disability, as well as people who self-label as non-heterosexual to experience enhanced levels of bullying. Moreover, Professor Lewis suggested at the CoP conference that Brexit has led to a decrease in the tolerance of differences and has empowered people to mistreat minorities.

So how can we create workplace cultures within ambulance services that encourage openness, transparency, peer support and true leadership? No person should ever go to work in fear of what they might experience at the hands of their own peers when they get there.

The report lists key recommendations and every ambulance trust and air ambulance service should work to implement changes that will promote equality, transparency and support. Conflict resolution skills, manager training and accountability, and widespread promotion of support and resources are some starting points to consider. There needs to be zero tolerance for discrimination and bullying, alignment between what is said publicly and what is actually done to support staff, and an unwavering commitment to staff safety and the dissolution of fear in the workplace.

The report can be accessed at https://tinyurl.com/yahbzk2d

Share your thoughts with JPP at jpp@markallengroup.com and access your subscription discount exclusively for AAA members at https://www.magsubscriptions.com/aaa25

AAA AT FINAL HELITECH

Having exhibited at the Emergency Services Show in Birmingham in September, the Association has also exhibited at Helitech in Amsterdam (16-18 October), where it had an excellent three days promoting the organisation, our members and the sector as a whole. A packed and interesting Conference programme included a presentation from our own Paula Martin, AAA Chair.

The organisers of Helitech have announced that the exhibition, which brings together over 3,000 buyers worldwide with up to 150 international exhibitors and a full representation of the rotorcraft supply chain, has run for the final time under the name of Helitech.

This year’s event was the last to be run in partnership with the European Helicopter Association (EHA) and will next year be known as Vertical Flight Expo & Conference.

Speaking about the announcement, Teresa Heitor, Exhibition Manager, said: “We have been in discussions with the EHA for many months and it is clear that both parties have a different vision for the future of the brand. As such, we have mutually decided that Reed Exhibitions will be solely responsible for the management of the event from 2019 onwards as we look to broaden the remit of the show with a focus on providing an accessible venue that offers more demonstration opportunities, an enhanced technology showcase and a focus on increasing operator attendance.”

In 2019, the exhibition will move to Farnborough International’s recently launched permanent structure for exhibitions. The organisers say they are committed to delivering an event that will provide OEMs with the accessibility to showcase their latest aircraft, operators to offer demonstration flights and learn about the trends shaping their industry and technology vendors to present their latest solutions. That is why they continue to choose strategic locations, like Farnborough International and Amsterdam.
The Association finds itself in a period of change and is seeking members' views to help shape its future. While all the day-to-day advantages of membership continue to apply, it is the organisation's strategic future that is under the microscope and the Board of Directors is now calling on its members to give their views to influence the purpose and organisational development of the Association.

Last year PFA Research carried out a Member Perception Survey, mostly by telephone. The key objective for the survey was to collect members' perceptions of the AAA, specifically:

- What does the Association currently offer members?
- What would non-members/members like from the Association?
- What forms of communication best suit members?
- What other information would non-members/members like to feed back?

The outcomes, in summary, were:

- Importance of networking, exchanging ideas and sharing good practice
- Having one voice – a collective
- Some organisations perceive a risk to the AAA that it mostly represents those who 'shout the loudest' rather than the silent majority
- The AAA must provide good value to members, not just expect members to be in rather than out
- There was concern about the risk/reward of the national charity – it might adversely impact local partnerships
- There were calls to improve the governance (senior salaried AAA Executive should not be on the Board as a Director)
- The AAA should serve and support its members, not attempt to govern them.

In June 2018, at the Members' Forum in London, members heard from David Burland of DB Associates, and learned from his experiences with Hospice UK and others. In particular his presentation explored the concept that the AAA's current model of two separate organisations might be merged into a single charitable entity. At the end of that meeting, members strongly encouraged the Board to take that exploration one step further, and seek meetings with the Board of sister organisation, the Association of Air Ambulances Charity.

The respective Boards have met twice. Both are positively engaged in the concept and keen to understand in more detail what matters most to each member organisation, and who in those organisations is speaking out. Paula Martin, Chair of the AAA, says: "This means a further survey is required, asking more specific questions, and this time asking for people to put their names and/or positions to their answers so we can understand which area of their organisation they represent, how many others they might be speaking on behalf of, what authority they have to make a change and so on. We announced this further survey work at the Annual Conference in November, and we discussed it briefly in the charity members' CEO session.

"We expect the survey to be with all members during December and ask you to respond fully and quickly to provide the AAA Board with a clear steer on your views. If you haven't received the survey before you break for Christmas, and you wish to contribute, please contact the AAA Office. Importantly, your views will not replace your vote: ultimately, detailed proposals which emerge from this will require a formal process and members should be reassured that continued engagement will be sought and encouraged.

"The survey will test to what degree you value the various benefits offered by both the AAA and its sister organisation, the AAAC. Among the other topics covered are measuring the appetite for a single national entity, defining good practice, procurement, (national) fundraising, access to NHS data, being represented within regulator forums, views around national charitable objectives and eligible beneficiaries, Board and organisation structure, and your capacity and interest in being involved as a Director/Trustee."

NEW RECRUITMENT BENEFIT

The Association has entered into a partnership with Morgan Hunt Recruitment. Through this new membership benefit, Morgan Hunt will be on hand to offer assistance in sourcing candidates for part-time and fixed-term charity and operational roles within your organisation. They have a dedicated division with a team of consultants solely focused on recruiting interim, contract and permanent positions across:

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With awards going to Angela Hughes, who has overseen Wales Air Ambulance from day one, Dr Paddy Morgan from GWAA, Paul Smith from London’s Air Ambulance and Paul Westaway, now of Babcock but also part of the very first air ambulance mission, the audience showed their delight at these towering figures’ contributions being recognised.

New Awards hosts Richard Madeley and Angellica Bell handed out 12 Awards to outstanding individuals and teams, whose stories were inspirational, astounding and humbling. The awards, which are independently judged, went to pilots, paramedics, doctors, fundraisers and volunteers who collected their trophies at a ceremony held at The Chelsea Harbour Hotel.

An enthusiastic audience hung on every word as veteran host Madeley told the remarkable stories of each shortlisted nominee, all of whom demonstrated excellence and commitment well above and beyond the call of duty.

The prestigious Lifetime Achievement Award went this year to Angela Hughes, Chief Executive of Wales Air Ambulance. Angela was the charity’s very first employee and now oversees an organisation with an annual income of £12m, 110 staff, 650 volunteers and four helicopters serving the people of Wales. Wales Air Ambulance’s remarkable story is rooted in the determination and leadership of Angela.

There was huge warmth in the room not only for the leading figures in the sector but also for the unsung heroes, such as Outstanding Young Person Ali Layard, Charity Staff Member of the Year Jen Easton and Charity Volunteer of the Year, Colin Smith.

Chair of the Judging Panel, Jim Fitzpatrick MP, said: “Every year at these Awards, we hear about ordinary people doing extraordinary things and this year was no exception. The level of commitment that air ambulance charities inspire is remarkable, whether that’s volunteers spending decades of their lives raising money, clinicians performing genuinely life-saving surgery out in the field or pilots showing nerves of steel to deal with the challenges of the weather and terrain.

“It’s clear that those working in the air ambulance sector are among the most courageous, talented and determined people around - although I know few would accept that description as they say, ‘I’m just doing my job’. Well, they do a remarkable job and I’m delighted we were able to celebrate each and every one of them.”

**Legends of the air ambulance community were among the delighted winners at the Air Ambulance Awards of Excellence 2018.**

**One of the pioneers**

Paul Westaway was an incredibly popular winner of the Chairman’s Award this year. In 1987, he was instrumental in the design of the very first medical interior of a HEMS aircraft, and then flew as aircrew on many early missions, including the one to attend the very first patient, Anne Leaney.

In 2001, Paul joined Babcock MCS Onshore (or Bond Air Services as it was then) as their Emergency Services Manager. A quick progression to Training Services Manager, and Director of Commercial Services, and today he is Director of Customer Services.

While the Awards audience particularly enjoyed hearing about Paul and his wife turning up at a circus-themed Cornwall Air Ambulance dinner dressed as clowns, when everyone else was in black tie, many also know first-hand about his amazing ability to understand customer needs from their perspective. He has a fundamental understanding of the focus on patient outcome through delivery of the clinical service assisted by helicopters, not the other way around.

The standing ovation Paul received as he collected his award reflected the esteem in which he is held by his friends, colleagues and customers in the industry.
Mark Williams, Paramedic of the Year, commented:

“I feel absolutely privileged to receive this award. It was amazing to be nominated and I didn’t think for one minute that I would win, as there were so many other worthy nominations. To be with my wife and air ambulance colleagues on the evening made it even more special. I am completely overwhelmed; it was very emotional and a very proud moment indeed.”
This was a Conference devoid of the usual sharp exits from the audience that often follow an outstanding speaker, partly because all speakers this year were excellent and partly because even if the subject matter wasn’t specifically targeted at your particular role, it was still interesting and relevant enough that nearly everyone stayed to enjoy and learn whatever they could from the full array of speakers.

Following a welcome from the Association’s Chair, Paula Martin, the Conference got off to a strong start that combined fascinating political insight with invaluable advice about crisis management. Jo Tanner is a PR and Crisis Management expert, who masterminded Boris Johnson’s 2008 Mayoral Election Campaign - ‘don’t blame me for what happened after he was elected,’ she added. With experience in working through some major crises - including the London theatre roof collapse, a Drayton Manor Park ride death, MP scandals and more - Jo was perfectly placed to give delegates some serious food for thought.

“You’re not generally blamed for having a crisis but for how you handle it,’ she said, adding that sometimes a crisis can actually turn into a real opportunity. Her overall message was that planning is crucial, looking at the whole range of possibilities regarding what could go wrong, what are your vulnerabilities and how you would deal with each. Many delegates will have come away with the words ‘rehearse, rehearse, rehearse’ ringing in their ears.

Next was Rob Woods, a trainer, coach and author on fundraising, who talked about donor-focused leadership. He repeatedly stressed that generally people do care and they want to help solve problems: they don’t want to just be a charity giver, they want to be part of the solution to a particular problem. A big part of a charity’s success, says Rob, is that the leader is donor-focused.

This leadership style should involve everyone in the donor journey - donor, doctor, trustee, patient and everyone else involved - and their involvement should not be sectioned off to their specific area because people normally have so much more to give. Rob advised all leaders to find the ‘Why?’ for donors and to encourage a culture of sharing real stories. The traditional view of the heroic leader who knows everything and the staff who just do as they’re told is out of date: if everyone is part of the ecosystem and empowered to make a difference, this is success.

The final speaker of the morning was Simon Beresford, Director of Fundraising and Marketing at the Disasters Emergency Committee. DEC brings together leading charities in the face of international disasters - most recently the Indonesia Tsunami Appeal, which raised £22m in three weeks. There was much to learn from Simon about the way DEC pulls normally competing organisations together, and the speed - no more than 72 hours - at which they can devise and execute a massive multi-channel, multi-level campaign to maximise the response from donors.

Simon made clear the importance of digital media and how so much revolves around the smartphone but also emphasised that Direct Mail remains the organisation’s second largest channel for donations. ‘The public love it when charities work together,’ he said. ‘But it does take a lot of planning and getting over local and national tensions. However, it’s do-able and it’s worth it.’

Dr John Chatterjee from London’s Air Ambulance was first up after lunch, giving an excellent and accessible talk on Applying Clinical Governance Principles to Charity Operations. He spoke about the importance of bridging the gap between charity and clinical operations and the enormous benefits from doing so. For clinicians to understand how fundraising works, and for fundraisers to...
have the opportunity to ask questions of clinicians to increase their understanding is invaluable.

John made it clear that times have changed since Clinical Governance first appeared following the Bristol Heart Scandal and that it was now less about catching bad practice than about striving for excellence and continuous improvement. The aim is to have shared, joined-up values throughout the organisation.

Next James Raitt spoke about Clinical Performance Indicators for Critical Care Interventions and how valuable these CPIs are in order for organisations to learn and improve. James offered both theoretical understanding and practical advice for organisations likely to consider introducing CPIs, and he fielded a number of questions from clinicians in the audience.

Perhaps the talk that will live longest in the memory is Victoria Milligan’s. Victoria described the almost unimaginable devastation of losing her husband and daughter in an accident that also saw her son badly injured and Victoria herself lose her leg. Giving a powerful patient’s perspective, she described the thought processes that followed the incident both immediately and in the longer term. Victoria went on to describe how she dealt with the devastating grief, how she recovered, decided she needed to bounce back for the sake of her children, and how she has seen the return of the brave, optimistic Victoria she had been before.

Victoria’s talk struck a chord with the whole audience, with many people very moved and a number telling a little of their own stories, alongside their gratitude for her message.

Next came Dr Jake Turner and Dr Matt O’Meara to speak about Time to RSI and a collaborative piece of research sparked by a presentation by Alistair Wilson at last year’s Conference. With data from air ambulance services, the study was able to explore the Time to RSI, and some of the variables therein, across the country and compare to NICE guidelines. The next step is to identify ways in which that time can be reduced by looking at best practice and evidence.

The Conference was closed by Professor Stephen Powis, National Medical Director for NHS England. Professor Powis spoke about the importance of a clear view of where the NHS is going so air ambulance services see where their role fits and can develop. He stated that we are living 14 years longer on average now compared to when the NHS began so there are many more complex patients with multiple conditions, and we’re also living in an age where knowledge is increasing at a spectacular rate. The outpatient model is no longer fit for purpose and Prof Powis believes that in 20-30 years, the way we deliver healthcare will be almost wholly different.

At the end of a wide-ranging speech, Prof Powis talked about the esteem in which he holds the air ambulance services and how much he had enjoyed and learned from time spent recently with EAAA and the LAS.
**MEMBERS FORGE OWN PATH**

**On 1 November 2018, Hampshire and Isle of Wight Air Ambulance (HIOWAA) formalised a new three-way partnership between HIOWAA, University Hospital Southampton NHS Foundation Trust (UHS) and South Central Ambulance Service NHS Foundation Trust (SCAS).**

HIOWAA are now fully responsible for the funding of the service, with the clinical governance and management of their Critical Care teams of doctors and paramedics resting with UHS. The collaboration with SCAS continues, as the dispatch authority.

HIOWAA will step up their commitment to developing and expanding the Critical Care teams of paramedics and doctors, so that they can extend and improve their ability and reach to respond to patient demand in the southern region. In December, eight new paramedics are joining the team at Helimed 56. Comprising six new permanent recruits and two staff selected for secondment from SCAS, this will bring their numbers up to 17, building in, say HIOWAA, some much-needed resilience to their crew models.

Dr Louisa Chan, HIOWAA Clinical Lead, commented: “Responding to patient demand, we are evolving and improving our service so that those with life-threatening conditions continue to get advanced trauma or medical treatment immediately, together with high speed air transfer to the most appropriate Major Trauma Centre for their needs.”

Under their new operating model, HIOWAA’s daily operating costs will increase to £15,000 because, for the first time, they will assume full responsibility for the funding of the service, including the paramedics and doctors who make up the charity Critical Care Teams.

Meanwhile, Thames Valley Air Ambulance took to the skies for the first time as an independent healthcare provider on 1 October 2018. The organisation says the new operating model will allow it to better serve those who live, work and travel within the Thames Valley. Chief Executive Amanda McLean said: “As an organisation fully funded by the generosity of our local community, it was our determination to provide the very best service to them that led us to make this operational change. This is an exciting advancement for us and whilst visually you might notice some changes; our new response cars and uniforms for instance, there is absolutely no change in our commitment to providing advanced critical care to people when they need it most.”

**BLOOD TRIAL**

London’s Air Ambulance has launched a landmark new study in a first for UK air ambulances and pre-hospital care in an aim to reduce deaths due to catastrophic bleeding.

The two-year study will look at the effectiveness of using a new blood product in critically injured patients suffering major trauma in London. The product will consist of red blood cells and plasma, and can be given as a transfusion to patients at risk of bleeding to death before arriving at hospital.

The study is collaborative between Barts Health NHS Trust, Queen Mary University of London, London’s Air Ambulance and NHS Blood and Transplant. The trial is co-funded with Queen Mary University of London, London’s Air Ambulance and healthcare innovation funder Barts Charity, Saracens and The Henry Surtees Foundation.

Leading the study is Dr Anne Weaver, Consultant in Pre-Hospital Care at London’s Air Ambulance and Clinical Director of Trauma at The Royal London Hospital, Barts Health NHS Trust. She said: “The introduction of the new blood product will significantly improve the chances of survival for critically injured patients with severe blood loss, allowing them the chance to arrive at hospital.”

The product will be delivered clinically by London’s Air Ambulance, whose unique exposure to severely injured trauma patients provides an opportunity to assess the clinical benefits of the new blood product.

**A STEP CLOSER TO 24 HOURS**

Earlier this year Lincs & Notts Air Ambulance (LNAA) announced their commitment to providing a 24-hour service and on 19 October, the Charity moved a step closer to 24/7 operations by providing 24-hour coverage during the busiest clinical days of the week. This phased approach will see the Charity operating a HEMS resource from Friday evening through to Monday morning each week, with further service expansion planned for 2019.

Karen Jobling, CEO of the Charity, said: “By extending our hours of operation, we expect that more than 420 additional patients a year will benefit from the emergency medical service that we can deliver.” The new 24-7 service will initially be for a two-year trial period.

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**News in Brief**

**SCAA double up**

Scotland’s Charity Air Ambulance (SCAA) has earmarked Aberdeen as the base for Scotland’s next helicopter air ambulance. The charity has begun a drive to raise £6 million to launch and sustain the second helicopter for its first three years.

**New attraction at WAA**

The newest member of the Wiltshire Air Ambulance team is pilot Elvis Costello. Although his real name is David, he has been called Elvis ever since he was a child and is now known by everyone as such. This is Elvis’s first posting as a HEMS pilot; he said: “The medical staff and pilots are fantastic. This job is all about teamwork and it is amazing to be working with them in order to get the job done in the best possible way, during what can be difficult situations.”

**Enhanced vision**

Associate Member Rotor & Aircraft has alerted the sector to publications from the U.S.’s Federal Aviation Administration and from the Australian Government about the limitations of Night Vision Goggles in certain situations. Managing Director François Gatineau says the company’s Max Viz Enhanced Vision Systems (EVS) are an excellent complementary system.

**Do you have any news you’d like to share in Airway?**

Then email airway@aoaa.org.uk to be considered for the next issue.
The familiar UK team at Babcock Onshore are in the perfect position to see how enormously the HEMS environment has changed so much in the relatively short time it has existed.

Reflecting on the incredible dynamism in an industry constantly seeking new ways to improve patient outcomes, Babcock Onshore Customer Service Director, Paul Westaway (himself a Technical HEMS Crewmember in Cornwall in 1987) said: “One of the real beauties of the current formation and structure of the UK’s HEMS set-up is the way that it drives innovation across the whole industry. While there are many obvious commonalities, there is no standard model. Our aircraft are called on to do different tasks in different environments in different parts of the country and as each HEMS provider finds new ways to improve their service to the patient, it gives everyone the opportunity to examine new ways of working.

“Aeromedical interiors are a prime example. Whether aircraft are carrying blood, making allowances for bringing a patient’s relatives on board or transporting babies in incubators, the ability to create a specific interior for particular roles is increasingly important. Taking an aircraft and turning it into a highly specialist and lifesaving piece of equipment is a hugely complex task, carried out by skilled design and completions teams.

“We all need to continually examine the overall objective and structure of this critical service. Through the lens of clinical data and sophisticated studies that point towards the ultimate knowledge of ‘outcome’, it becomes ever more important to focus on the incremental changes to our service that collectively make a big difference to the patient. Helicopters afford us the qualities of speed and access with arguably the most highly skilled teams on board but this needs constant challenge.

“We know how complex helicopters are and how many parameters need to be kept in check to maintain safe and efficient operations. Through access to their provider’s performance on demand - for example through a custom-built on-line portal - customers can ensure the service they receive continues to be designed and re-designed around their individual needs. HEMS is increasingly round-the-clock and operators need to be able to give their customers the same service, so they can determine exactly how their aircraft is performing, and how their aviation supplier is delivering against key objectives and requirements, at a time and location convenient to them.

“These sorts of attitudes and approaches will help ensure the services we are all so proud of can continue to improve and develop and save even more lives into the future.”

**Innovation Integral To UK HEMS**

INNOVATION INTEGRAL TO UK HEMS

**Bell Focuses On UK HEMS Market**

“We perhaps haven’t been consistent enough in promoting the 429 in the UK HEMS market,” says Gary Slater, Helix AV’s Commercial Director, “but we are going to be much more visible in 2019. The 429 is such a great helicopter for HEMS and we just want to show people what it can do - and what it could do for them.”

For Helix AV, being visible means bringing a demonstrator 429 to the UK and issuing an open invitation to all air ambulance charities to come and see it for themselves.

“This helicopter has been really successful across Europe, and Wiltshire Air Ambulance have found the 429 to have been an excellent platform for them. There are also now so many more options for the interior than we had two years ago. It has a very large cabin with a layout and options that maximise the space; feedback from paramedics across the world tells us it’s a great environment in which to work. The paramedics at WAA loved their old 902 but when they started on the 429, they said the cabin was a vast improvement.

“Its other advantages include the fact that it takes under a minute to get ready, and shutdown is just 30 seconds. It’s smooth in flight, has a 155-knot top speed and as the platform is just coming up to eight years old, it is the most advanced modern aircraft in its class. The much greater payload means it can carry more equipment and more people, which is the way the sector is going these days, with HEMS crews carrying more and more equipment to perform more and more complex clinical tasks.”

The 429 also achieves a high serviceability percentage, with its progressive maintenance meaning it can be carried out without having to remove it from service. It also benefits from being an MSG 3 aircraft.

Gary Slater concludes: “We’ll be contacting a number of charities next year to have a conversation but in the meantime, we’d invite anyone to get in touch for more information. We know full well the HEMS market has a couple of well-established main players and they do a great job. However, we really believe that we, and the Bell 429, can offer something different to air ambulance services, not only meeting, but exceeding the standards they are used to. This is such a great platform for HEMS and we’d love to show people why.”

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