



Association of Air Ambulances



# Air Ambulance National Conference 2013

Monday 18th November  
Millennium Gloucester Hotel,  
Kensington, London



INCLUDING THE  
**Air Ambulance Awards  
of Excellence 2013**



**Bill Siverwright**  
Chairman Association of  
Air Ambulances Ltd

## Foreword

### **Dear delegate,**

Welcome to London, the new home for the National Air Ambulance Conference and Air Ambulance Awards of Excellence. This year we are rightly proud of the 27 speakers spread over the three colleges of charity, clinical and operational. Each we hope will inspire, educate and challenge your opinions, so when you leave the day you will take positive ideas back to your own organisation.

This year NHS England announced a 20% improvement in mortality through the introduction of the Major Trauma Network. Chris Moran is the newly appointed National Clinical Director for Major Trauma and he will be updating delegates on the Trauma Network and plans for the future.

Charitable fundraising is critical to air ambulances in the UK. In 2011, £76.6 million pounds was raised through the 18 charities that operated 34 aircraft. Alistair McLean, CEO of the Fundraising Standards Board will talk about the "Future of Ethical Fundraising", his vision of where and how charities will fundraise in the future. Linked with Alistair's presentation subjects such as Data Management, Accounts Reporting and tips on Marketing and Communication makes for a well-rounded day.

This year has seen a major step forward with the introduction of Night Helicopter Emergency Medical Services (HEMS) in East Anglian and the South East of the country. The two charities and their operators will present their vision for night HEMS and outline their operations and the different approaches adopted. We also have Dr Guy Ohringer presenting his findings on "Clinical Operations in Low Light" and hosting a debate.

On top of this we have over 25 exhibitors, each have helped fund the event and will be displaying clinical, fundraising and operational produce and equipment. Please take the time to visit the exhibitors, who I must thank for helping making the event possible.



I sincerely hope you enjoy the Conference and I am sure everyone is looking forward to the first Air Ambulance Awards of Excellence which takes place this evening.

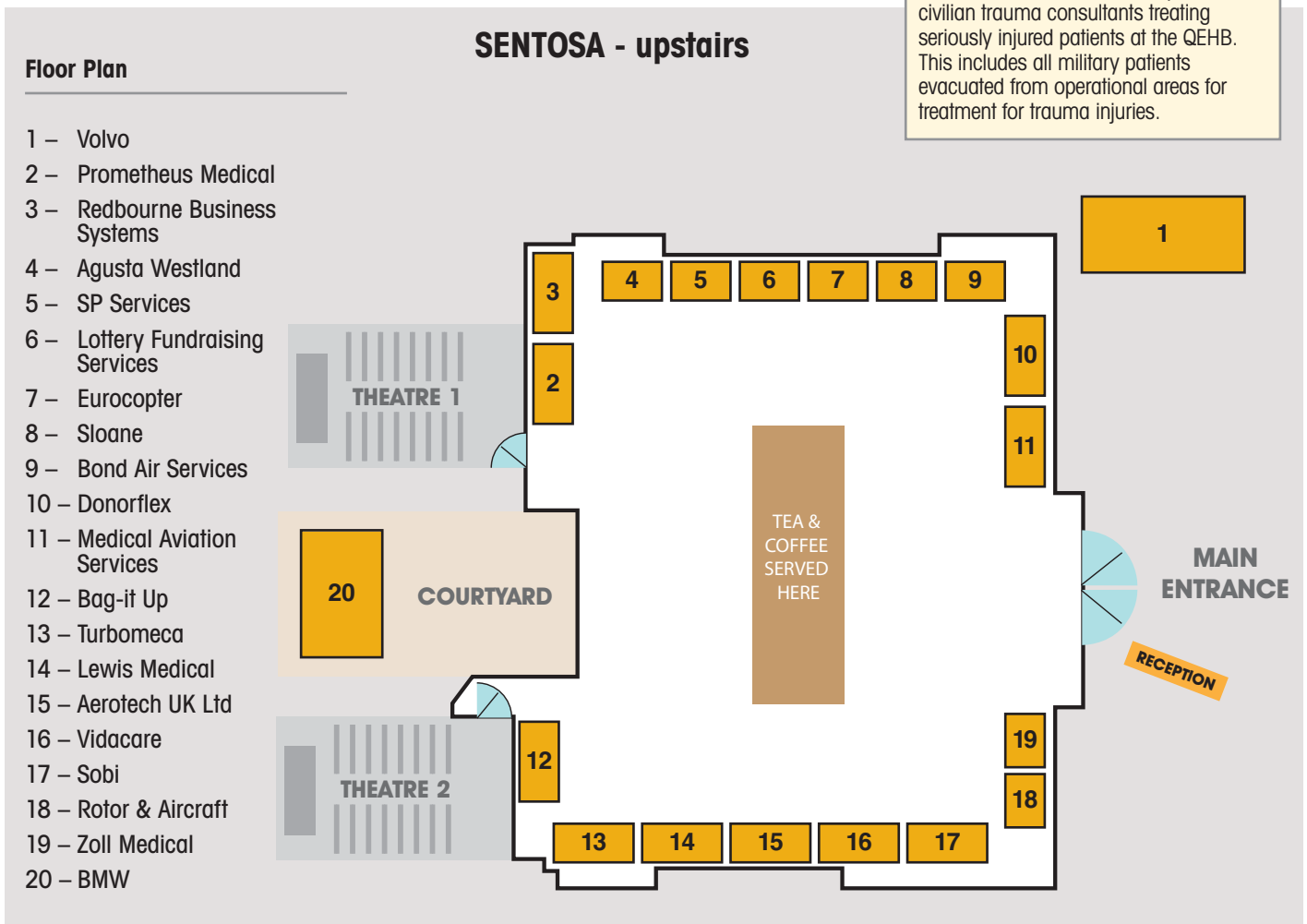
Yours sincerely



Bill Siverwright  
Chairman Association of Air Ambulances Ltd

# Conference Agenda

Time	Main Theatre	Theatre 1	Theatre 2
9:30 - 9:35	<b>Welcome Clive Dickin</b> National Director of the AAA		<p><b>Prof Chris Moran</b> Key Note: Major Trauma Networks in England: Results From the First Year</p>  <p>Chris Moran is the newly appointed National Clinical Director for Major Trauma and Professor of Orthopaedic Trauma Surgery at NUH. He has been a consultant for 20 years and is a full-time trauma surgeon with a special interest in treating patients with multiple injuries, complex fractures around joints and the treatment of fractures that have not healed (nonunions).</p>
9:35 - 10:00	<b>Air Ambulances Update</b> <b>Bill Sivewright</b> AAA Chairman CEO Dorset and Somerset Air Ambulance		
10:00 - 10:30	<b>Key Note - Major Trauma Networks in England: Results From the First Year</b> Prof Christopher Moran National Clinical Director for Major Trauma		
10:30 - 11:00	<b>Advances In Haemorrhage Control And The Use Of Blood Products</b> Sir Keith Porter	<b>Charity Overheads: "The Elephant in the Room"</b> Presentation and Debate: Paula Martin, Cornwall Air Ambulance Charity	<p><b>Sir Keith Porter</b> Advances In Haemorrhage Control And The Use Of Blood Products.</p>  <p>Professor Porter is Clinical Service Lead for Trauma Services at the Queen Elizabeth Hospital Birmingham, one of the leading trauma centres in the UK.</p> <p>He leads a team of 10 military and civilian trauma consultants treating seriously injured patients at the QEHB. This includes all military patients evacuated from operational areas for treatment for trauma injuries.</p>
11:00 - 11:15	<b>Tea &amp; Coffee</b>		



# Conference Agenda

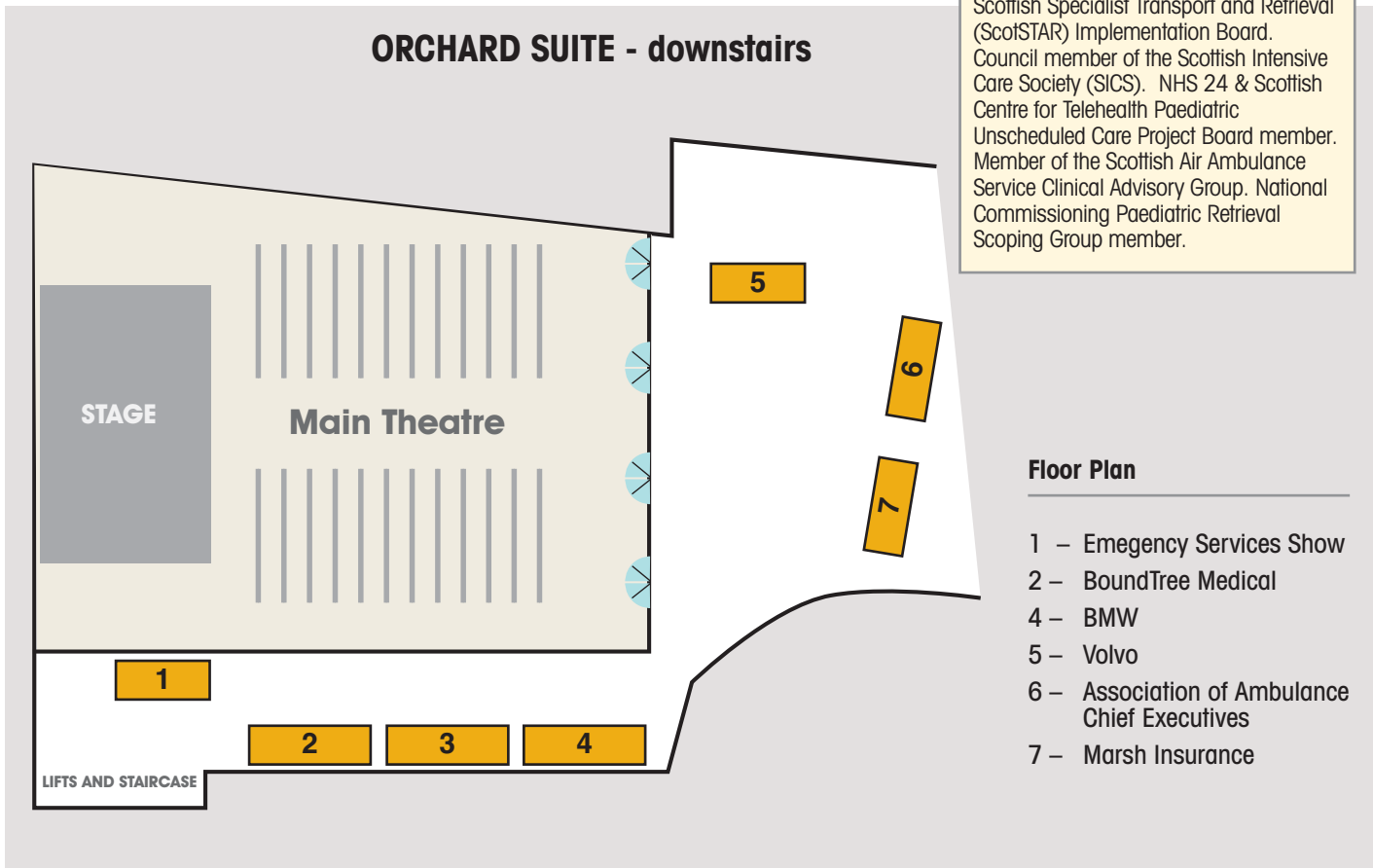
Time	Main Theatre	Theatre 1	Theatre 2
11:15 - 11:45	<b>Key Note - Paediatric Air Transport – The Future</b> Dr David Rowney		
11:45 - 12:15	<b>Night HEMS - The Story So Far</b> A joint presentation with Air Ambulance Charities and Operators	<b>Best Practice Textile Recycling – Tips and Hints</b> Wendy Yarney - Bag It Up	<b>Carrying Blood - "the Pros and Cons"</b> Dr Anne Weaver - London's Air Ambulance
12:15 - 12:45	<b>Air Ambulance Tasking – A Partnership Between Ambulance Service and Air Ambulances</b> Anthony Marsh Chairman of the Association of Ambulance Chief Executives		
12:45 - 1:15	<b>Communication Overload – How to stand above the crowd without standing on other people's toes</b> Martin Edwards Chief Executive Officer Julia's House Dorset	<b>Structuring and Analysing Data – The Bigger Picture</b> Steve Mason - Donorflex UK Ltd	<b>Ambulance Service CCG Update</b> Mark Docherty - London Ambulance Service Commissioner

1:15 - 2:15 **Lunch to be served in Exhibition Hall**

**Dr David Rowney**  
Paediatric Air Transport – The Future.



Chair of the UK Paediatric and Perinatal Air Transport Group (formally the Paediatric Intensive Care Society Aeromedical Working Group). Member of Scottish Specialist Transport and Retrieval (ScotSTAR) Implementation Board. Council member of the Scottish Intensive Care Society (SICS). NHS 24 & Scottish Centre for Telehealth Paediatric Unscheduled Care Project Board member. Member of the Scottish Air Ambulance Service Clinical Advisory Group. National Commissioning Paediatric Retrieval Scoping Group member.



- Floor Plan**
- 1 – Emergency Services Show
  - 2 – BoundTree Medical
  - 4 – BMW
  - 5 – Volvo
  - 6 – Association of Ambulance Chief Executives
  - 7 – Marsh Insurance

# Conference Agenda

Time	Main Theatre	Theatre 1	Theatre 2
2:15 - 2:45	<b>Charity Accounts Reporting Update – Best Practice and Suggestions</b> Nick Simkins Partner - Chantrey VellacottDFK	<b>Cardiopulmonary Resuscitation Devices "the Pros and Cons"</b> Gareth Grier	<b>Clinical Operations in Low Light – Debate</b> Dr Guy Ohringer
2:45 - 3:15	<b>Key Note - Ethical Fundraising "The Future"</b> Alistair McLean CEO of the Fundraising Standards Board	<b>'Mapping activity in a Major Trauma Network: Targeting Resources to Greatest Need'</b> Carl McQueen	<b>Night HEMS Open Mic</b> Following the joint presentation an opportunity to discuss night HEMS
3:15 - 3:30	<b>Tea &amp; Coffee</b>		
3:30 - 4:00	<b>NPAS Update</b> Ollie Dismore - Flight Operations Director, National Police Air Service (NPAS)	<b>Fundraising Open Mic</b> "Ask all those questions and debate subjects and ideas"	<b>Pros and Cons of Ultrasound in HEMS Activity</b> Dr Syed Masud and Dr Farhad Islam
4:00 - 4:30	<b>Non-Technical Skills – Making Everyone Part of the Solution</b> Anni Ridsdill Smith - Airate Limited	<b>Factually Researched Wealth Screening and Wealth Intelligence for Dummies</b> Steve Cast - Redbourn Business Systems Limited	<b>TARN - Future Developments of Prehospital Data</b> Dr Dhushy Kumar - Director of Clinical Audit
4:30 - 4:50	<b>Close of Conference</b> Guy Opperman MP - Chairman of the All Party Parliamentary Group For Air Ambulances		
4:50 - 5:00	<b>Closing Comments - Clive Dickin</b> AAA National Director		

**Alistair McLean**  
Ethical Fundraising  
- The Future.



Alistair was appointed to his role in February 2009 since when he has overseen the continuing growth and development of the FRSB from its formative years. Alistair graduated from Manchester University in 1981 and went into the FMCG sector specialising in marketing and retailing. He has worked with a number of blue chip plc's and completed a full time MBA at Bradford Business School in 1990.

## Exhibitors and Sponsors

Today's conference would not be possible without the support of our sponsors; it's also a great opportunity to update your knowledge on new products and relationships with the supply chain.





For the first time, the national Air Ambulance Awards of Excellence will be held to recognise those outstanding individuals in the air ambulance sector. Awards will be presented to the youngest champions and the most experienced, committed individuals who have achieved something amazing for their organisation.

### Air Ambulance Campaign Award

**Devon Air Ambulance, Midlands Air Ambulance.**

The award is presented to an organisation that has achieved success in communicating a fundraising, operational or innovation campaign to a wider audience.

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### Air Ambulance Doctor of the Year

**Dr Farhad Islam, Dr Anne Weaver.**

The award winner demonstrates excellent clinical standards in delivering the best possible quality of medical care to patients.

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### Air Ambulance Paramedic of the Year

**Graham Chalk, Peter Sadler.**

The award winner demonstrates excellent clinical and professional standards in delivering the best possible quality of patients care.

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### Air Ambulance Pilot of the Year

**Gerald Charlton, Neil Jeffers.**

The award winner demonstrates excellent professional standards in assisting medical staff deliver the best possible quality of care to patients

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### Charity Staff Member of the Year

**Janice Flower, John Power.**

This annual award is presented to a Charity staff member in recognition of and appreciation for exceptional job performance and distinguished contributions to an air ambulance Charity.

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### Charity Volunteer of the Year

**Jenny Ashman, Keith Wilson.**

Thousands of people volunteer their time freely to fundraise for Air ambulance charities. This award recognises the valuable and essential contribution of volunteers to the Air Ambulance service.

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### Lifetime Achievement Award

**Dr Gareth Davies, Ann Ralli.**

This award recognises an individual who has made a lifetime contribution to the world of Air Ambulance charities or air service operations.

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### Outstanding Young Person Award

**Joshua Dudley, Poppy Young**

We are looking for an outstanding young person (6 – 16 years) who has accomplished something fantastic for their air ambulance charity. The young person may be a patient, volunteer or part of a school or college initiative that has promoted a positive image of young people and their support for their air ambulance charity. This award recognises and celebrates its young supporters.

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### Special Incident Award

**Devon Air Ambulance, Dorset & Somerset Air Ambulance.**

Everyday air ambulances save lives across the UK. Nominations are sought for missions of significant interest. One of these missions will receive the AAA Special Incident Award.

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### AAA Chairman's Award (Non Independent Award)

The Association's Chairman each year personally selects an individual who's activities and work within the air ambulance community has been of such value that it deserves the Association's recognition. This special award is selected from nominations submitted to the Board of directors.

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Monday 17th November  
Millennium Gloucester Hotel, Kensington, London

**20+ Clinical, Operational and Charity speakers**

**20+ Exhibitors with the latest products,  
innovations and deals**

**Excellent networking opportunity for  
you and your team**

INCLUDING THE  
**Air Ambulance Awards  
of Excellence 2014**

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## BOOK NOW!

The Conference and Awards will be held at the  
Millennium Gloucester Hotel, Kensington, London.  
For more information and to book, go to  
[www.associationofairambulances.co.uk/event/9/](http://www.associationofairambulances.co.uk/event/9/)



Association of Air Ambulances

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