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
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 approached 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 Sivewright
Chairman Association of Air Ambulances Ltd

Foreword

Bill Siverwright
Chairman Association of Air Ambulances Ltd

www.associationofairambulances.co.uk/event/3/
# Conference Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Main Theatre</th>
<th>Theatre 1</th>
<th>Theatre 2</th>
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<tbody>
<tr>
<td>9:30 - 9:35</td>
<td>Welcome Clive Dickin</td>
<td></td>
<td>Prof Chris Moran</td>
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<td></td>
<td>National Director of the AAA</td>
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<td>Key Note: Major Trauma Networks in England: Results From the First Year</td>
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<tr>
<td>9:35 - 10:00</td>
<td>Air Ambulances Update</td>
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<td>Chris Moran is the newly appointed National Clinical Director for Major</td>
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<td></td>
<td>Bill Sivewright</td>
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<td>Trauma and Professor of Orthopaedic Trauma Surgery at NUH. He has been a</td>
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<td></td>
<td>AAA Chairman</td>
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<td>consultant for 20 years and is a full-time trauma surgeon with a special</td>
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<td></td>
<td>CEO Dorset and Somerset</td>
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<td>interest in treating patients with multiple injuries, complex fractures</td>
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<td></td>
<td>Air Ambulance</td>
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<td>around joints and the treatment of fractures that have not healed</td>
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<tr>
<td>10:00 - 10:30</td>
<td>Key Note - Major Trauma Networks</td>
<td></td>
<td>Sir Keith Porter</td>
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<td></td>
<td>in England: Results From the First Year</td>
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<td>Advances In Haemorrhage Control And The Use Of Blood Products</td>
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<td></td>
<td>Prof Christopher Moran</td>
<td></td>
<td>Presentation and Debate:</td>
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<td></td>
<td>National Clinical Director for Major</td>
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<td>Paula Martin, Cornwall Air Ambulance Charity</td>
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<td>Trauma</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Advances In Haemorrhage Control</td>
<td>Charity Overheads:</td>
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<td></td>
<td>And The Use Of Blood Products</td>
<td>&quot;The Elephant in the Room&quot;</td>
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<td>Sir Keith Porter</td>
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<td>Paula Martin, Cornwall Air Ambulance Charity</td>
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<tr>
<td>11:00 - 11:15</td>
<td>Tea &amp; Coffee</td>
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**Floor Plan**

- 1 – Volvo
- 2 – Prometheus Medical
- 3 – Redbourne Business Systems
- 4 – Agusta Westland
- 5 – SP Services
- 6 – Lottery Fundraising Services
- 7 – Eurocopter
- 8 – Sloane
- 9 – Bond Air Services
- 10 – Donorflex
- 11 – Medical Aviation Services
- 12 – Bag-it Up
- 13 – Turbomeca
- 14 – Lewis Medical
- 15 – Aerotech UK Ltd
- 16 – Vidacare
- 17 – Sobi
- 18 – Rotor & Aircraft
- 19 – Zoll Medical
- 20 – BMW

**SENTOSA - upstairs**

- Main Entrance
- Reception

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<td>11:15 - 11:45</td>
<td><strong>Key Note - Paediatric Air Transport</strong>&lt;br&gt;– The Future&lt;br&gt;Dr David Rowney</td>
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<td>11:45 - 12:15</td>
<td><strong>Night HEMS - The Story So Far</strong>&lt;br&gt;A joint presentation with Air Ambulance Charities and Operators</td>
<td><strong>Best Practice Textile Recycling</strong>&lt;br&gt;– Tips and Hints&lt;br&gt;Wendy Yarney - Bag It Up</td>
<td><strong>Carrying Blood - “the Pros and Cons”</strong>&lt;br&gt;Dr Anne Weaver - London's Air Ambulance</td>
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<tr>
<td>12:15 - 12:45</td>
<td><strong>Air Ambulance Tasking</strong>&lt;br&gt;– A Partnership Between Ambulance Service and Air Ambulances&lt;br&gt;Anthony Marsh&lt;br&gt;Chairman of the Association of Ambulance Chief Executives</td>
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<td>12:45 - 1:15</td>
<td><strong>Communication Overload</strong>&lt;br&gt;– How to stand above the crowd without standing on other people’s toes&lt;br&gt;Marlin Edwards&lt;br&gt;Chief Executive Officer&lt;br&gt;Julia's House Dorset</td>
<td><strong>Structuring and Analysing Data</strong>&lt;br&gt;– The Bigger Picture&lt;br&gt;Steve Mason - Donorflex UK Ltd</td>
<td><strong>Ambulance Service CCG Update</strong>&lt;br&gt;Mark Docherty&lt;br&gt;- London Ambulance Service Commissioner</td>
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<td>1:15 - 2:15</td>
<td><strong>Lunch to be served in Exhibition Hall</strong></td>
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**Floor Plan**

1 – Emergency Services Show
2 – BoundTree Medical
4 – BMW
5 – Volvo
6 – Association of Ambulance Chief Executives
7 – Marsh Insurance
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<tr>
<td>2:15 - 2:45</td>
<td>Charity Accounts Reporting Update – Best Practice and Suggestions</td>
<td>Cardiopulmonary Resuscitation Devices “the Pros and Cons”</td>
<td>Clinical Operations in Low Light – Debate</td>
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<td></td>
<td>Nick Simkins</td>
<td>Gareth Grier</td>
<td>Dr Guy Ohringer</td>
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<td>Partner – Chantrey VellacottDFK</td>
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<td>2:45 - 3:15</td>
<td>Key Note - Ethical Fundraising “The Future”</td>
<td>‘Mapping activity in a Major Trauma Network: Targeting Resources to Greatest Need”</td>
<td>Night HEMS Open Mic</td>
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<td></td>
<td>Alistair McLean</td>
<td>Carl Mcqueen</td>
<td>Following the joint presentation an opportunity to discuss night HEMS</td>
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<td></td>
<td>CEO of the Fundraising Standards Board</td>
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<td>3:15 - 3:30</td>
<td>NPAS Update</td>
<td>Tea &amp; Coffee</td>
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<tr>
<td>3:30 - 4:00</td>
<td>Ollie Dismore - Flight Operations Director, National Police Air Service (NPAS)</td>
<td>Fundraising Open Mic</td>
<td>Pros and Cons of Ultrasound in HEMS Activity</td>
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<tr>
<td>4:00 - 4:30</td>
<td>Non-Technical Skills – Making Everyone Part of the Solution</td>
<td>Factualy Researched Wealth Screening and Wealth Intelligence for Dummies</td>
<td>TARN - Future Developments of Prehospital Data</td>
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<td>Anni Ridsdill Smith - Airate Limited</td>
<td>Steve Cost - Redbourn Business Systems Limited</td>
<td>Dr Dhushy Kumar</td>
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<tr>
<td>4:30 - 4:50</td>
<td>Close of Conference</td>
<td></td>
<td>Alistair McLean</td>
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<td></td>
<td>Guy Opperman MP - Chairman of the All Party Parliamentary Group For Air Ambulances</td>
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<td>Ethical Fundraising</td>
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<td></td>
<td>- The Future.</td>
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<tr>
<td>4:50 - 5:00</td>
<td>Closing Comments - Clive Dickin AAA National Director</td>
<td></td>
<td>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 pic’s and completed a full time MBA at Bradford Business School in 1990.</td>
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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.

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.

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.

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.

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.
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.

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.

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.

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.

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.
Air Ambulance National Conference 2014

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

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/

INCLUDING THE
Air Ambulance Awards of Excellence 2014

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