



# RESPONSE

NOTTINGHAMSHIRE AMBULANCE SERVICE STAFF NEWSLETTER.

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## MARKETING FOR FUTURE SUCCESS

ALL the contracts with purchasers have been signed. And the Trust is planning a drive to generate more income this year from industry and commerce, and the general public.

Most of the new purchaser contracts have a significant difference. They are based on both cost and volume - this means that the more the customer uses the Trust, the greater the income.

Chief executive Mike Handy said: "To remain successful we must become increasingly businesslike. The new contracts reflect that determination."

### Opportunities

The new business drive includes targeting private car users in major NHS outlets like QMC and the City Hospital. A self-confident advert selling the services of the Cowley Street fleet maintenance facilities is one of the first shots in the marketing effort.

And when the new training centre is up and running this summer, opportunities will be seized to sell its expertise into health and safety, and first aid training markets.

Mike Handy is also confident of meeting the target of a paramedic on every A&E vehicle by the end of next year. Eastwood and Stapleford have already reached their targets. And there are others who are not far behind.

He said: "Our purchasers want the additional paramedic expertise and we know that the public are very keen too."

## 999

### TREATMENT FOR YOUR CAR

Nottinghamshire Ambulance Service proudly present the latest in emergency treatment - a complete car care service with competitive rates for all NHS staff.

Their new Vehicle Engineering Workshops at Cowley Street, Old Basford, Nottingham offers:

- ✓ Servicing and repairs
- ✓ MOT Testing
- ✓ Courtesy cars
- ✓ Short notice bookings
- ✓ Vehicle recovery

To book your car in or for a FREE quotation telephone Mike Crosby or Gus Marksman on (0602) 791835/244177



## Logos On the Move

THE Service has joined forces with another NHS Trust to demonstrate their commitment to maintaining quality patient care.

For the first time, the logos of Nottinghamshire Ambulance Service and Bassetlaw Hospital & Community Services are displayed together. They appear on four ambulances that transport thousands of patients a year to and from Bassetlaw District General Hospital.

### Highest Standards

Bassetlaw Hospital & Community Services Trust chief executive Munro Donald said: "We are two healthcare organisations working closely to

give the highest possible standards to the people of Bassetlaw.

"The logos are a continuous reminder of a partnership of which we're both proud."



● ABOVE: Trust chairmen Valerie Dickinson and Peter Featherby at the logo launch.

## SERVICE GETS THUMBS UP

ALMOST 100 per cent of patients are satisfied with the service they get from Nottinghamshire Ambulance Service. And 97 per cent think ambulance staff are 'very helpful.'

These are two of the main conclusions of a patient survey, measuring the quality of service. And, significantly, they mirror almost exactly the results of a similar survey held a year ago in Nottingham area.

The postal survey, carried out in North

Nottinghamshire, covered patients who used transport organised by the Service, including ambulances, taxis and ambulance car service. And most who responded, praised the staff very highly.

### Ratings

The majority needed assistance to get into the vehicle that collected them and many of them were very frail and elderly.

Ambulance patients' ratings were:

★ Overall service, 96 per

cent satisfied/very satisfied

★ Staff, 97 per cent satisfied/very satisfied

★ Vehicle hygiene, 95 per cent clean/very clean

When asked about the promptness of arrival for accident and emergency cases, most felt that the ambulance had arrived very promptly or promptly.

Chief executive Mike Handy said: "The survey shows that we're getting things right most of the time. But the feedback also highlights areas where the service can be fine-tuned."



## STRATEGIC DIRECTION

**THE Trust has formulated its strategic direction for the next five years.**

It assesses the likely demands on the Service over that period and the development required to meet these needs.

The document – which will be issued to all staff – has been prepared on the national assumption that there will be no growth in NHS resources over the next five years.

### Confidence

The aims outlined are:

★ **Be sensitive and responsive to the needs of the community**

★ **Foster public confidence and maintain integrity and professionalism**

★ **Value all staff and develop potential**

★ **Provide service to pre-determined high quality standards**

★ **Build and develop sound management principles**

★ **Generate income**

★ **Develop and maintain total quality culture**

★ **Remain in forefront of technical/medical advances**

★ **Maintain effective marketing strategy**

★ **Evolve through planned development into broadly-based business organisation**

### Resources

In human resources, the key development areas will be in training and reward. There will be more 'creative' use of reward in future. The key priorities will be to encourage greater flexibility and mobility amongst staff.

### QUALITY QUOTE

'I was working on a barn conversion at Halam when I witnessed a serious accident. An ambulance was called and I was impressed with the speed of its arrival from Newark. I would also like to express my appreciation for the professional way in which the crew carried out their duties. They went about their work calmly and efficiently and left everyone in no doubt that they knew their job.'

Mr R Foster, Southwell

# TIM BRAVES FLAMES TO WIN TOP AWARD



**A WORKSOP man who fought 40 foot flames to save a trapped motorist's life has won a top bravery award.**

Timothy Pressley of Rufford Street, Worksop risked his own life when he attended the scene of a fatal car accident near his home.

And for his selfless courage, 36-year-old Timothy received the Nottinghamshire Ambulance Service's Chief Officers Commendation – normally awarded to ambulance personnel who've saved lives in difficult situations.

### Crash

The incident happened in November last year. Timothy heard a crash near his home on the Worksop by-pass.

He said: "I came out of my garden shed and saw smoke from the vehicle. I jumped over my fence – by this time there was a flicker of flames.

"One of the victims showed definite signs of life, so I tried to release his door, but it was jammed.

"The flames were 40 foot high. But someone handed

me two fire extinguishers. I didn't really think I just crouched under the flames and doused with water. I was in an emergency service.

### Inte

He added: "I held on much longer than I should have. I was covered in smoke and he was intense."

Survivor Phil Lowe said Timothy was a true hero – a real human being.

And Worksop medic Jim

recommended the commendation

put his own life on the line

a complete stranger suffering from

inhalation and by the intense

kept battling for his life. I was

acted complete concern for his

"He was a heroic."

● **LEFT: From receiving his Mike Handy and Vicki**

## JEAN'S MERCY MISSION

### Over £700 raised with public support

**STAFF** have bought a 'retired' ambulance to help the stricken people of Croatia.

And operational liaison officer and paramedic Jean Cragg, who led the appeal, is driving the vehicle to the war-torn country.

Over £700 was raised, with the help of the public, which enabled the Service to buy the ambulance and also vital medical supplies.

### Hunger

Jean said: "Things may be improving over there, but there's still an enormous amount of misery, deprivation and hunger.

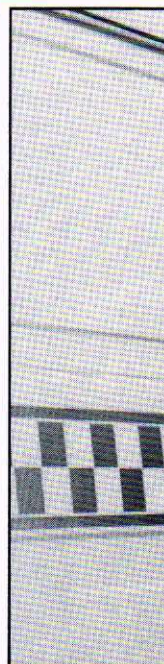
Ambulances and medical supplies are in urgent demand and I'd like to thank the stations and the public for their wonderful support.

"The hospital I'm driving to was fully equipped with 400 beds before the war – now its been destroyed and staff are working from the basement with 50 beds."

Jean is part of a convoy organised by Nottinghamshire Constabulary. The ten day journey is taking her through France, Belgium, Germany, Austria and finally Croatia.

See how Jean got on in the next issue.

● **RIGHT: Jean setting off.**





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## CREW'S HIGH HOPES

● ABOVE: The Over the Hill Gang!



BEECHDALE ambulance station hopes to raise 'mountains' of money for the paraplegic Olympic fund.

Ten staff members — known as the 'Over the Hill Gang' — are aiming to climb 12km to the summit of Snowdon and back, carrying an eight stone training mannequin on a stretcher weighing an extra two stone.

The station — which has already raised £2,000 — plans to send a disabled Nottinghamshire athlete to the Special Olympics.

Team member Bob Arberry said: "We'll be putting our best foot forward to raise a further £1,000 for our fund."

He added: "I'd like to thank Pat Slevin, Malcolm Hinchley, Arthur Jamison and Mike Handy for their full support."

If you would like to sponsor the team, contact Beechdale Ambulance Station, Beechdale Road, Nottingham or telephone (0602) 296295.

## COMPLAINTS MONITORING

MIDDLE managers are now responsible for investigating complaints.

The aim is to improve and standardise the procedure ensuring that every complaint gets a response within 20 days. And the move will ease the administrative burden on senior managers.

At a special two-day training workshop, led by Industrial Society health adviser Rosie Young, managers were taught the techniques.

The principal points were:

★How to capitalise on opportunities generated from complaints

★Active listening

★Effective questioning

★Interviewing techniques

The managers also used role play to 'investigate' verbal and written cases.

## Successful

Assistant director operations Malcolm Hinchley said: "It was a big success. Everyone was very receptive."

"It's vital that we're not frightened of complaints — we must view them constructively. After all, they help us recognise the things we ought to be doing to improve our service."

## IN THE SPOTLIGHT

**TWO ambulance staff have proved they're budding Steven Spielbergs.**

For Dave Attwood and Jon Shaw of Arnold have produced a gripping video about the service — "Ambulance Towards 2000."

The video which shows everything from training to 999 calls, took six weeks to film and 50 hours to edit. It is narrated by Central TV presenter Sally Bowman.

## Changes

Dave said: "We made a video three years ago but so much has changed since then that we decided it was time to make another."

If you would like a copy of the video please send a £12 cheque made payable to Dave Attwood at Arnold Ambulance Station, Salop Street, Daybrook, Nottingham.



## LIONS RAISE £1,700 FOR NEWARK



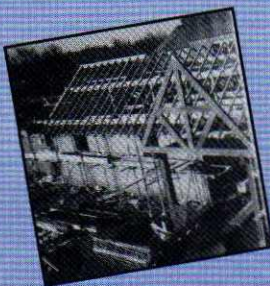
**NEWARK Lions Club have raised £1,700 to buy a pulseoximeter for their local ambulance station.**

Lions Club vice president Simon Pennells said: "This

is the first time we've donated money to Newark ambulance station – but it won't be the last. They help everyone in the area – they're an extremely worthwhile cause."

● **ABOVE:** Station officer Brian Barber receiving the cheque.

## UP SHE GOES!



**CONSTRUCTION** is well under way on the new look headquarters and training centre. And the whole project is on course for completion in August 1994.



● **ABOVE:** Construction under way.

## STAFF NEWS

**WELCOME** to new staff:

Care Assistants – Russell Simons (Arnold); Michael Wright (Kings Mill); Melvin Turner (Kings Mill); Philip Green (Carlton); Colin Maslen (West Bridgford); Robert Swallow (West Bridgford); Paul Bailey (Carlton); Bryan Barreto (Stapleford); Wendy Fitchett (Stapleford); Maria Battison (Wilford); Martin Walker (Wilford); Ian Clayton (Eastwood); Mark Sims (Arnold); Ian Bailey (Carlton).

Transport Drivers – David Sissons (Hucknall); Keith Sinclair (Arnold); Keith Towers (Stapleford); Tracy Clarke (Stapleford).

**CONGRATULATIONS** on achieving:

Leading Paramedic Status – Graham Johnson (West Bridgford); David Cole (Carlton).

Paramedic Status – Philip Passmore (Wilford); Roger Northing (Kings Mill); Michael Pankowski (West Bridgford).

Fully Qualified Technician – Simon Everington (Carlton); Simon Clunie (Arnold); Leigh Smith (Beechdale); Michelle Jenner (Stapleford); Gary Simons (Wilford); Andrea Barker (Newark); Robert Davis (Worksop); Paul Jevons (Arnold); John Mills (Eastwood); Paul Warriner (Kings Mill); Nigel Beasley (Kings Mill).

**BEST WISHES** to the following who are retiring or leaving the Service:

Darren Huggleton (Control Assistant); John Lindley (Technician, Kings Mill); John Deller (Technician, Kings Mill); Victoria Cassidy (Care Assistant, Carlton); Graham Hopkinson (Care Assistant, Stapleford); Terence Abraham (Technician, Carlton); Andrea Colton (Care Assistant, Retford).

# Top Management Awards for Notts NAS COURSE WINS NATIONAL AWARD

**TWENTY** Nottinghamshire Ambulance Service staff have been presented with National Examining Board for Supervisory Management certificates (NEBSM).

The certificates acknowledge the personal development achieved by Nottinghamshire staff during an award winning management programme run jointly by the Service and the Open College.

Assistant director operations Malcolm Hinchley said: "The course plays a key part in our commitment to improving service quality."

And the Nottinghamshire programme is so impressive that it also recently won a coveted National Training Award for 'excellence in training and development practice.'

Lesley Briggs of The Open College said: "The programme demonstrated the effectiveness of involving, in the training, not just



● **ABOVE:** Nottinghamshire Ambulance Service staff and representatives of The Open College and NEBS at the presentation in Manchester.

those on the course but all levels of staff."

NEBS Management has 29,000 front line managers on its programme each

year. All participants must undertake projects that demonstrate the application of their learning in the workplace.

## COR, WHAT A PICTURE, WHAT A PHOTOGRAPH!

High in the Derbyshire hills a man is spotted behind a wall. Why - it's 'Robo' from West Bridgford! What is he doing? Your funny captions please to John Simons at ambulance headquarters by June 1 1994, in an envelope marked 'Robo' competition. The best caption will win £5. See result in June edition.

● **RIGHT:** 'Robo'

