

West Midlands Ambulance Service **Supporting Document**

The Department of Health has made the decision to reconfigure Ambulance Services in England and reduce their number from 31 services to 11. As a larger organisation, the new West Midlands Ambulance Service will have better opportunities to strengthen their approach to clinical care for patients.

The ambulance services which make up the West Midlands Ambulance Service (WMAS) are:

Staffordshire
Coventry & Warwickshire
Hereford & Worcester
West Midlands (including Shropshire)

The new trust covers a population of 5.3 million people in an area of approximately 5,000 square miles. The trust employs 3,500 staff across 63 sites. Operational staff make 450,000 emergency responses every year.

The organisation has now been recognised as consistently the highest performing regional Trust in the country and was named Ambulance Service of the Year for 2007.

Since 1991, communities throughout the counties of Herefordshire, Worcestershire, Staffordshire, Shropshire, East Midlands and West Midlands has benefited from the Air Ambulance Service. The communities have in turn demonstrated their support enabling the success and growth of the scheme.

The Project Initiation Document refers to a project proposed by the Regional Head of Education and Training to develop a DVD to be used as an education tool for students on a number of programmes across the region. These programmes include: Critical Care Paramedics and the Foundation Degree in Unscheduled Emergency Care. The West Midlands Ambulance Service also employs nurses in diverse settings and there is the potential for this programme to be delivered to this group of qualified staff.

It is also envisaged that the DVD will be used by other HE Institutions across the region where a Patient Examination and Assessment module is delivered. In addition there are a number of internal continuing professional development activities planned within the organisation which will focus on patient assessment.

The DVD will compliment the traditional didactic method of delivering Patient Examination and Assessment. This module is becoming increasingly more important as the role of the paramedic is changing and the growing increase in the role of the Air Ambulance service which covers the whole of the region.

The Project Author has asked for funding in the region of £25,000. This will cover the cost of filming, editing and production. A breakdown of actual costs is attached. It has been explained that it is unlikely that the H&W LLN will meet the full cost of this project.

Due to the Regional emphasis of this project I have asked Coventry LLN if they could jointly support the project. Initial feedback from the Coventry Lead is positive yet their Management group will not meet until February.

At a more local level, the Regional Head of Training is in discussion with the Head of Continuous Professional Development at the University of Worcester about the potential for this programme to be validated by the University of Worcester and awarded academic credit. This would be a great opportunity for the University and current and future health and paramedic students would benefit greatly from this. Early discussions are very positive.

Project Name: Development of a DVD to support teaching of Patient Examination and Assessment Skills

Amendment History:

Version No.	Date	Reason for Amendment
1	9.1.2008	New proposal

Project Manager Lynda Sibson

Document Distribution

Name	Location	Responsibility	Action/Information
Lynda Sibson	West Midlands Ambulance Service (WMAS)	Regional Head of Education & Training	Joint Project Manager & Proposal Author
Dr Adrian Noon	West Midlands Ambulance Service	Medical Advisor BBC Locality	Joint Project Manager
Liz Davies-Ward	LLN		
Louise Toner	University of Worcester	Head of Continuing Professional Development	
Geoffrey Elliott	UW	Members of LLN steering Group	To approve project
Chris Morecroft	WCT		
Ian Peake	HCT		
Gail Rothnie	UoB		
Mike Rookes	OU		
Donna Obrey	LLN	Project Officer	To track project

Background

The ability to formally assess and examine a patient utilising a medical model has traditionally been the sole domain of medical practitioners. However recent educational developments for professions allied to medicine to support a range of new, advanced roles has resulted in paramedics adopting this method of patient assessment as part of their advanced practice.

The role of ambulance service is growing both in terms of capacity and capability. Reduction in the provision of out-of-hours General Practitioner (GP) care has resulted in an increasing number of patients contacting the ambulance service for a range of health issues treatable within the primary/community care setting.

In addition, the role of the local Air Ambulance services, which cover the entire West Midlands region (County Air Ambulance¹ and Warwickshire & Northamptonshire Air Ambulance²) is growing in response to better managing out-of-hospital critical care to patients, such as those in Road Traffic Collisions (RTC) and other critical life-threatening illness and injuries.

In order to support the delivery of a Patient Examination and Assessment education programme a complementary teaching resource to support the traditional didactic teaching methods for patient examination and assessment are required. The greater geographical location of students also impacts on educational delivery methods.

In previous iterations of this programme, an amateur DVD was developed by Dr Adrian Noon, which was received extremely positively by students. This example of blended learning proved to be a very useful learning tool both for the students' formative and summative assessments, but also during their clinical placements (see enclosed CD which is the current version).

This DVD now requires professionally updating to ensure it is suitable for future teaching programmes. As WMAS employs a number of nurses in diverse settings, this learning resource should therefore be developed to cater for a range of healthcare professionals in a range of clinical settings.

Objectives of the Project

The objectives of the project are therefore:

1. To provide a range of healthcare students (initially paramedics and nurses) with a DVD to support their patient examination and assessment skills, education and professional development
2. To monitor the usability and evaluate the effectiveness of the DVD with students
3. To further develop and explore the concept of blended learning and the impact on e-learning within the organisation

Project Approach

The project has been developed to support the teaching and learning of healthcare professionals who will be entering both higher education and in-house educational programmes to pursue further qualifications.

This project meets the objectives of the Trusts' Five Year Workforce Plan and the Education and Training Strategy (subject to WMAS Education & Training Committee Board approval).

The project is co-managed by Dr Adrian Noon, Medical Advisor for the Birmingham and Black Country Locality and Education Lead and Lynda Sibson, Regional Head of Education and Training with West Midlands Ambulance Service.

The remaining Project Steering Group has been established within WMAS and will include other relevant and appropriate individuals as identified.

Scope:

A Key Products from the project

¹ <http://www.countyairambulancetrust.co.uk/>

² <http://www.wnaa.co.uk/w>

A DVD (Digital Versatile Disk) will be used as an education tool for students on a number of programmes. These include (in priority order):

1. **Critical Care Paramedics³** – initially 12 air ambulance paramedics are undertaking an academic programme in order to provide them with additional critical care skills to support their professional development. This programme (*Postgraduate Certificate in Pre-hospital Critical Care*) is based at the University of Warwick Medical School and is due to commence in May 2008.

Prior to this programme, the students have just completed an introductory module to essential academic skills at Coventry University. This cohort will also need to undertake the in-house preparatory Patient Examination Assessment programme, due to commence in March 2008, delivered by Dr Adrian Noon & Dr Tony Bleetman.

2. Development of existing **First Contact Practitioners (FCPs) and Community Paramedic Officers (CPOs)** - within West Midlands Ambulance Service (WMAS) a numbers of initiatives to develop paramedic skills have been instigated. These were primarily in response to the change in the GP contract, reducing their out-of-hours services, to meet the needs of patients with non-life threatening conditions e.g. acute/minor self-limiting conditions and injuries.
3. **Continuing Professional Development** – WMAS' new operational 'Front-loaded Model' will mean that a paramedic will respond to each 999 call. Research has demonstrated that not all 999 calls warrant an emergency ambulance. Paramedics have the ability to assess patients rapidly to ensure that the right care is delivered in the right place by the right person at the right time

The foundation learning for both of these groups was the ability to ensure a thorough assessment of the patient, including history taking, consultation style, consultation skills and assessment and examination of each system. Experience has demonstrated that students receiving a total of four weeks teaching consisting of two weeks theoretical teaching (some by blended learning) and two weeks in clinical practice.

B Out of Scope

There is potential for this programme to be validated and delivered by a local university. Preliminary discussions with the University of Worcester have been positive with regard to future validation and academic accreditation.

Constraints

- Time – the ability to develop the DVD congruent with the Critical Care Paramedic timetable

Initial Project Case

- A unique, blended learning model to support the teaching of patient examination and assessment skills
- Opportunity to introduce e-learning concepts
- Working in collaboration with a range of organisations

Benefits of the Project

- Supporting the continuing professional development of paramedics
- Developing a range of expertise in paramedic practice

³ This programme, and one further cohort of students, is funded by the local Air Ambulance Charity.

- Improvements to patient care

Key Assumptions

- Successful validation of the Critical Care Paramedic programme at University of Warwick
- Flexibility of Dr Noon's time to deliver the core content of the teaching programme
- Release of students from operational duty

Costs

The initial project costs are estimated at £25,000 which includes filming, production and editing costs with a number of DVDs reproduced (TBC).

How will the project be evaluated?

The project will initially be evaluated in-house using Objective Structured Clinical Examinations (OSCEs) to assess the student's patient examination skills. A questionnaire will also be used to qualitatively assess the student's response to the using the DVD.

How will the project be sustained?

As there are currently three groups of identified students who potentials would utilised this DVD as part of their learning, initially sustainability is assured. Further sustainability across the WMAS organisation (and perhaps to other Ambulance Trusts) is yet to be established.

Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

Risks	Probability	Impact	Containment Plan
Release of staff to develop the DVD	Low	Medium	Further negotiations with relevant line managers to release staff

Project Team

The Project Steering Group also consists of:

- **Dr Tony Bleetman** (Consultant in Emergency Medicine, Heart of England NHS Foundation Trust, Clinical Director Helicopter Emergency Medicine West Midlands Ambulance Service, Honorary Senior Clinical Lecturer in Surgery at University of Birmingham, Honorary Senior Clinical Lecturer Centre for Primary Health Care Studies at University of Warwick)
- **Andy Butters** (Regional Head of Clinical Services, West Midlands Ambulance Service)
- **Liz Davies-Ward** – (LLN)

The Project Steering Group meets regularly to discuss the proposed Patient Assessment module content and subsequently devised the DVD content.

Proposed DVD Production Budget for Patient Examination & Assessment DVD (Salty Dog Films)

<http://www.saltydogfilms.co.uk/>

	days	rate/day	total	
Pre shoot				
producer set up, recce /contracts/scheduling/coordinating DVD publishing and delivery	3	200	600	
director set up, recce/scheduling/storyboarding	2	350	700	
fuel recce	allow		150	
camera vehicle recce	1	45	45	
				£1,495.00
Shoot				
<i>based on four days</i>				
director/cameraman	4	350	1400	
sound	4	300	1200	
camera/sound kit hire	4	75	300	
lights	4	100	400	
camera vehicle shoot	5	45	225	
fuel camera and sound	allow		200	
subsistence crew and contributors whilst filming	4	30	120	
director voice over record	1	350	350	
sound voice over record	1	300	300	
kit hire voice over record	1	75	75	
kit car voice over	1	45	45	
fuel camera car voice over record	allow		150	
				£4,765.00
Pre Edit				
director rough scripting, digitising footage	5	350	1750	
				£1,750.00
Edit				
editor	8	235	1880	
director	8	350	2800	
editor subsistence/ accommodation	6	60	360	
editor travel	allow		200	
edit suite hire	13	100	1300	
music clearance			200	
DVD authoring/artwork prep	3	350	1050	
				£7,790.00
couriers	allow		100	
				£100.00
sub total				£15,900.00
production fee 10%				£1,590.00
Total Net				£17,490.00

please note all invoices subject to VAT