

West Midlands Ambulance Service MHS



NHS Trust

Warwickshire County Council Health Overview and **Scrutiny Committee**

Richard Topping Divisional Manager – A&E Services







- The West Midlands Region
- Organisational Structure
- Challenges & Opportunities
- Operational Performance

Key Objectives and Priorities





The West Midlands Region



- Area of over 13000 km² (5000 miles²)
- Population of 5.3 million
- 80% of the region is rural
- More than half of the region's population (3 million) live in the large conurbation areas
- 1.9m Patient Journeys
 - 425,000 Emergencies



West Midlands Ambulance Service NHS Trust Executive Team Structure

Anthony Marsh Chief Executive

Richard Dodd Staff Officer Murray MacGregor Regional Head Of Communications

Keith Wood Director of Finance, Planning and Performance Management

Matthew Wyse
Director of
Clinical
Performance

Kim Nurse
Director of Human
Resources and
Organisational
Development

Barry Thurston
Director of
Information
Management and
Technology

Diane Lee Director of Corporate Services Keith Prior Locality Director Coventry and Warwickshire

Derek Laird Locality Director Hereford and Worcester

Peter Murtagh Shropshire and Staffordshire

Craig Cooke
Locality Director
Birmingham, Black
Country and
Shropshire (interim)





Challenges & Opportunities

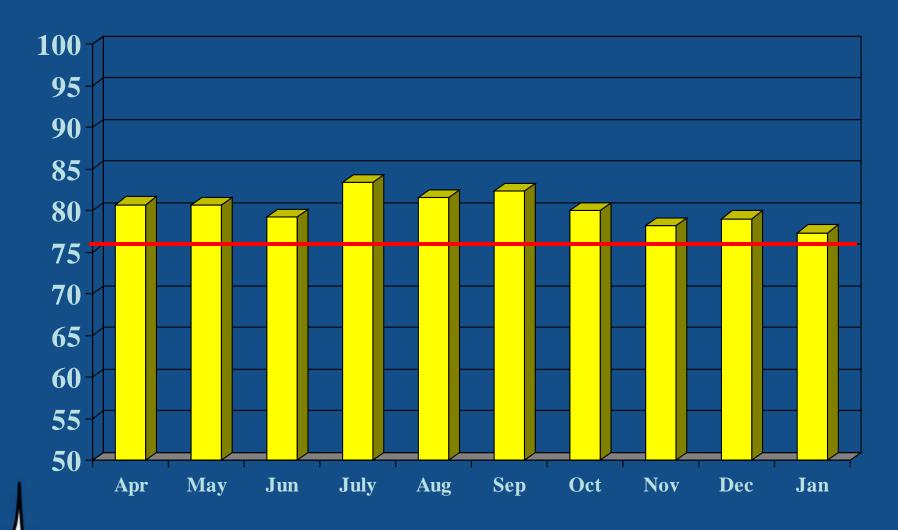
- Demand rising by approx 6% a year
- Achievement of Call Connect standard 2008
- Ambulance Turnarounds at Hospitals
- Implementation of Acute Services Review





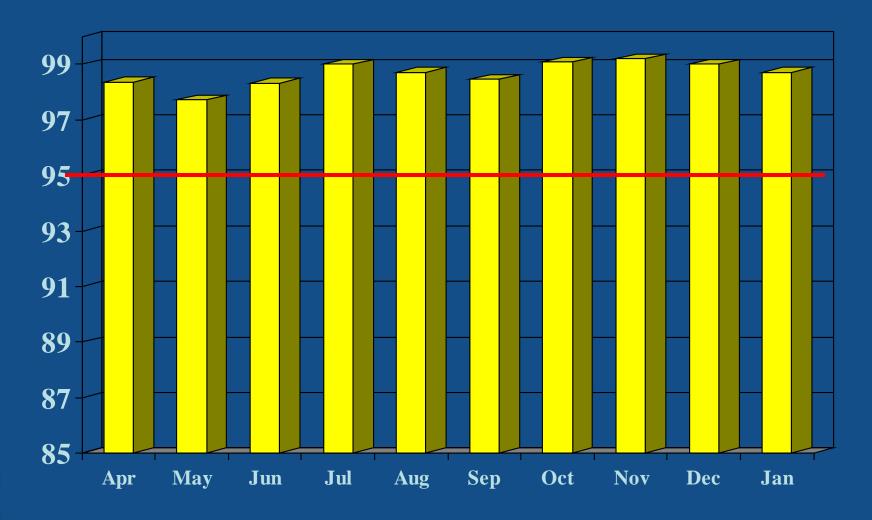


Operational Performance – Category A8



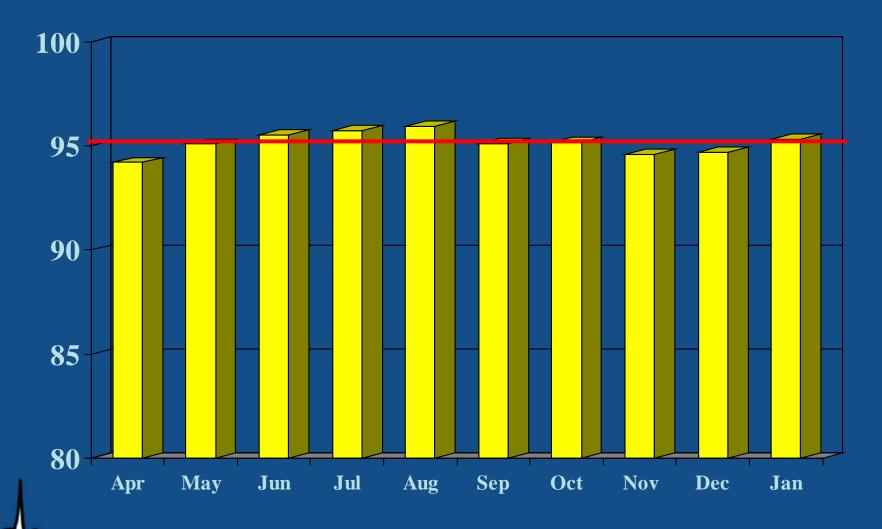


Operational Performance – Category A19



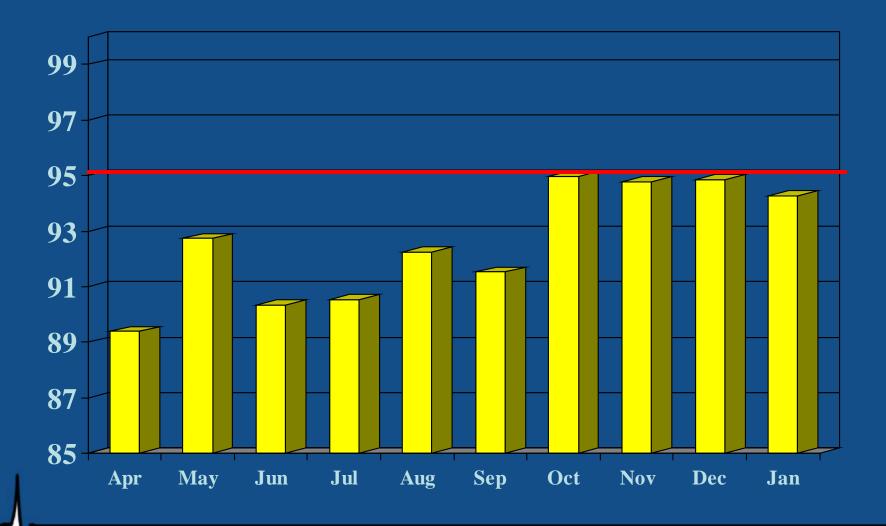


Operational Performance – Category B19



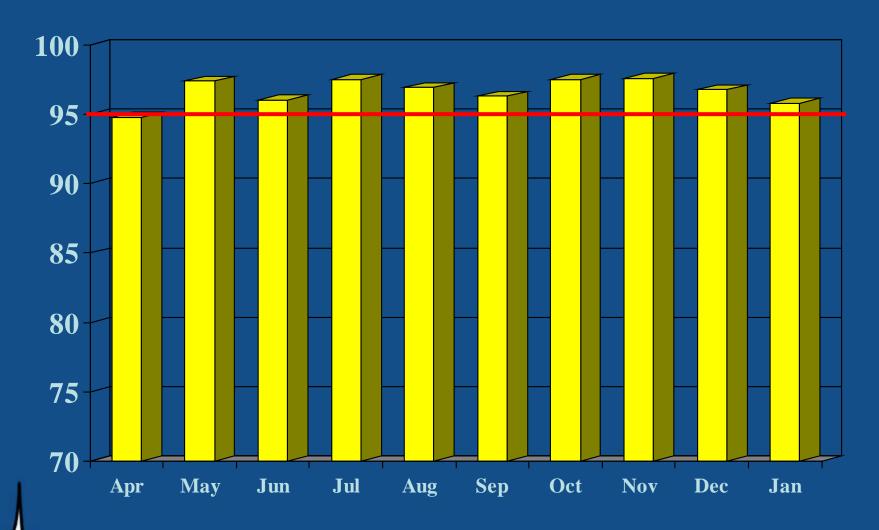


Operational Performance – Category C19



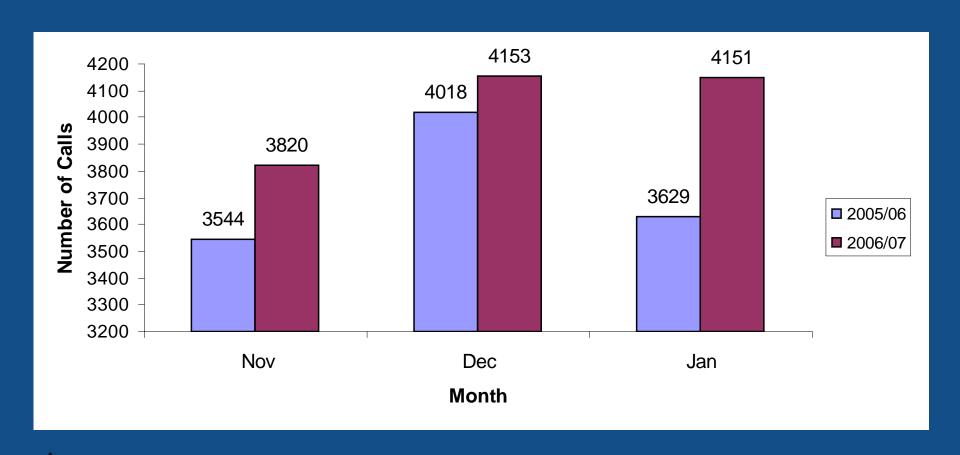


Operational Performance – Urgent



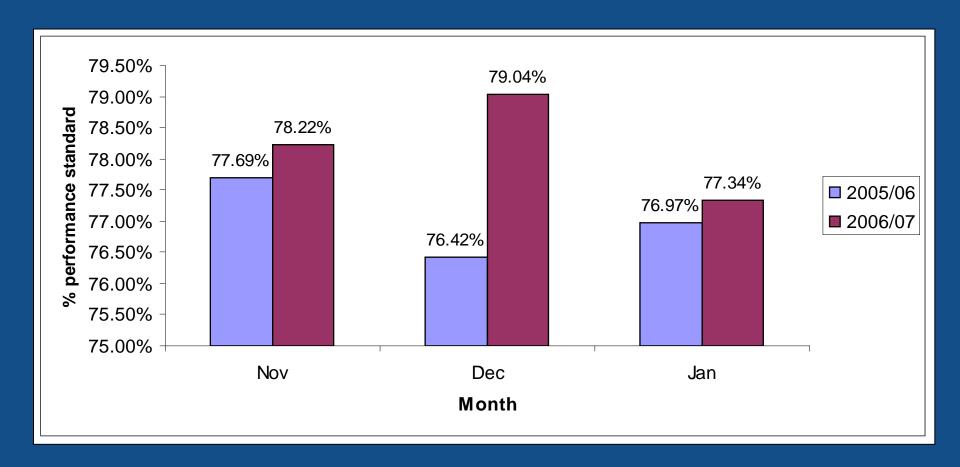


Emergency Responses in Warwickshire



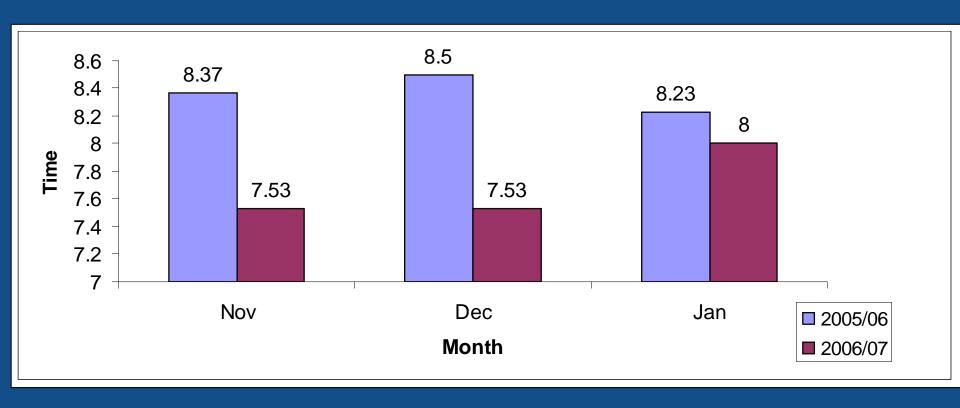


Category A8 Minute - Warwickshire





Average Emergency Response Time - Warwickshire





Key Objectives and Priorities

- 1. Improving Quality and Consistency of Care
 - developing clinical and outcome indicators
 - progressively tighter focus on response times
- 2. Improving Efficiency and Effectiveness
 - effective use of technology
 - new models of service delivery



- 3. Developing an Organisation that is fit for purpose
 - improving clinical and managerial leadership
 - organisation structure, culture and style



4. Supporting Performance Improvement

- consistent measurement
- service re-design
- 5. Further development of the Workforce
 - capable of meeting patient needs



































Operational Priorities

- Sustain Key Performance Targets
- Restructure Localities to match Operational need
- Purchase New Vehicles
- Integration of Services with Primary Care Providers
- Investment in Clinical Training
- Further Education
- Maintain PTS services as the preferred provider



The New West Midlands Ambulance Service





- A service that responds appropriately to all our patients
- A service that looks, feels, behaves and delivers differently



Thank You

