



**The Medway LINK Response to
South East Coast Ambulance NHS Trust
Quality Account 2009 / 2010**

The Medway LINK would like to thank South East Coast Ambulance Service NHS Trust for the opportunity to comment on their Quality Account. The LINK has assembled information from a range of sources to inform its response using qualitative and quantitative data and academic input from the Centre for Health and Social Care Research at Canterbury Christ Church University.

This comment is split into the four areas that the Quality Account is intended to do.

1. Aiding public understanding

The document is written in a clear and understandable way. It is well presented, with good explanations and a friendly tone. It is clear that a lot of effort has been made to ensure that it is user friendly, the style is consistent and the text flows throughout. The use of pictures and diagrams breaks up the text and makes it comfortable for the reader. Regarding page 29 some explanation of the categories would be useful.

The way it is written instils confidence that the Trust will action and be able to report back on what they have achieved next year. All in all it was felt that this Account could be used as a model for other Trusts to follow.

2. Improvements made

The Trust has clearly outlined within their report the improvements that they have made over the year; this is consistent with the feedback from interviews and Focus Groups where the general feeling was that the service provided by the Trust was excellent.

3. Priorities for 2010 / 11

Each priority sets the scene and what has happened in the past in a very straightforward, clear and easy to understand manner which makes the information easy for the reader to comprehend and digest.

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Priority 1 – The targets set by the Trust to improve the number of registered clinicians that attend seriously injured or ill patients shows their commitment to improving and by setting target figures allows improvements to be monitored and measured. It also allows the reader to clearly see how they are going to be achieved.

There were concerns that Medway was not mentioned in the table shown on page 9 and no explanation for this was given. Albeit there was no data available for Kent, Medway readers would want to know at the very least where Medway sat within the Kent data or whether it was a separate location and data was missing.

Priority 2 – Again this priority clearly shows the Trusts intention to reduce the number of patients transported to hospital by utilising registered clinicians with specialist skills, how they will do it and also more importantly what it will mean for the patient. It is encouraging to see the Trusts commitment to working in partnership with other providers.

We were pleased to note the in depth analysis, the majority of which, was clearly understandable. It was felt that Table 3 was particularly useful as it helps the reader relate back to their local service.

Priority 3 – Yet again the report clearly explains why it is a priority and how improvements will be made. It sets a target of 100% but it does not give a timescale in which this is going to happen. Though there are obvious benefits to all through this priority, feedback from interviews and Focus Groups showed that a more robust patient record system across the NHS which could be accessed by all would enhance patient safety and ensure that appropriate vehicles / staff attended.

4. Who has been involved in the preparation of the Quality Account

It is apparent that there has been no consultation other than with the Trust Board in the preparation of the Quality Account. However, it is recognised that it is hard to engage with the Trust's patients outside of patient transport services. It should however be noted that the LINK admires the Trust's honesty and is pleased to see that the Trust intend engaging with stakeholders in the future. The LINK looks forward to supporting the Trust in this in task.

For and on behalf of Medway LINK



David Harris – Facilitator
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