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Smart Ambulance Project Attracts Global Interest

The last few months have been a busy period for the SAEPP (Smart Ambulance European Procurers Platform) team as they have attended ambulance conferences and exhibitions across Europe and in the USA, engaging with ambulance providers and suppliers to raise awareness of the project, whilst simultaneously working hard on all work packages which will yield the project's total research findings. With a strong presence at key ambulance events in America, Germany and the UK, feedback received so far has been overwhelmingly positive, with many healthcare partners and companies involved in ambulance procurement expressing a strong interest in the project.

IAED NAVIGATOR 2015 Conference in Las Vegas, USA

Navigating a Route into American EMS

At the end of April, SAEPP Comms Lead and editor of *Ambulance Today*, Declan Heneghan, was invited to attend the IAED's (International Academies of Emergency Dispatch's®) annual NAVIGATOR 2015 conference in Las Vegas.

More than 1,500 emergency services' communication specialists from 20 countries gathered to discuss protocol developments in dispatch services for all emergency services and their interest in the SAEPP 'Smart' ambulance project was fuelled when *Ambulance Today* brought along 1,000 copies of their recent Spring edition which featured a comprehensive report on the project's Kick-Off meeting, held in London in February.

Delegates from as far afield as the Philippines, India and China expressed a shared interest in the development of an ambulance that increases the ability of clinicians to deliver more and better treatment on-scene and, as a direct result of learning about the project at this conference, one leading American ambulance builder has already expressed an interest in seeing the project's demonstration unit, with a potential interest in building and selling the prototype vehicle to customers across the USA.

Subject to the outcome of the SAEPP Consortium's next EC bid, ICT 36 (which, if granted, will allow them to build prototypes

of their design) there are now strong links in place which will allow them to share their design concept with American ambulance services and builders as well.

Rettmobile, Fulda, Germany

Reaching out to Suppliers and Procurers at RETTMobil 2015

In early May the SAEPP Communications and Dissemination team visited the RETTMobil exhibition in the picturesque town of Fulda, Germany on behalf of the Smart Ambulance project.

Famed as Europe's largest Emergency services vehicle and equipment exhibition RETTMobil 2015 attracted a turnout of over 15,00 ambulance visitors keen to view the latest offerings from suppliers and manufacturers, spread over 12 different halls and an expansive outdoor area.

Meeting with established and highly-regarded key players ranging from vehicle builders to manufacturers of telemedical devices, communications network devices and infection control specialists, the team's challenge was to ensure that as many European ambulance supply businesses and actual ambulance procurers as possible were made aware of the SAEPP Smart Ambulance project.

Thankfully the response received was positive and receptive on all levels. Matching the enthusiasm that we were later to receive from UK paramedics at the IPHEC conference, many manufacturers from all parts of the ambulance supply chain clearly saw the logic in standardisation for A&E ambulances and the equipment that accompanies them.

With over 480 different companies exhibiting from fire, police and Ambulance





The event provided an excellent opportunity to promote the SAEPP project's work to a variety of manufacturers, and representatives from private ambulance and public ambulance services alike.

Recognising the challenges faced by the SAEPP project, many delegates strongly supported the idea of the prototype vehicle and the need for technological standardisation as well as a redesign in layout and enhanced ICT support.

IPHEC Conference in Brighton
'Father of Paramedic Care' Tours Smart Ambulance Demo Unit

The Helen Hamlyn Centre for Design and RCA Vehicle Design's award-winning ambulance redesign demonstration unit was on show at the IPHEC 2015 (Innovation for Pre Hospital Care) conference, which took place in Brighton in late May – a region closely-associated with the evolution of the modern European Paramedic role.

The project's mobile demonstrator unit— a full-scale model of the new interior space— attracted a stream of enthusiastic visitors from among the 1000+ delegates that attended the pre-emergency and cardiac care conference, one of the largest of its kind.

A team from the SAEPP consortium, comprised of members from the RCA's Helen Hamlyn Centre for Design's Healthcare Lab, NHS Commercial Solutions, *Ambulance Today* and BITECIC, manned the SAEPP demonstration unit over the two days of the conference, engaging with the project's potential end-users, healthcare chiefs and numerous clinical technology experts, all of whom could potentially feed into the project's ICT development.

Organised by the South East Coast Ambulance Service (SECamb) and held



(the largest portion clearly being from Ambulance) SAEPP representatives met and spoke with at least 250 of them, giving out literature which explained the goals of our project.

SAEPP's European Communications Officer, Joe Heneghan explained: "Leading ambulance build and supply companies, such as BAUS from Poland, Panorama Antennas from the UK, Tech2Go and Kartsana from Germany, Medirol from the Czech Republic, HospiMobil from Austria, Visser Lauewaard from the Netherlands, ABG Ambulanz from Italy and many more from across Europe are now aware of the SAEPP project and, more importantly, are primed for the possibility of engaging with us, in the event we can go forward to the prototype build stage this Autumn."

Joe finished: "The interest expressed in the Smart ambulance project was very positive, confirming our belief that EC ambulance procurers and those in their supply chain are generally committed to working together in the interests of improving patient-care and service efficiency. Based on the response we received in Fulda, we warmly invite contact from any other ambulance supply companies from any part of Europe or beyond who wishes to learn more about our project. All expressions of interest will be enthusiastically received and we'll do our utmost to supply as much relevant information as possible!"



IAA Conference in London
Engaging with Europe's Independent Ambulance Procurers

In Mid-May the SAEPP project was also represented at Europe's main conferences for independent ambulance service providers.

The Independent Ambulance Association's annual Conference: 'Ambulance Services of Tomorrow', held at the ICO Conference Centre in central London in saw over 70 delegates, numerous exhibitors and a diverse selection of speakers from around Europe gathering to discuss the future of independent ambulance care.





at the Amex Stadium, Brighton, IPHEC 2015 featured high profile international speakers including keynote speakers Dr Freddy Lippert, Chief Executive of Emergency Service in Denmark's Capital Region and, to the great excitement of many of the young paramedics attending the event, world-leading expert in prehospital cardiac-care, locally-based Professor Douglas Chamberlain, renowned as the first medic in Europe to advocate and deliver training for ambulance crews in CPR.

The event also showcased an extensive array of emergency healthcare services, manufacturers from the ambulance supply chain, and related technologist exhibitors from the ambulance supply chain. The RCA's demonstrator unit, positioned alongside a fleet of emergency response vehicles from past and present, provided a logical en-narrative to the display; and for the delegates – many of them front line healthcare operatives and paramedics – a glimpse of what the future ambulance may look like.

Professor Chamberlain, Dr Freddy Lippert and Paul Sutton, Chief Executive of SECAmb, were among several high-profile visitors to tour the RCA's demonstrator unit over the 2 days of the conference.

IPHEC Conference in Brighton

Feedback from End-Users Delights Design team

Leading the team offering tours of the demo unit was HHCD Research Fellow, Ed Matthews. "While the demo unit has previously been toured at a number of ambulance technology trade events, this was very special for us as a high percentage of the IPHEC attendees were operational ambulance clinicians from across the whole of Europe. Since they're responsible for actually delivering clinical care to patients on a day-to-day basis, their feedback was absolutely invaluable to us so we were really pleased that so many of our visitors immediately picked up on the improvements built into our design and understood how this new treatment space could help them provide new kinds of care to their patients."

Fellow HHCD designer, Gianpaolo Fusari, who has been responsible for developing many of the demo unit's cutting-edge features, was also delighted by the feedback offered by visitors to the unit. "What was particularly helpful was that many of our visitors were either newly-qualified paramedics or, in a lot of cases, young people currently training on paramedic degree courses. So, as you'd expect from this particular age group, they were very

'savvy' when it comes to the application of new technology. Not only did they quickly understand the ICT innovations our demo unit offers to ambulance crews but, more excitingly, they offered a number of great ideas on tweaks to various applications that they'd like to see added to the core design. Design through consultation is the mantra of all HHCD designers, so it was really rewarding for us to see that our policy of listening to and asking questions of the end-user is continuing to pay dividends."

Work Packages Status Update

Work Package Activity Gathers Pace

Leading on work package delivery for the SAEPP project is healthcare project management specialist, Richard Stack of BITECIC. Offering an overview on how work packages are progressing, Richard explained: "The kick-off meeting in February was tremendously important as it helped clearly identify the structure of the project and the breakdown of the key work packages and associated deliverables. This work is now well underway with NHSCS leading the areas of administration as well as procurer and industry engagement. In parallel, HHCD are working closely with both UK and EU partners gaining views and ideas regarding the future ICT visioning of the 'new world smart ambulance.'"



Reflecting on the need to share the work of SAEPP as widely as possible, UMCG Ambulancezorg Strategy and Innovation manager, Jaap Hatzenboer, puts the project in the very heart of the healthcare transformation that is in full swing in the Netherlands, saying: "Our staff not only need the best equipment, but they also need the best support they can get from the wider healthcare and safety system. The only way ahead for many, or maybe even all, ambulance services is international cooperation - with the aim to jointly develop and share new equipment, new business models and especially new healthcare pathways for the ambulance services of tomorrow."

Recognising that the size of the SAEPP consortium and its spread across the entire EU-zone brings its own unique set of unique challenges, Richard added: "Whilst the timescales are tight, work is progressing well towards the end of Summer timescales and already some interesting views and ideas are being identified and are on schedule to be work-shopped at the Royal College of Arts in London in late June. We're confident this workshop will yield some useful and exciting data that will contribute significantly



to the findings of our project, which are due to be compiled by the end of Summer, and compiled into a closing report for submission to the EC."



Jose Carlos Prieto Baena of FIBICO-IMIBIC summed thing up, commenting: "For IMIBIC and our partners EPES-06 I it is very important

to test our proposed improvements within the SAEPP consortium with the whole range of current and future users of ambulance services. HHCD and NHSCS are doing a great job in this regard, with a thorough dissemination and consultation work with stakeholders."

Project Overview

EC-wide Collaboration Attracts Global Interest!

Chief Executive of NHS Commercial Solutions and Chair of the SAEPP project, Alyson Brett, has kept a tight-rein on the project's consultation process since it began in January. "We knew at the start of the year that one of the biggest challenges we faced was the sheer size and scope of our consortium's membership, drawn as it is from right across Europe. This has come about largely due to the exceptional level of interest in the ambulance redesign project from right across Europe and, in fact globally, right from its inception."

Ms Brett continued: "Because the Royal College of Art's Health care Lab has achieved exceptional levels of success on a number of major healthcare projects previously, and because ambulance care is recognised as such a vital link within the total healthcare supply chain, once news got out that they were developing a new design approach to the traditional patient treatment space of the ambulance, interest in the project rapidly snow-balled – helped perhaps by its early partnership with

Ambulance Today, whose editorial reach in ambulance circles globally is very well-known."

Commenting on the challenges of managing an EC-wide consortium which has already had over thirty partners at various stages, Alyson continued: "As we've embarked on the consultation process in recent months we've kept in mind that it's vital that all of our European partners, as well as healthcare stakeholders in other parts of the world, should be kept as fully-briefed as possible on all aspects of the design and delivery process and, more importantly that all our consortium members should play an active role in data gathering and offering ideas on feedback on how our projected prototype should develop"

Alyson added: "Even though me and my team here at NHSCS have extensive experience in managing complex European healthcare projects, we've been impressed by the sheer level of interest this project has attracted. In recent months inquiries have come in from across the USA, where one ambulance builder has already expressed an interest in building our prototype design for that market, and from as far afield as the Middle East, where one national ambulance service has already contacted us asking if they can procure our Smart ambulance immediately! Regrettably, we've had to tell them that it hasn't been built yet! Interest in our consortium's work from healthcare professionals in such wide-spread regions can only be viewed as a positive. It certainly supports our belief that this is a very special ICT project and one that is already uniting healthcare professionals, not only across Europe, but across the whole world."



Simo Saikko, Principal Lecturer in Paramedic Education at the Saimaa University of Applied Sciences in Finland, a consortium member which is

highly-active globally in sharing ambulance innovation developments, remarked: "Mobile data transfer is developing fast and now we can send and receive information wirelessly from ambulance to hospital fast and effectively. When ambulance crews can access hospital data on-scene, the decision making process is safer and more effective. The technology we're engaged in developing will open more doors than we can imagine ourselves so with wider international co-operation, I'm sure we will produce more and better ideas."

Mr Saikko added: "Dubai and the whole Middle East is also a very important area for us. We have noticed that here in Finland for years. They may have a different health care system but, like us, they want access to very high quality ambulances so it's good that they see that some excellent development work is going on here in Europe."

Looking forward, Alyson explained: "A final meeting with all our consortium members will be held in London in July, which should allow us to conclude the consultation process, funded under the EC's ICT-35f programme, prior to submitting a final written report, on schedule in September. We've already submitted a bid for funding under ICT-36. If granted this will finally provide us with the funds needed to build working prototypes of our Smart ambulance, which can then be evaluated across Europe."

Alyson finished: "For now though, while we wait to hear the outcome on this next bid, we'll continue to gather and analyse data for this current project. Whatever happens next though, on behalf of all our current SAEPP consortium members, I'd like to warmly thank all those ambulance procurers, university researchers and others across the European ambulance supply chain who have been so generous with their input throughout this current consultation project."

Our Consortium Members:

Ambulance Today Ltd. BITECIC Ltd. Falck Danmark A/S FIBICO Fundacion Tecnalia Research and Innovation (Tecnalia) Health Innovation Zealand (ZEALCO) Helen Hamlyn Centre for Design (HHCD) and the Royal College of Art (RCA) Inem Lappeenranta University (LUT) NHS Commercial Solutions South East Coast Ambulance Service NHS Foundation Trust (SECAmb) Yorkshire Ambulance Service NHS Foundation Trust (YAS) Saimaa University of Applied Sciences (Saimaa Ammattikorkeakoulu Oy) Sheffield University (USFD) South Karelia Central Hospital (ESKOTE) University of the West of England Clinical Leadership UMCG Ambulancezorg

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www.smartambulanceproject.eu/contact-us/