



Trust Headquarters

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Friday, 2 May 2014

Councillor M Cooke - Chair
Health and Community Involvement Scrutiny Commission
2nd Floor
Town Hall
Leicester
LE1 9BG

Dear Councillor Cooke

Re: East Midlands Ambulance Service draft Quality Account 2013/14

I am pleased to enclose a draft copy of our Quality Account for the 2013/14 performing year.

A Quality Account is an annual report that providers of NHS healthcare services must publish to inform the public of the quality of the services they provide. This helps you to know more about our commitment to provide the best quality services; it encourages us to focus on service quality and helps us find ways to continually improve.

The draft Account demonstrates where we are doing well and where we need to make improvements. It includes our priorities for the coming year and details how we have progressed against the priorities identified for 2013/14.

The past year has been a very challenging time for our service, and an obvious indicator of this was our performance, particularly the time we took to get to our patients. Our commissioners and regulators are rightly pushing us to improve and in December 2013, we published our Quality Improvement Programme – *Better Patient Care* (plan and short film detailing *Better Patient Care* progress available via www.emas.nhs.uk).

The plan was designed to put EMAS on a credible trajectory that would, within a short time frame, markedly improve patient care – that is why there was an emphasis on clinical quality and response times. We have seen continuous improvements in our services as a result. We still have a lot of work to do and we don't always get it right, however, over the longer term, we are confident that a change in culture and 'the way we do things' at EMAS will make sure that our service is centered on better patient care.

The first draft of the Quality Account was reviewed by our Trust Board at its meeting on 1 May 2014, and necessary amends have been made.

Last year we received feedback on our draft Account from several organisations and much of that has been taken on board and responded to in this year's draft. You will note that the enclosed draft includes statistics and data from the reporting period, allowing you to have a full overview of the services we provided. Whilst we are a regional service, we have included county based data for our performance and



East Midlands Ambulance Service **NHS**

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the compliments and complaints received so you can see how we perform in your local area. An updated 'responding to your 999 calls' at-a-glance guide has also been included in the document to help explain how we receive calls and how they are categorised dependent on the reported condition of the patient.

Your Committee is invited to make comment on the enclosed version, and comments submitted to EMAS via joanne.stook@emas.nhs.uk before Friday 6 June 2014, will be included in the final version of the document.

If you would value a representative of EMAS attending a meeting of yours during May 2014 to present the Quality Account, we would be happy to arrange for an Executive Director and / or Assistant Director of Operations to attend. To take up this opportunity, please make your request in writing and send it to joanne.stook@emas.nhs.uk

The final version of our Quality Account will be published by 30 June 2014 on the NHS Choices website (www.nhs.uk) and our own website www.emas.nhs.uk

I hope that when you review our Quality Account and the progress made against the priorities identified for 2013/14, that you will note the significant steps taken, whilst working through a period of considerable change and pressure, to improve our services.

Yours sincerely

A handwritten signature in black ink, appearing to read 'NB' followed by a long horizontal line and the letter 'u'.

Nichola Bramhall
Acting Director of Nursing

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