



**South East Coast
Ambulance Service**
NHS Foundation Trust



SECAmb Strategy Programme Update

14 September 2023

2022/23

Review of the Year

Shaping the future of our service for our people and our patients

Our Vision



- To create an ambitious, innovative long-term strategy that champions sustainable high-quality, equitable care for our **patients**, enhances the experience of our **people**, supports our **partners**, and protects our **environment**.

Our Approach

- By valuing diverse insights, we are **co-designing** a strategy that is **internally driven**, and **clinically led**, ensuring a positive impact on our staff, patients, and partners.

The Need for a New Strategy



- **Diverse Patient Needs:** Our patients range from social to critical care requirements.
- **Inadequacies of Current Model:** The current one-size-fits-all, time-driven approach is not effective.
- **Tailored Responses:** Patients require a differentiated approach — the right resource, at the right time.
- **Strengthened Integration:** Imperative for closer working with primary and community care.
- **Empowered Decision-Making:** Leveraging data-driven intelligence, technological advancements, and diverse clinical insights.

The “Wicked” Questions



1. What is our **vision**, **purpose** and **role** in the broader health system?
2. What does our **service model** need to look like to fulfil our purpose?
3. How do we **engage**, **retain**, and **develop** our workforce to deliver the strategy?
4. How do we harness **technology**, **data**, and **innovation** to transform our services?
5. What **partnerships**, financial **resources** and **political alignment** do we need to successfully execute our strategy?
6. How do we **reduce health inequalities**, and enhance **environmental sustainability**?

Journey Ahead



Frame
Diagnose
Forecast



Journey Ahead



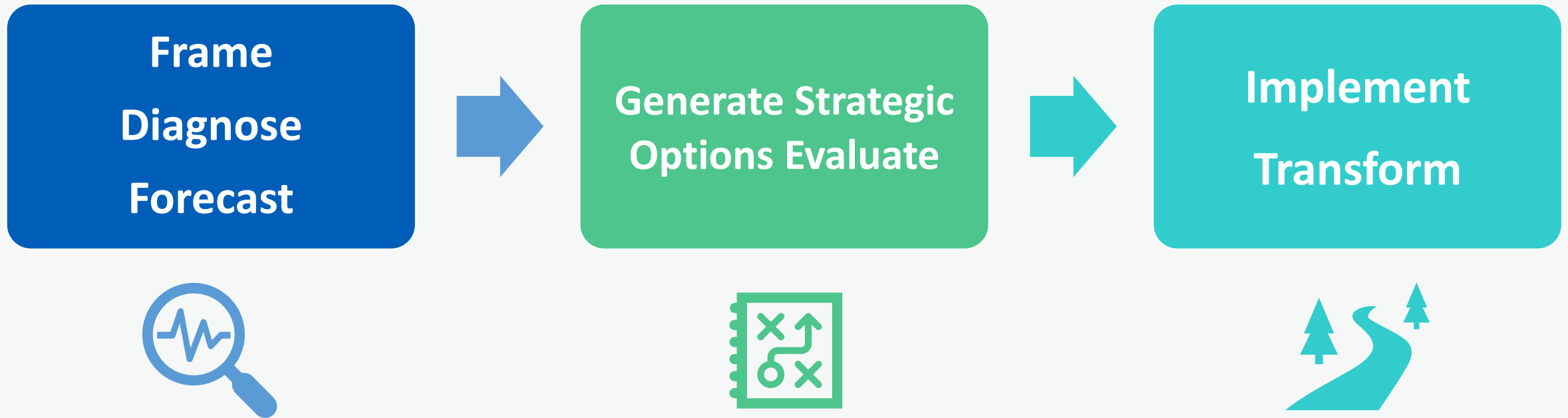
Frame
Diagnose
Forecast



Generate Strategic
Options Evaluate



Journey Ahead



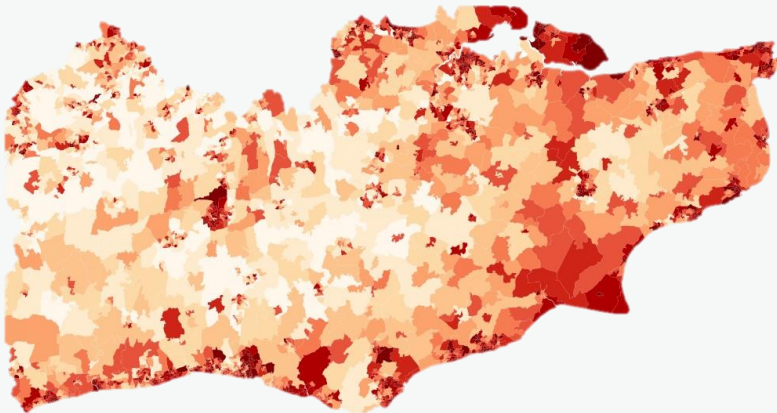
Where Are We Now?



Frame
Diagnose
Forecast



Who are
our patients?



Where Are We Now?



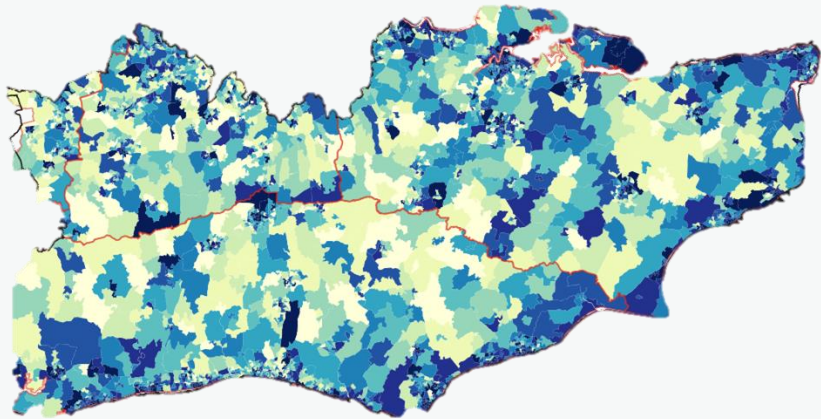
Frame
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Forecast



Who are
our patients?



Why do
they call us?



Where Are We Now?



Frame
Diagnose
Forecast



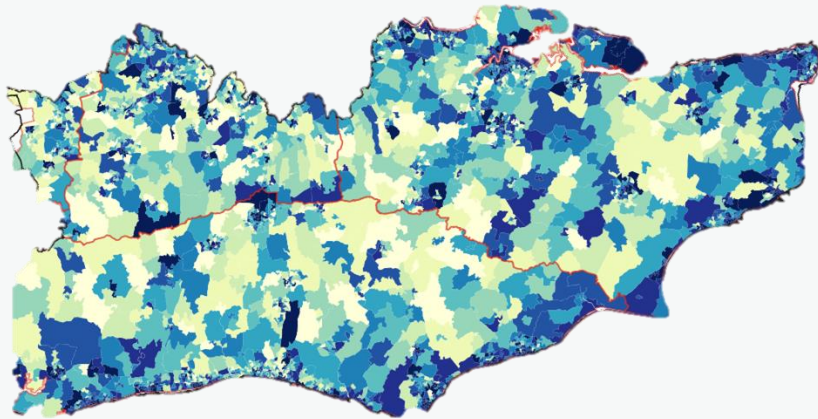
Who are
our patients?



Why do
they call us?



How are we
responding
today?



Where Are We Now?



Lived experience of our
clinicians delivering care



**Frame
Diagnose
Forecast**



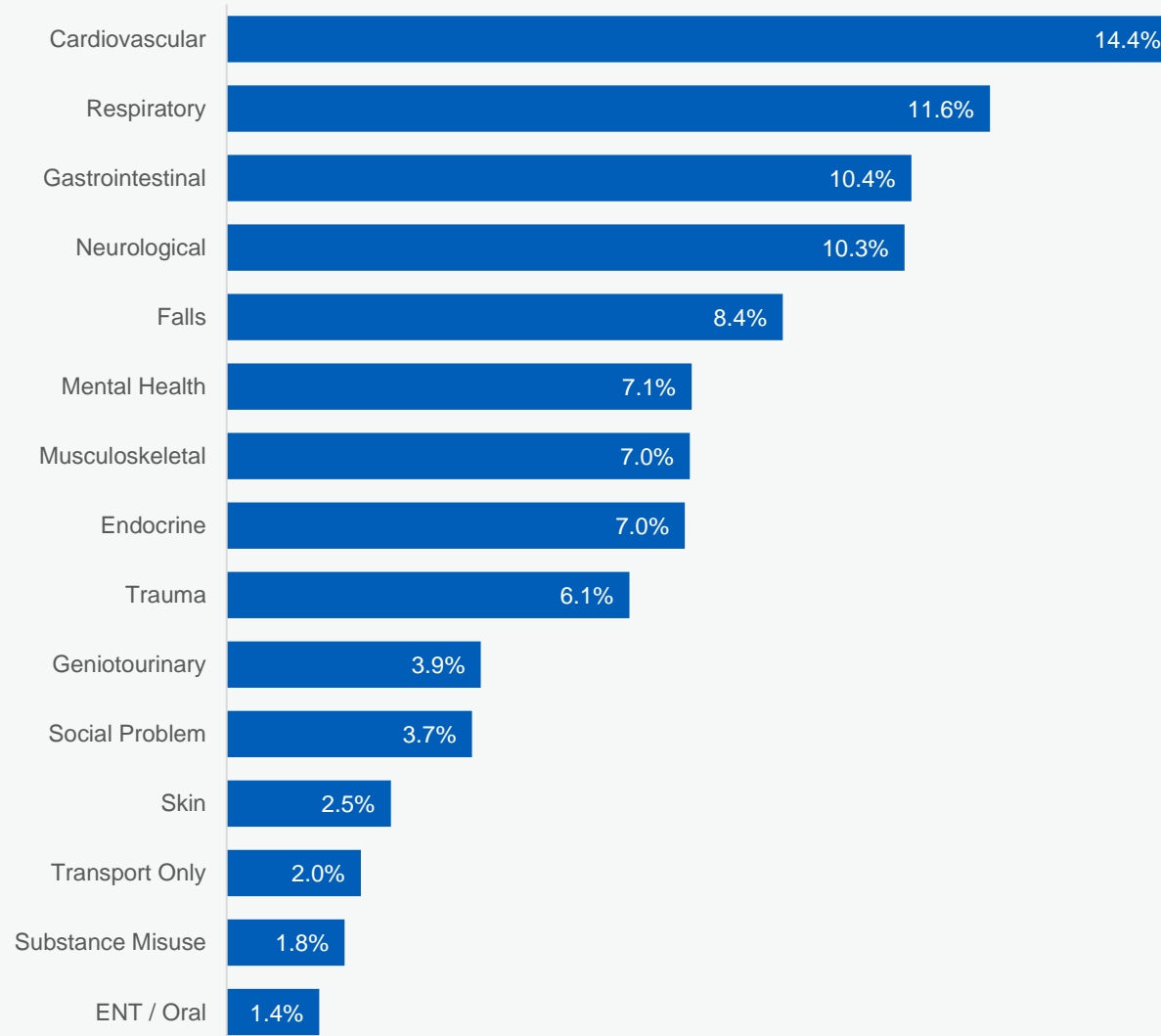
Data and evidence



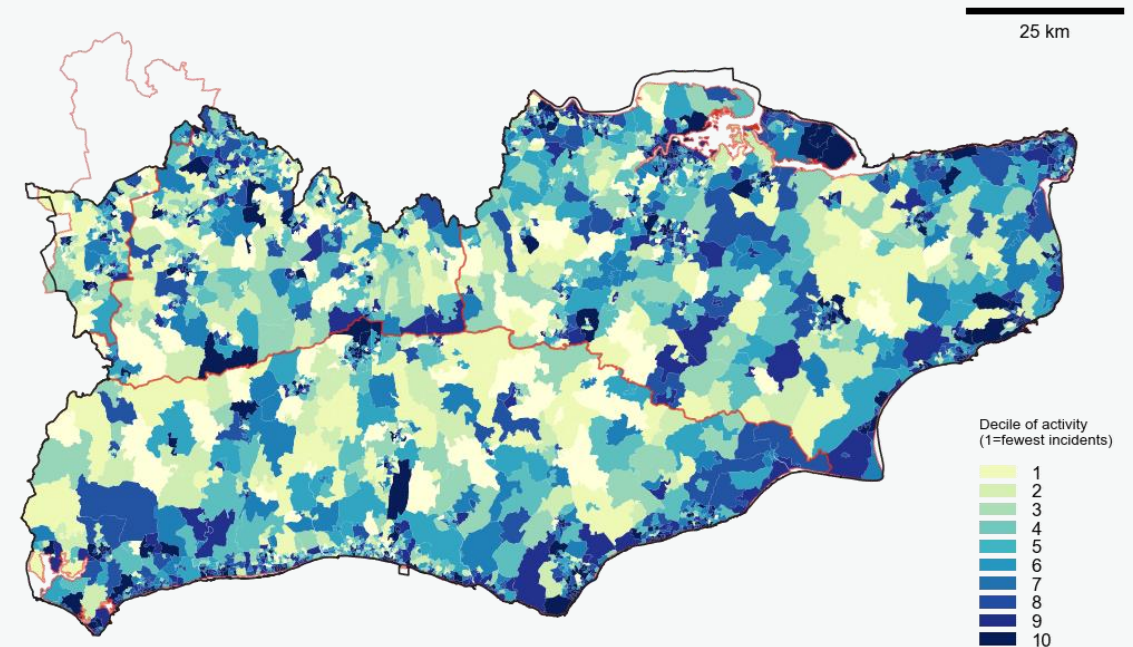
Patients' and commissioners'
needs and priorities



Top 15 Patient Conditions



B01 Category 1-4 incidents



Did You Know:



- **54%** of our demand is over 65s (20% of population)
- **20%** of our incidents are cardiac issues (most common call)
- Social problems, frailty and mental health make up **20%** of our demand
- **1 in 10 hours** on-scene are falls responses (5th most frequent call)
- Last year we responded to **719,000** incidents from 433,000 unique patients
- **3%** of patients generate **20%** of our demand

Strategy Programme Pillars



Our Patients

Strategy Programme Pillars



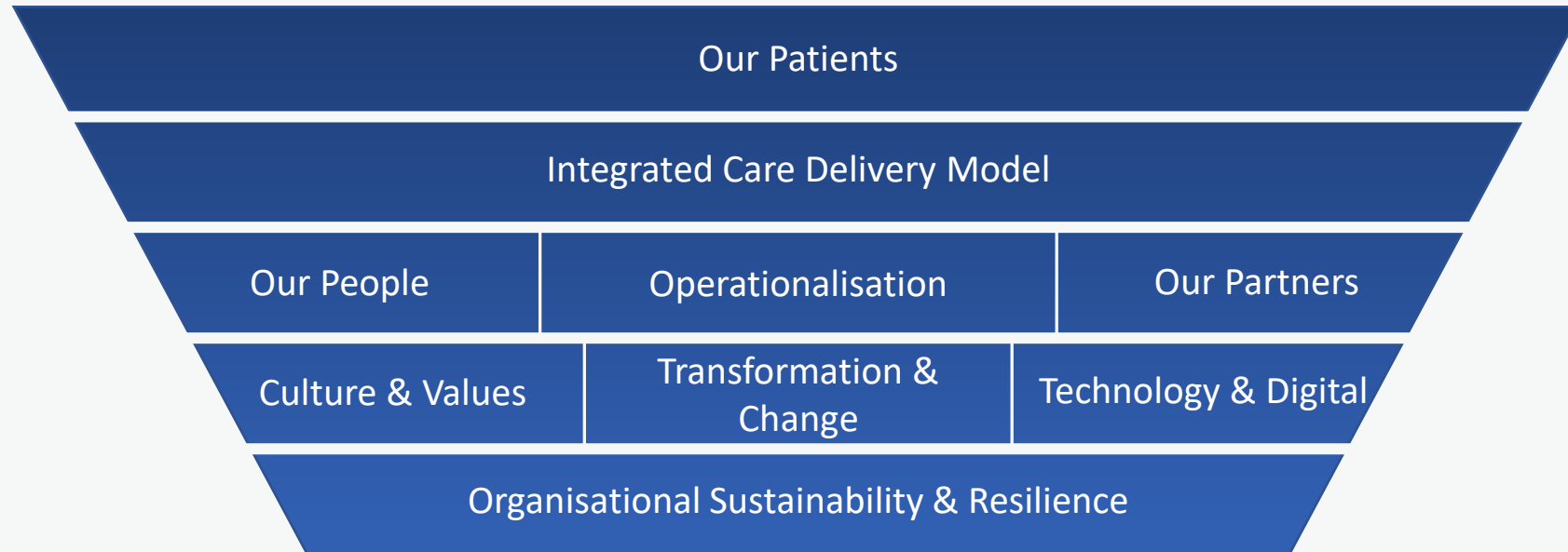
Our Patients

Integrated Care Delivery Model

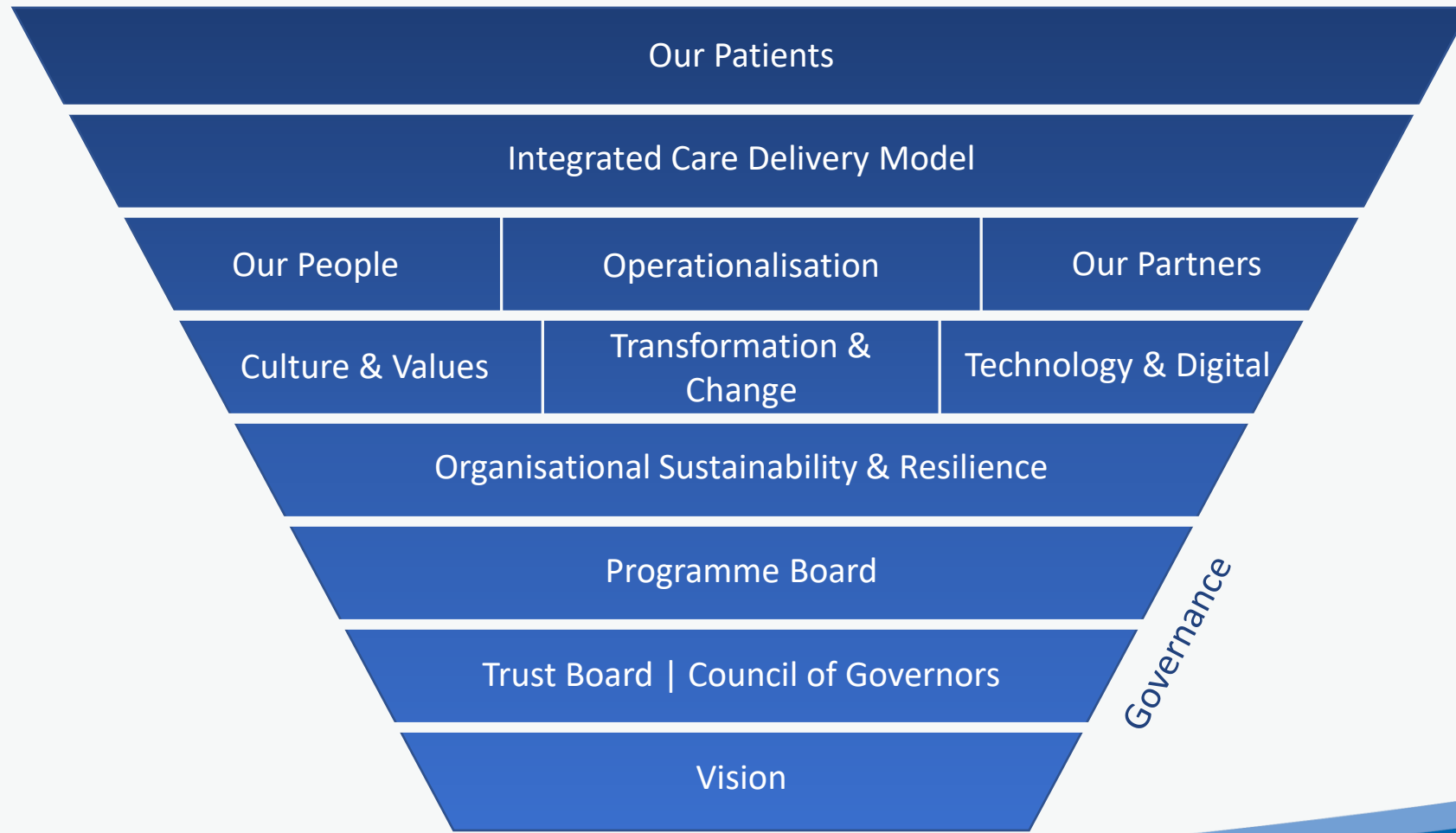
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Review of the Year

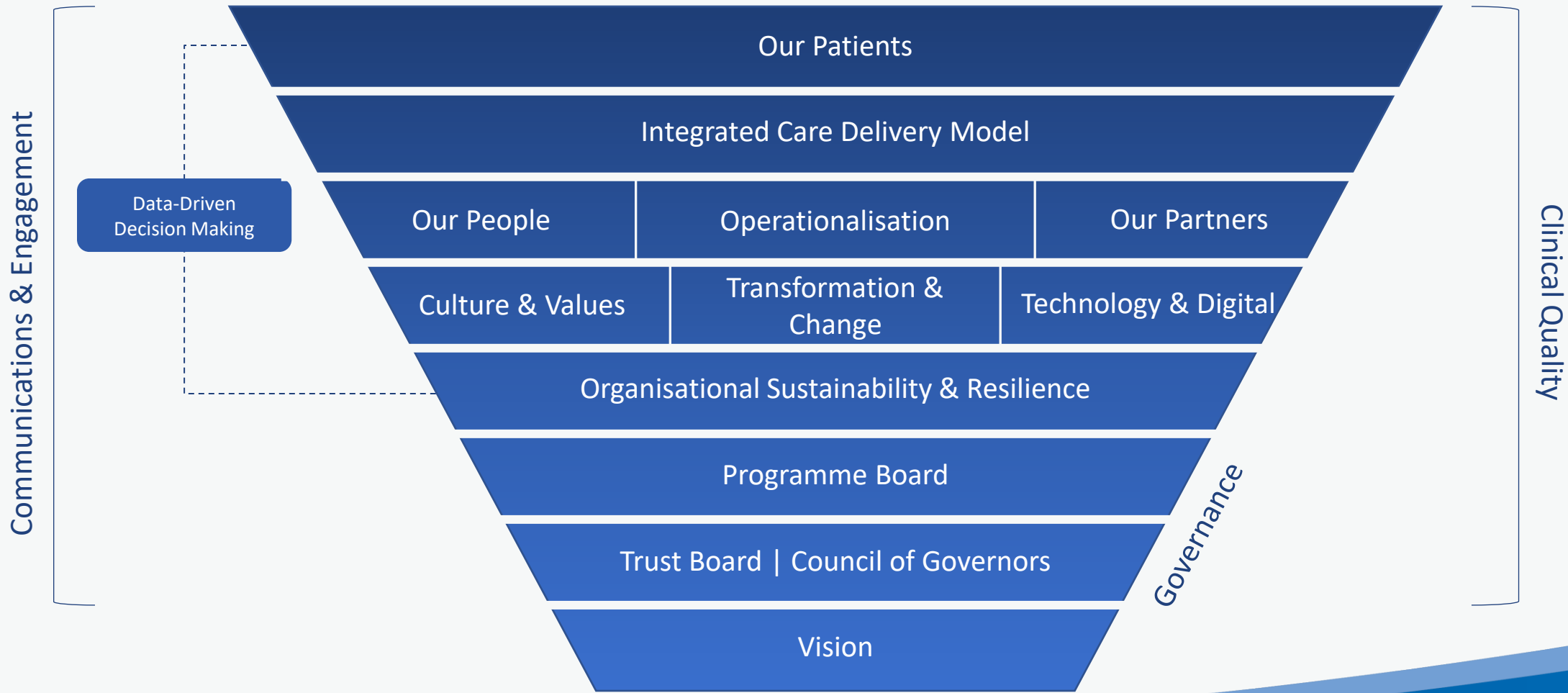
Strategy Programme Pillars



Strategy Programme Pillars



Strategy Programme Pillars



Your voice matters



- We want your help to shape the future of our Trust
- Your insights and feedback will drive us closer to our shared goals
- Please visit our Strategy stand to find out more about the programme and have your say

