

REPRESENTING ASSISTIVE TECHNOLOGIES IN HEALTHCARE

The Bulletin



ISSUE 41 - FEBRUARY 2015



Raising the bar

READ MORE INSIDE...BRITISH HEALTHCARE AWARDS... MEMBERS NEWS... NEW CHAIR FOR HATS



DG DIARY

The all important caring community

In every Bulletin during my time in the role of Director General on your behalf, I have tried to encourage members to understand how important the sector is.



We have always been important to the customer base we serve, but with all the pressures now upon the health service, the need to provide people with care at home for as long as possible has never been so vital.

At the Awards evening we celebrate excellence across our sector and this year I mentioned how the industry's heritage emerged from the dark days of WW1, when so many injured returned from the battlefield having sustained life changing injuries. We not only witnessed surgery take a major leap forward, but many significant advances in medical devices, surgical instruments and equipment, which are still core to our industry.

Our products and service now support a much wider range of needs efficiently and effectively and it is important we all "bang the drum" for the benefits that creates – both to the individual and the public purse.

With your co-operation, your trade association has created the building blocks for you to demonstrate the high standards you work to in the Code of Practice and the Healthcare and Assistive Technology Society. It may be a repetitive message, but these steps are necessary for a strong industry in the world we now operate in.

I believe meeting your customers' demands will only be made easier by engaging not just with standards, but also education and training. The first steps towards full recognition of individuals' professional experience and expertise have been taken, with our application for the Professional Standards Authority Register. now fully underway.

With the expected growth in our ageing population and therefore the need for greater numbers of people with expertise, you are well placed to provide the confidence that the public and clinicians need to depend upon.

Chris Rennard will comment more fully in 'Westminster Watch' but as the election comes close, it will be essential to put our case in front of all political parties – the Manifesto is a good opportunity to do this and a document to which politicians have responded sympathetically. Although it's likely that there will be little action until after we see the election result, I do believe that what we stand for and the part you and the industry play in supporting patients is appreciated. I therefore hope that we will continue to get a hearing.

Procurement remains at the forefront of NHS policy, and there are questions as to the combined role of the DHL/NHSSC (NHS Supply Chain) link. Whatever the outcome, we hold a lot of answers for the NHS and need to continue to drive that message forward – we save the tax payer money, improve quality of life and can meet the incoming demand for our products and services.

By setting our sights high, we will continue to develop our industry's inheritance, but today, we have to meet a different challenge than in 1917. Not just to ensure we can supply our products quickly and efficiently to those who need them, but to demonstrate our high professional and ethical standards, and ability to support independence. Meeting that challenge is every bit as important now as it was then.

Ray Hodgkinson MBE, Director General



WESTMINSTER WATCH by Lord Rennard



Which party will look after our NHS best?

Most people think that the government should consider using more private companies in the NHS "when they can provide high quality services more cheaply." That's according to an opinion poll recently commissioned by Tory peer Lord Ashcroft.

There is in reality little disagreement between the main parties about this approach, but the polling also shows that there is still a sharp divide in public opinion over which party is most trusted on the NHS.

Labour has a lead of 18% over the Conservatives on the issue of the NHS and so are making fears for the future of the NHS under the Conservatives central to their election campaign. Ed Miliband has refused to confirm whether or not he used the word "weaponise" to describe his approach to campaigning against the Conservatives on the issue.

The coalition's failure to convey to the public any explanation for launching a major re-organisation of the NHS (described as "Liberating the NHS" in the initial white paper) is confirmed in this market research. People assumed that it been introduced to save money or that it was more "part of a plan to privatise the NHS" than to cut bureaucracy or give more choice and control to patients.

The recently appointed Chief Executive of NHS England Stuart Stevens set out a five year plan for the NHS last autumn. It sets out the scale of the funding challenge and could provide the basis for informed debate about health funding in the General Election. Stevens warns that a combination of growing demand, a failure to make further annual efficiencies, and flat real terms funding could, by 2020-21, produce a mismatch between resources and needs of almost £30bn a year.

On the other hand, he says that if the NHS budget remains flat in real terms from 2015-16 to 2020-21 and the NHS delivers its current long run productivity gain of only 0.8% the NHS will suffer a shortfall of £21bn. This shortfall, he thinks, can be removed if efficiency gains reach 3%, but suggests that this would require upfront investment, and major reform including integration of social care and health.

Real integration of health and social care will only occur when they are funded from a single budget and the process of achieving this will require considerable decentralisation from Whitehall to the big cities, "city regions" and "combined local authorities" that could take on enhanced powers and responsibilities, including in relation to finance.

Both Labour and the Lib Dems will be offering further funding for health and social care through some targeted tax changes. Labour are proposing to use the proceeds of a "mansion tax" on properties worth over £2million. The Lib Dems are promising £8billion pa in extra funding by 2020 through measures such as restricting taxpayer subsidies to pension contributions by higher rate taxpayers. The Conservatives may be less resistant to some extra taxation if it is levied locally as a result of devolution.

There is, therefore, much potential for assistive technology and healthcare businesses to grow, but also an expectation that they will have to help provide efficiency savings.

Contents

British Healthcare Awards.....	4	New Chair for HATS.....	11
BHTA courses.....	7	Shopmobility surveyed.....	12
Keeping people mobile.....	8	Members news.....	14
Supporting the NHS.....	10	Consumer awareness.....	18



Find us at www.twitter.com/wwwbhta

British Healthcare Trades Association, Suite 4.06, New Loom House, Back Church Lane, London E1 1LU. Tel: 020 7702 2141 Fax: 020 7680 4048 Email: bhta@bhta.com Website: www.bhta.com

Photo credits: Cover photograph: EduardHarkonen at www.istockphoto.com

Leading the field

This year's **British Healthcare Awards** focused on simple, affordable products that support their users' independence every day. From a folding wheelchair to a personal alarm, a refillable water bottle to a simple ordering and delivery system that gets equipment to patients in four hours, these are products that support the NHS by helping to keep people out of hospital, or getting them back home as quickly as possible.



British Healthcare Award Winners!

This year's **Independent Living Design Award** went to **TGA's Mobility Scooter Puncture Sealant**, a revolutionary product that protects the flat pneumatic tyres on mobility scooters, automatically sealing punctures up to 6mm. This means normal scooter performance can continue with minimal loss of pressure, avoiding scooter users being suddenly stranded with their vehicle and unable to get home. Punctures are a problem that potentially affects up to 350,000 mobility scooter users in the UK, but this eminently practical product genuinely supports its users' independence and helps them feel confident in getting out of the house.

Our independent panel of judges awarded the **Best Product/Service Innovation** trophy to the **Buddi** mobile personal emergency response system. The product was produced this year, in response to direct feedback from customers and – as well as a fall alert – enables safe zones to be set up and an emergency contact alerted if the wearer leaves a defined area. This helps people, including dementia patients and people with learning disabilities, to remain independent for longer, and to give carers and families reassurance and peace of mind.



Best Product/Service Innovation – Buddi



Joint winner of our Best Marketing Campaign – TIGAFX

Highly commended (and also the joint winner of our Best Marketing Campaign category) went to the **TIGAFX** folding wheelchair from RGK. This innovative chair can be stored in overhead luggage compartments on an airplane, or in a standard car boot; this avoids potential damage from storage in the hold, and gives users maximum convenience when travelling.

Open to products on the market for three or more years, **The Hydrant** from Hydrate for Health won the **Best Established Product/Service**. This patented refillable water bottle gives people with limited mobility easy access to fluids, ensuring they can stay hydrated, and won the Queens Award for Enterprise. In one case study, a user with Motor Neurone disease had been suffering from monthly urinary tract infections requiring hospital admissions, and his carer was



Best Established Product/Service – The Hydrant

getting up six or seven times a night to help him drink. The Hydrant has enabled the user to drink on his own, and after using it he had no hospital admissions for six months. His carer was also able to get a full night's sleep, so was better able to support him.

The **Best Creative Solution** was awarded to the **Westmeria Customer Portal**, which enables clinicians to order equipment at a patient's bedside, during their ward round, and so reduces administration, avoids the need to pass product orders back to an administrator and gets equipment to the patient faster. Westmeria's mobile app has reduced the average lead time from order to delivery by 38%, getting equipment to patients in just 4 hours 24 minutes.

The judges were so impressed by our entrants for **Best Marketing Campaign** that they chose joint winners - these are campaigns from two companies of very different sizes, but both of which had a significant impact on their respective businesses. **The Handicare Partner Programme** was designed to build loyalty among trade partners and build sales of stairlifts in the trade and since implementing this campaign, trade sales have increased by 15%, clearly demonstrating its effectiveness for the business. The **TIGA FX** campaign from RGK Wheelchairs was a very polished campaign, used a range of different marketing vehicles and clearly demonstrated how it had increased awareness.

BHTA's Awards dinner on 11 December was an opportunity to celebrate success, including not only companies and products, but the individuals who are so important to customers' experience. Our Team of the Year and Individual of the Year are chosen on the basis of the customer satisfaction cards BHTA receives, recognising the people who've delivered excellent service.

2014's Individual of the Year is **Gary Tidman** of Only Lift Services, and he fully merits the title, based on customers' consistently high opinion of his service. Customers praise Gary's "All round product knowledge and helpful courteous attitude" and it's clear he combines high levels of professional knowledge with highly developed people skills.



2014's Individual of the Year – Gary Tidman



Team of the Year – Simplyhealth

BHTA's **Team of the Year** is **Simplyhealth**, who scored highly both in terms of quantity and quality of positive feedback from customers, with many saying how helpful and friendly their service is. This team exceeded expectations by collecting customers or dropping them off, taking time to talk to their customers or helping them save money - one customer commented on how a member of the team had bought flowers for their mother's funeral and fixed their scooter quickly so they could get to the ceremony.

Recognizing achievement over an entire career is the **Lifetime Achievement Award**, judged by the BHTA Board. Lyn Palmer of Tremorvah Industries is the recipient of this year's award, after working in the industry for more than 21 years in which she has shown real dedication to providing customers with the correct product and giving consistency helpful advice has never waned.

Starting as a Mobility Sales Advisor/Assessor, Lyn has progressed through the industry and built a successful and caring Mobility Retail Sales Department. She supports, coaches and develops her staff and has established a high performing team as well as supporting other staff members.

Her employer says "Lyn has a real affinity and deep understanding of our customers and their needs, and is driven by the desire to ensure that customers have the best quality of life possible. She helps her customers make the most informed choice and considers their Health and Safety and longer term needs. Lyn spends the time to listen to and understand her customers and has developed a huge amount of experience."

These are just a few examples of the assistive technology companies, products and individuals who enhance the lives of hundreds of thousands of people across the UK, as well as employing tens of thousands and making a significant contribution to our economy. The British Healthcare Awards – open to every assistive technology company in the country – are a chance to celebrate their contribution.

We were delighted to see so many new entrants in 2014, demonstrating the number of new companies coming into the market – the diverse mix of companies, products and services really reflects the breadth of our industry.

The 2014 winners, in order of presentation, are:

- **Independent Living Design Award:** TGA Mobility Scooter Puncture Sealant – TGA Electric Leisure Ltd (www.tgamobility.co.uk/) The judges described this as "a simple, affordable solution to a common problem affecting thousands of scooter users, which promotes true independence".
- **Best Creative Solution:** The Westmeria Customer Portal – Westmeria Healthcare (www.westmeria.com) Our judging panel said that by getting equipment to patients in a timely fashion, the portal was "easing pressure on other NHS resources".
- **Best Established Product/Service:** The Hydrant – Hydrate for Health Ltd (www.hydrateforhealth.co.uk) Our judges felt the product increases hydration and reduces problems for patients.
- **Best Marketing Campaign** Joint winners:
 - o Handicare Partner Programme - Handicare Accessibility Ltd (www.handicare.co.uk/home.aspx) The judges were impressed by the scope of the Handicare Partner Programme's marketing and felt this was a well-planned and effective piece of work.
 - o TIGAfx – RGK Wheelchairs (www.rgklife.com/en/tiga-fx) Our judges were impressed by the quality of the TIGAfx creative, which used high quality imagery and included a series of teaser videos.
- **Best Product/Service Innovation** Buddi – Buddi Ltd (www.buddi.co.uk/) Our judges felt this was a product with a very wide range of uses by people with many different conditions, using "great design that makes the product desirable".
- **Highly commended:** TIGAfx – RGK Wheelchairs (www.rgklife.com/en/tiga-fx)
- **BHTA Individual of the Year** Gary Tidman, Only Lift Servies (www.onlylifts.com)
- **Team of the Year** Simplyhealth (www.simplyhealth.co.uk)
- **Lifetime Service Award** Lyn Palmer, Tremorvah Industries (www.tremorvah.co.uk)

Decided by our panel of independent judges, the winners represent some of the very best of the assistive technology industry. You can find more details and our press release at www.bhta.net/awards

Why attend BHTA courses?

A year ago, having been in the disability industry for over 20 years, and dealt with products from aids to daily living to zimmer frames, I thought I knew everything I needed to know. I didn't think the BHTA courses would have been of any real interest or benefit to me.



David Morgan, Course Facilitator

For the last 12 months I have been facilitating the BHTA courses, which means I sit and take in most, if not all, of the presentations, and I'm amazed at how much I didn't know and how that knowledge could have helped me do my job better!

For example, the Healthcare and Assistive Technology course gives an excellent overview of Assistive Technology in the healthcare industry, from its origins, to today's legal requirements and includes presentations on the anatomy and what can go wrong, many of the most common disabilities and what equipment might be suitable, how to ensure effective assessments and even has presentations from people who deal with their own disabilities from day to day.

So how would that have helped me? Well the historical information would have provided me with a wealth of information about the products I was involved with and others that many of my clients were using or could benefit from. The legislative information would have been of vital importance, while the presentations about the anatomy would have been really useful in understanding users' needs for the equipment. The talks from the people with a disability would have given me a great insight into the reality of how people cope with their problems and how important the equipment suppliers and their services are, to give them a better quality of life.

Personally I not only regret not having attended this course as an employee but also regret not having sent my staff on it when I found myself as a senior manager.

"But hold on," I hear you say, "of course you're going to say

that – you're a BHTA employee, so you're biased!" Well, strictly speaking, I'm a semi retired consultant and I'm paid to facilitate the courses, but not to write articles like this, which I wouldn't do if I didn't believe what I was saying. But if you don't believe me you only have to ask what former delegates thought of the course.

After a recent Healthcare and Assistive Technology course SB said that it would "enable me to speak more knowledgeably to customers" and CM said that it would mean they would try and "get a better understanding of customer needs to meet their aspirations." One delegate ventured to admit that the course had shown them that they knew a lot less than they thought they did! Surely all of this means that the customers that those people deal with will get better service in the future, and consequently their companies are more likely to get recommendations and repeat business. Now that's not a bad result!

So ask yourself this: Is your company ready? Are your staff properly trained?

Have you made use of the excellent speakers that the BHTA have brought together for the various courses? Don't make the same mistake I did and think they are of no value just because you have spent many years in the industry. Your staff – and you – can always learn more!

You can find dates for all BHTA CPD courses at www.bhta.net/cpd. (A longer version of this article is available online at www.bhta.net/whyattendbhtacpd)

“ So ask yourself this: Is your company ready? Are your staff properly trained? ”
David Morgan, Course Facilitator

CPD opportunities in 2015

BHTA is an Edexcel learning centre and registered BTEC provider; our BTEC courses were recently audited by Pearson and described as "exemplary".

We offer CPD and training as a member benefit and our programme is guided by what members – companies in the assistive technology industry – tell us they want and need. The emphasis is on practical skills you can take back into the workplace.

More detailed course descriptions and booking forms for all our courses are available at www.bhta.net/cpd

Courses held in Wellingborough take place at BHTA's own training and meetings venue, easily accessible from the M1, A1, A14 with good rail links (45 minutes from St Pancras etc). This is located at: BHTA, 2-4 Meadow Close, Ise Valley Industrial Estate, Wellingborough, Northamptonshire NN8 4BH

BTEC Healthcare & Assistive Technology	Wellingborough	10 & 11 Feb 2015
Community Equipment Assessor Day	Doncaster	23 Feb 2015
BTEC Stoma & Continence Support	Wellingborough	3 & 4 March 2015
BTEC Healthcare & Assistive Technology	Wellingborough	21 & 22 April 2015
BTEC Pressure Care Awareness	Wellingborough	13 May 2015
BTEC Stoma & Continence Support	Wellingborough	20 & 21 May 2015
BTEC Healthcare & Assistive Technology	Wellingborough	17 & 18 June 2015
BTEC Pressure Care Awareness	Wellingborough	8 July 2015
BTEC Stoma & Continence Support	Wellingborough	15 & 16 July 2015
BTEC Healthcare & Assistive Technology	Wellingborough	10 & 11 Sept 2015

Keeping people mobile

According to best recent estimates, there are now between 300,000 and 350,000 mobility scooters in use in the UK. This makes their safe use an issue for everyone, not only those whose mobility and independence is enhanced by using one.

Mobility scooters have been in the news again recently, partly due to an incident in which a 93 year old scooter user fell 15 feet into a river in Truro, Cornwall – fortunately, the man has only minor injuries, and he and the scooter were rescued by the emergency services. Nottinghamshire County Council has recently expanded safety training for mobility scooter users to reduce the risk of accidents and the Jeremy Vine Show on Radio2 asked whether such training should be mandatory.

BHTA recommends that all users of mobility scooters should have training in how to use their vehicle, including full use of the controls, the relevant sections of the Highway Code, and how best to charge the scooter. We also strongly support the proposed modernisation of the 1988 legislation relating to the use of mobility scooters on the highway.

It would also be sensible to take out insurance cover for fire and theft, accidental and malicious damage, and Third Party Damages for any mobility scooter, in case of an incident involving their scooter. BHTA member companies will give anyone buying a scooter a proper assessment to make sure the vehicle is suitable for their need, and can often provide training on using mobility vehicles.

While some see a clear case for legislation on mandatory scooter insurance and training, when considered carefully, this issue is less clear-cut.

The majority of mobility scooters users are elderly and/or vulnerable people, for whom any increase in the cost of buying and running a mobility scooter is likely to be a barrier. If training is legally required, who will provide that training, and how would the cost of it be covered? It would be essential to have training available across the country to enable everyone who needs it to access it, but given that the number of scooter users is so much smaller than the number of people with a driving licence, such a national network is unlikely to be cost-effective to run. Because a mobility scooter may be the only means for people to leave their home, to shop or for medical appointments, it could cause great difficulties if users had to wait for a place on a training course to become available, or the next date in their area to come around.

While many retailers across the country sell mobility scooters, introduction of compulsory insurance would mean they would have to become appointed representatives to sell insurance policies, a cost and training requirement that would be impossible for the majority of small, local firms. Since not all mobility scooters are suitable for use on the road, insurance requirements would need to differentiate between Class 2 (for pavement use only) and Class 3 (road-going) mobility scooters, which is a potential source of confusion for users. Insurers would anticipate a rise in the number of claims with the increased numbers covered and this would prompt increased premiums.

Our free guidance leaflet "Get wise to using electric scooters and wheelchairs: a Highway Code for users" is available free to download from www.bhta.net/home/get-wise.htm and is a useful guide for members of the public and anyone considering buying a mobility scooter.



Nottinghamshire County Council and Nottinghamshire Constabulary have also recently produced a road safety guide for mobility scooters, with accompanying videos, which can be downloaded here: www.nottinghamshire.gov.uk/travelling/roads/roadsafety/mobility-scooters/

We're keen to know what you think - please send your views on compulsory insurance and/or training for mobility scooter users to kate.webster@bhta.com.

Rica's "Powered wheelchair user survey report 2014"

Between April and July 2014 Rica surveyed 341 powered wheelchair users to identify views and experiences of choosing, funding and maintaining a powered wheelchair. In addition, 23 people who had been unable to secure funding for a powered wheelchair completed part of the survey.

The survey of 374 powered wheelchair users finds that:

- 48% didn't get the right information
- over a third (37%) get no assessment
- a quarter (26%) are turned down for NHS funding
- 32% had to fund their own powered wheelchair completely themselves.

Powered wheelchairs provide independence to many disabled adults and children – whether at home, at work, studying or out enjoying themselves. For many disabled people the right supportive seating can help promote good posture, reduce the need for pain control and prevent deterioration in condition and possible interventions (eg surgery). However, we know that disabled people and their families are experiencing great difficulty getting suitable equipment in a timely manner.

The problems are of two kinds:

- **Funding:** Statutory funders may exclude disabled people because they don't meet funding criteria or they may not fund the equipment a disabled person feels they need or not supply the best available solution and the process of provision may take too long. Non-statutory funders may be hard to find and may also have funding criteria that exclude certain groups or individuals.
- **Consumer choice:** Powered wheelchairs can be extremely expensive products (some cost over £40,000) and with more than 300 available models the options are bewildering. Many disabled people access the market through statutory bodies or private providers, both of which limit the range of products that is available to the user. Disabled people who try to buy powered wheelchairs directly find it difficult to get information on available products and features and whether they will be suitable to their needs.

Ray Hodgkinson MBE, Director General of BHTA, said: "This is a helpful report, which highlights yet again the issue that user experience isn't all it should be. There are good mechanisms in place for the delivery of equipment, but these aren't always being used properly. We may need to revisit these, although yet another review is currently underway; historically, these have not managed to resolve what ought to be a straightforward issue.

The recent Wheelchair Summit also highlighted user experience issues in wheelchair provision, including long waiting times and users receiving the "wrong" chair."

The full report is available at: www.rica.org.uk/content/powering-wheelchair-user-research

ICB Group – helping you all the way
THIS IS A FINANCIAL PROMOTION

Key Person Insurance

When a key person in a business dies it can have a devastating financial effect. You can help safeguard your business against the death, terminal or critical illness of a key person with key person protection.



• What is Key Person Protection?

Put simply, Key Person Protection (also known as key man insurance or key person insurance) is a business insuring itself against the financial loss it would suffer if a key person in their business died or were diagnosed with a specified critical illness if chosen, during the length of the policy. It also pays out if the key person is terminally ill and meet our definition, except in the last 12 months of the policy.

• How does Key Person Protection Work?

Key Person Protection is a life assurance or life assurance and critical illness cover policy taken out to cover the life of a key person within your business. The policy is owned and paid for by the employer, so any pay out is payable to the employer.

Why do I need Key Person Protection?

The loss of a key person in your business could have a severe impact. The business could suffer badly, with sales and profits falling and increased workloads for the remaining staff.

Key Person Protection is designed to pay out a lump sum on the death of the insured key person, during the length of the policy. It is paid as a lump sum and could significantly help the business to recover. The proceeds can be used to help replace lost profit or finding and hiring a replacement.

If you would like further information regarding how Key person insurance can be used effectively in your business please contact Christian Kaye in the first instance.

The information in this article is for information only and must not be considered as financial advice. We always recommend that you seek independent financial advice before making any financial decisions.

The BHTA Preferential Members Insurance Scheme is provided for BHTA by ICB Group of Virginia House, 35 - 51 Station Road, Egham, Surrey, TW20 9LB. ICB Group and BHTA are not part of the same group as any of the product/service providers which together form the insurance scheme. BHTA is an Introducer Appointed Representative of ICB Group who is authorised and regulated by the Financial Conduct Authority. You can check this out on the Financial Services register by visiting <http://www.fsa.gov.uk/register/home.do>, under register number 306088.



Supporting the NHS by creating efficiencies

The NHS is currently looking to realise £1.5bn of procurement efficiencies through its eProcurement strategy.

This document provides guidance to all organisations that provide NHS services and the 2014/15 NHS Standard Contract has been amended to include a requirement that “the Provider must comply with eProcurement guidance if and when applicable”.

The NHS eProcurement strategy follows “Better Procurement Better Value Better Care”, published in August 2013, which established a new Procurement Programme to help NHS trusts stabilise their non-pay spending. The aim of this was for trusts to maintain the same level of non-pay spending up to the end of 2015-16.

BHTA has been supporting members by developing and promoting good practice in this area since 2011, organising a series of workshops and producing a guidance document, “Barcoding for medical equipment” available to download from www.bhta.net/barcoding.

The NHS eProcurement strategy establishes the global GS1 coding (universally recognised barcoding) and PEPPOL (Pan-European Public Procurement Online) messaging standards throughout the healthcare sector and its supporting supply chains. The use of these standards has now been mandated by amending the NHS Standard Contract to require compliance with this NHS eProcurement strategy. Through amendments to the NHS Terms and Conditions for the Supply of Goods and the Provision of Services, suppliers are also required to place their product data in a GS1 certified datapool.

Compliance with these standards will enable trusts to control and manage their non-pay spending, by:

- the adoption of master procurement data;
- automating the exchange of procurement data;
- benchmarking their procurement expenditure data against other trusts and healthcare providers.

As well as controlling spending, the eProcurement strategy also aims to drive patient safety benefits. Barcodes based on the GS1 standards can be read at any point in the healthcare supply chain so that a product subject to a safety alert can

be quickly located and recalled. Providers of NHS-funded healthcare, including the independent sector, must be able to electronically track and trace individual medicines and medical devices to a specific patient.

The Department of Health has commissioned GS1 to examine options for product classification for the healthcare system, which resulted in detailed recommendations about the classifications suppliers must use. A GTIN barcode label on all products will be required by 31 March 2017, as well as all product & price information having been uploaded into a GS1 compliant datapool, with other deadline dates in the process starting from 30 June 2015.

BHTA has organised a half-day seminar on 22 January 2015, supported by the Department of Health, to update suppliers on Automatic Information Data Collection. This will cover what product information has to be provided and in what format (essentially GS1 barcoding of all products supplied to the NHS), as well as the NHS data pool, and the timetable for implementation.

The Department of Health are looking for a greater understanding of on-the-ground issues to help identify any risks to the timeline for implementing the eProcurement strategy, and to understand what information suppliers are currently being asked for.

Speakers include Frankie Duesbury and Steve Graham from the Department of Health, Mark Gillot and Glen Hodgson from GS1 UK, and Julian Cobbledick of Assistive Partner. Julian will discuss the benefits of Health Hub Code Bank, the healthcare-specific data pool supported by BHTA, which will help make barcoding implementation straightforward for healthcare suppliers and ensure they only have to upload their data once to make it accessible to all their customers.

Further explanation of PEPPOL standards <http://www.peppol.eu/peppol-project/peppol-standards> and GS1 standards <https://www.gs1uk.org/about-us/our-standards>

New Chair for the Healthcare and Assistive Technology Society

We are pleased to announce that Kay Purnell, Business Development Manager at Blatchford Clinical Services and a member of the BHTA Board, is the new Chair of the Healthcare and Assistive Technology Society’s Council.

The Healthcare and Assistive Technology Society is the place for assistive technology practitioners, offering support for Continuing Professional Development (CPD) and recognition of professional skills and experience. The Council is the Society’s main Executive Body and Kay succeeds Mick Clancy (Director at Medstrom) as Chair, after many years of effective leadership.

Kay has worked within the orthotics industry for over 20 years after gaining a BA (Hons) Business Studies degree in Birmingham. Working with providers of both orthopaedic product and orthotic services, Kay has enjoyed a variety of roles within the commercial side of orthotics, is a member of the orthotic panel of the British Polio Fellowship and is working closely with the BHTA to develop nationally recognised training for Orthotics Technicians

Kay’s interest in the Society comes from experience in an industry which has struggled to formally recognise the value of the vast number of technicians, assistants and practitioners who work alongside their professional colleagues to achieve great outcomes for their patients and clients. As the Government drives to achieve safer and higher quality services and products for those needing assistive technologies, so must industry prepare to prove that it delivers safe, efficient, quality services and products. By setting up a Society to bring these important players together, membership will provide a recognised endorsement of the practices of its members and will give the public, the NHS and Local Authorities confidence in their choice of provider of care.

This is an exciting time for the Society, formerly known as the Assistive Technology Practitioners Society (or ATPS). Our initial draft application to hold the Accredited Voluntary Register (AVR) for the Healthcare and Assistive Technology sector was submitted in December 2014. AVRs are accredited by the Professional Standards Authority (PSA), are already available in other parts of health and social care, and we are now working with the PSA to take our application forward.

Christine Braithwaite, Director of Policy, Professional Standards Authority, said: “Being part of a Register demonstrates to people who use their services that they are competent and trustworthy. They also belong to a professional body that will help to develop them and support them to improve in their area of practice.” For Registers accredited with the PSA, there are added benefits to their Registrants, because they become part of a government-backed scheme that is designed to protect the public and gives them official recognition.

Membership of the Society is open to sales people, fitters, installers, product advisors, technicians and anyone who promotes, or advises on the use of, assistive technology products. Membership is free for employees of BHTA member companies and all members have been sent details; we will be writing to all member companies by the end of this quarter with more information on how to sign their staff up. On 1 January 2015 the Society had 260 members and we expect to see this grow from strength to strength.

“ Being part of a Register demonstrates to people who use their services that they are competent and trustworthy. ”
Christine Braithwaite



Shopmobility surveyed

As you may already be aware, the BHTA took over the management of the National Federation of Shopmobility (NFSUK) on 1 November 2014, to avoid the Federation being disbanded.

The BHTA saw an opportunity both for Shopmobility schemes, which provide a much-needed service in hiring out mobility vehicles to make town centres more accessible, and for BHTA to increase awareness of its Code of Practice and the high standards member companies commit to.

This change in management has brought NFSUK into BHTA membership, extending the Code of Practice to Shopmobility schemes, introducing more robust standards and creating cohesion between schemes. This means Shopmobility premises will display the BHTA and TSI logo, raising awareness of BHTA and the Code among consumers. Shopmobility now has an updated logo (which includes the BHTA and TSI logos) and a redesigned website that reflects NFSUK's connection to the BHTA.

There is a potential opportunity for BHTA members to work in partnership with the 260 Shopmobility schemes across the country, over 50% of which currently sell some type of daily living aid. Most schemes are run by volunteers, who don't necessarily have access to a reliable supply of the latest products at advantageous prices, and there is clear potential for members to work collaboratively - we will be looking at ways to facilitate this opportunity in the coming year.

The need for the Shopmobility service is one which we see growing over the coming years as the UK's population ages. We are encouraged by the support expressed by members, and see this as a great opportunity to work together to create a better service for the public and increased recognition for BHTA and its members.

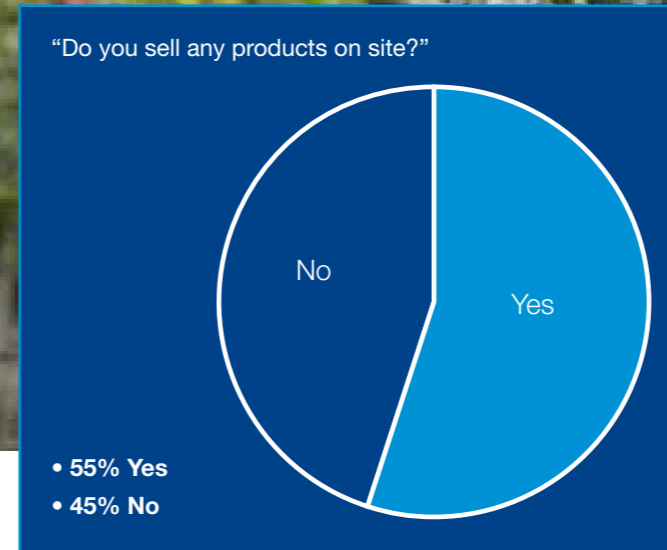
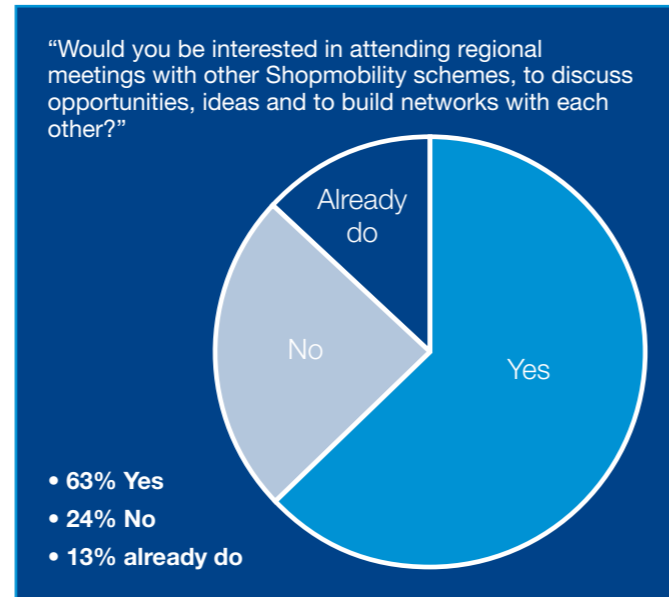
Having spoken to and surveyed the Shopmobility schemes we discovered a need for greater support for schemes, both in terms of the service they received from NFSUK and the difficulty of securing the necessary funding to continue providing their service. BHTA believes that our involvement will bring some much needed support in these areas, providing a more efficient Secretariat, improved communications and sharing best practice in fundraising.

The results

Shopmobility Co-ordinator Donna Eade would like to thank the Shopmobility schemes for their participation in our recent survey. The feedback has been very useful to us in determining what NFSUK members need from us.

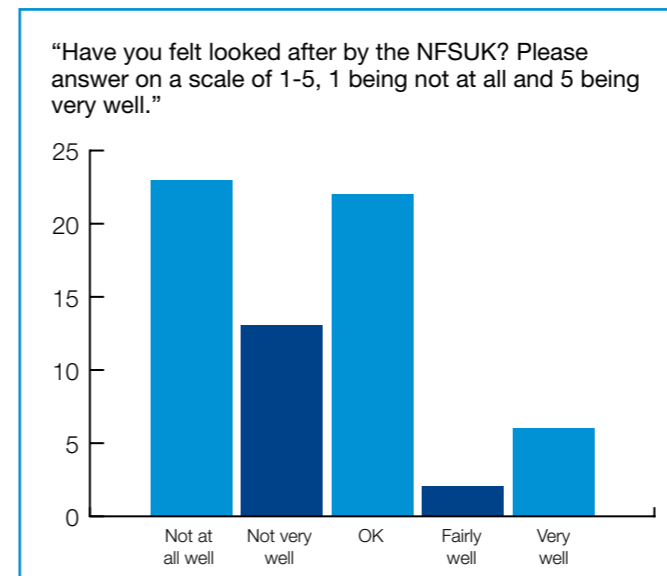
Here are some of the highlights of the survey responses, but NFSUK members can view full results on the NFSUK website at www.nfsuk.org/survey-results.

We asked about schemes' interest in meeting regionally to network and exchange ideas, and from your answers it is clear that you do want this contact with other schemes. The NFSUK is looking to create these opportunities for you in the coming year. We will seek to create set regions across the country and create meetings that will be useful for you. We are aware of those in more remote location and will look at ways to facilitate your inclusion in those meetings.

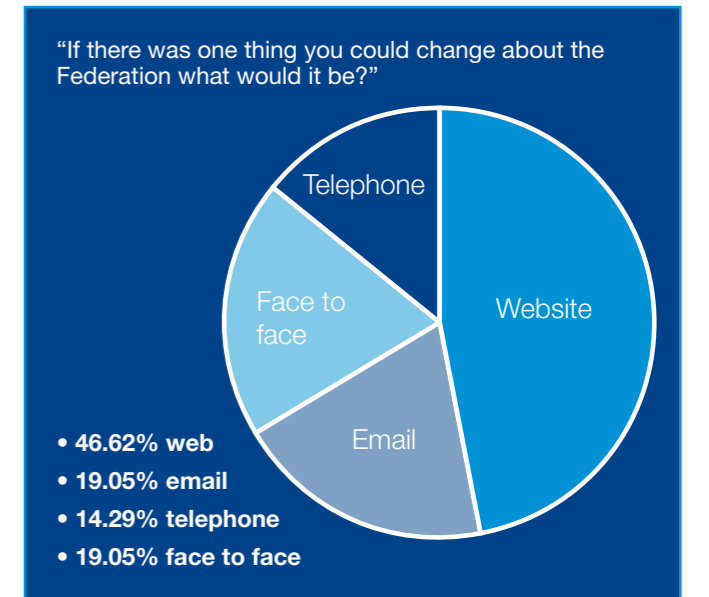


Over half of respondents said they sell some products on site - most are selling small living aids from radar keys, to walking sticks and blankets, but other schemes run charity shops and even a café. A lot of those who don't sell anything are limited in terms of space and therefore can't sell. For those of you who do sell daily living aids or other simple assistive technology products, we hope to be able to work with members to get better deals for you on those products.

We asked how well served schemes have felt they were by NFSUK in the past, and this is where we see the biggest change happening. We want all schemes to feel looked after and the first step has been to employ a new Shopmobility Co-ordinator, Donna Eade, dedicated to looking after the NFSUK and its members. You can contact Donna on the Federation number 0844 4141 850, by email at shopmobility@bhta.com, or through the National Federation of Shopmobility Facebook page - we'd love to see scheme's news and stories on that page.



We wanted to know what we could do immediately to improve your experience of NSFUK Federation and the overwhelming response was the website, with almost half of all respondents agreeing that was the thing they most wanted to change. We have therefore made it a priority to create a new NSFUK website, which you can find at www.nfsuk.org. Schemes can find details of how to login to the new members' only area and how to claim their listing in the new website sign up guide, in February's "Shopmo Shuttle". We have made the site much more user friendly, with the search tool now on the first page of the site, with the ability to search by area or town. There is also the opportunity for schemes to list events, both your own and any local community events your clients might find interesting. We hope to increase the effectiveness of all lines of communication; this will include regular emails and visits either through regional meetings or visits to the individual schemes.



If you'd like to know more, please contact Donna Eade on 0844 4141 850, at shopmobility@bhta.com or (for logged-in scheme members) visit www.nfsuk.org/survey-results.



membersnews



The New Year starts with a New Home for HDD

Healthcare Distribution Direct Ltd have their sights firmly set on an exciting 2015, starting with their move to new premises which came into full operation on the 1st January. The specialist delivery, engineering and servicing company has experienced constant growth over the past few years and have taken on an 18,000 sq. ft. Warehouse and office facility to be able to take this growth forward through 2015 and beyond.

Russell McGrath, Sales & Marketing Director at HDD said " A number of new clients coming on board at the back end of last year and an increased demand for our full stock holding and engineered delivery service means we need to invest in the infrastructure required to further develop the service we provide to all of our clients, the new premises are an important part of that investment. We are looking forward to a very busy and productive year."

The new address for Healthcare Distribution Direct Ltd is: Units 2 & 5 Beehive Business Park, Smithies Lane, Off Station Lane, Heckmondwike WF16 0PX

And the new telephone number is – 0330 445 0099.

to come

Mangar founder awarded OBE

Mangar International founder, David Garman has received an OBE in the New Year Honours, for his work in healthcare. In 1981 David invented the first ever bath lift after seeing a relative finding it difficult to get in and out of the bath.

Mangar International has gone on to invent and manufacture practical but unique moving and handling equipment used by professionals, the elderly and those with a disability.

The ELK, an inflatable lifting cushion is used by all Ambulance Trusts in the UK as well as emergency services in Europe, USA and Australia.

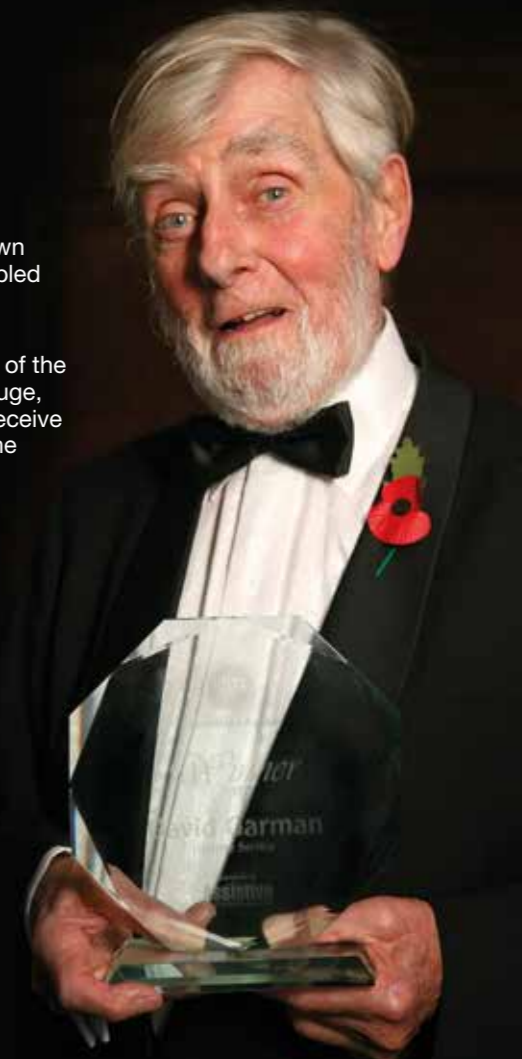
The Mangar bathing cushion is a popular choice for OTs looking for bathing solutions for their service users. The inflatable cushion allows someone to completely submerge when bathing and is particularly good for anyone wanting to soak painful joints.

David is in excellent company with other recipients on the Honours list including Ewart Parkinson, who became Cardiff's first City Planning

Officer in 1964 and is well known both for his work with the disabled and his role in designing the Millennium Stadium.

Lieutenant Colonel Chris Barry of the Royal Welsh and Bernadette Fuge, who chairs Age Cymru, each receive an OBE, as does Jill Gloster (the former chief commissioner of Scouts Wales); Elizabeth Davis (an ex-director of Natural Resources Wales); and Rosaleen Moriarty-Simmonds – who was the first student to enter Cardiff University as a disabled student and complete a degree.

David was also the winner of a BHTA Lifetime Service Award in 2007, presented to him by Angela Ripon. He was described as "a front-runner in the industry's efforts to provide the right equipment to help people go on living in their own homes".



membersnews



Guy Smallman, commercial development director at Coventry University Health Design & Technology Institute (HDTI)

Innovative product eases backache

Coventry University Health Design & Technology Institute (HDTI) is dedicated to helping entrepreneurs, inventors and SMEs develop their ideas through the provision of product design and usability research.

One such inventor is Gerald Cooke who has developed the Fidgety Foot Stool – a device which he claims has improved the sciatica he has suffered from for a decade. He believes the product can also improve general back pain, restless leg syndrome and other health conditions.

The device itself is an asymmetric octodecahedron, approximately the size of a football. By using it as a foot stool, a person can rest their feet or ankles on it in a variety of heights, angles and positions, thanks to its multi-faceted, asymmetric surfaces. Because of its asymmetric design, the user can gently move and change the position of their feet while sitting down.

Because it is such a novel and unique idea, Mr Cooke was keen to see what other people thought about the product.

Recognising the limitations and dangers of relying on the

positive feedback he was receiving from friends and family, he commissioned HDTI to organise an independent usability study with a group of physiotherapists with professional experience in dealing with people with posture and back problems. The participants were extremely positive about the product and gave valuable feedback.

The project was funded by HDTI's Assistive Technologies and Community Healthcare Development Project, provided by the European Regional Development Fund.

Mr Cooke has protected the intellectual property in the Fidgety Foot Stool by registering the design and he commissioned HDTI for help in finding a commercial partner to manufacture and market the product under licence.

Under the terms of the licence, the manufacturer would have exclusive monopoly rights to sell the product.

For more information and to explore potential licensing opportunities, please contact Guy at guy.smallman@coventry.ac.uk

Employment Law: What is regulated activity?

Regulated Activity is a term used by the Disclosure and Barring Service (DBS) to determine the eligibility for Criminal Record Checks. Where an employer is a Regulated Activity Supplier there are also associated duties to report certain incidents to the Disclosure and Barring Service.

The Disclosure and Barring Service guidance says "Examples of a regulated activity provider would include, but not be limited to:

- An NHS hospital or health and social care trust that employ people to provide care, supervision and advice to children and vulnerable adults.
- A school that provides education to children under 18 years of age.

A regulated activity provider can also be a person who manages volunteers in a regulated activity position, such as a scout leader or as part of a charitable organisation."

Employers should ensure they have mechanisms in place to act upon this duty and policies in place to ensure adequate reporting.

There are 3 levels of Criminal Record Check available to employers, to ensure a suitable candidate is placed in the role. The Basic level check can be carried out by any employer and will provide all 'unspent' criminal record information relating to that applicant. This level is commonly used to verify the question that many job application forms ask 'Do you have any current criminal convictions?'



In certain positions where work involves working with children, the elderly, the disabled or the vulnerable the employer is allowed to ask for more criminal record information. The employer can carry out a risk assessment process to decide the type, frequency and level of contact with the vulnerable groups, with the aim of deciding if a Standard Level or Enhanced Level check would be most suitable. Most reputable DBS Umbrella Bodies can help with this process and provide guidance.

The Standard and Enhanced DBS checks provide the full history of criminal convictions contained on the Police National Computer including 'unspent' and 'spent' convictions. For the Enhanced level check the DBS will also consult with Local Police Forces to ask if they hold any 'approved additional information' which may relate to the applicant's ability to undertake the specified role. Where the role meets the strict requirements for Regulated Activity the employer should request an Enhanced Level DBS with a check of the relevant Barring List.

For more information please visit www.ddc.uk.net or www.gov.uk/dbcs.

Written by DDC Ltd, specialists in criminal record checking.

Park House Healthcare are 'Eco Driving' Award Winners



On Thursday 27th November Park House Healthcare were awarded the 'Eco-driving' Award 2014 at the Fleet Hero Awards, Institute of Directors, London.

The Energy Saving Trust created the awards in 2005 to recognise organisations for reducing their carbon footprints and lowering their fuel bills.

Park House Healthcare have invested heavily in measurement and tracking equipment for all company vehicles. The company analyse the data for fuel usage, speeding instances and idling time. This objective has resulted in 10% of drivers each month undertaking extra training, while 58% of all company employees have been trained in smarter driving, a scheme held during this summer's in-house "Green Week".

Stephen Owens, Managing Director, Park House Healthcare, said "We identified that environmental sustainability was a key strategic area for development, not only for reducing cost but to actively reduce our carbon footprint. Having gained ISO14001 certification in 2013, we were awarded the 'Environment, Health and Social Care Business of the Year' Award, winning another environmental award really highlights the dedication, hard work and professionalism of the Park House team"

Consumer awareness campaign

As members will be aware, BHTA's Code of Practice is now overseen by the Trading Standards Institute (TSI) as part of the Approved Consumer Codes Scheme. We have already found TSI to be extremely positive custodians and far more proactive in promoting the Code to consumers than the Office of Fair Trading, who previously oversaw our Code.

The theme for 2014's National Consumer Week was "Good Neighbours Stop Rogue Traders"; this was covered by Good Morning Britain, BBC Radio 5 Live, the Daily Mirror, ITV1, the Daily Express, the London Evening Standard, London Live and numerous local BBC radio stations, with an additional 166 pieces of local/regional media coverage. BHTA sent out a linked press release, giving consumers the top five questions they should ask anyone who calls at their door.

TSI has already run a pilot consumer awareness campaign, through Facebook and Google Adwords. Promoting the full range of Approved Consumer Codes, this was successful in driving traffic to members' websites and increasing awareness among consumers that the Codes exist in a range of industries and help protect them from potential rogue traders.

Following this initial campaign, TSI are running another Google Adwords campaign in Spring 2015. Themed on property as a perennially topical area - including moving home, adapting your property, and renting - the campaign will use members' case studies and examples of how they've helped consumers to back up paid advertising. BHTA has been featured several times on TSI's blog, including in their top ten most popular posts of the year.

We've been delighted to see lots of examples from BHTA members of how their products and services have enabled people to stay, and be happy, in their homes. These range from a gentleman with emphysema who could no longer go up or down stairs in his house, who is now able to move around freely thanks to a stairlift, to a family whose autistic child found the stress of moving home much reduced by a Safe Space custom-made safe room.

We'll be featuring some of these stories from members in the next edition of the Bulletin, demonstrating the difference they make.



Leon Livermore



New members

A warm welcome to all these new member companies:

HEALTHCARE PRODUCT MANUFACTURER

3M HEALTHCARE
BHTA TRADE AFFILIATE
 1 Morley Street, Loughborough, Leicestershire LE11 1EP
 w www.3mhealthcare.co.uk

IND. LIVING PRODUCTS (ILPS)

BATHE IN SAFETY LTD
 21 Dundonald Road, Ramsgate, Kent CT11 9PU
 w www.batheinsafety.co.uk

SPRING CHICKEN DIRECT LTD
 Prama House, 267 Banbury Road, Oxford, OX2 7HT
 w www.springchicken.co.uk

MOBILITY GROUP (RETAILER)

INFORMED MOBILITY LTD
 First Floor, 68 Watling Street, Radlett, Herts WD7 7NP
 w www.informedmobility.co.uk

PROSTHETICS

LIMB SOLUTIONS LTD
 44 Winchester Road, Four Marks, Alton, Hampshire GU34 5HR
 w www.limbsolutions.co.uk

STAIRLIFTS & ACCESS

UPLIFTO LTD
 Unit 4, Wall Park Close, Plymouth, Devon PL7 4JL
 w www.uplifto.co.uk

Section Chairs 2015

The BHTA is the largest trade body in the healthcare field in Britain representing nearly 500 companies, small, medium and large, organised in one or more of 14 sections covering most sectors of the industry. This unique sectional structure provides a platform for all companies to have an effective voice within BHTA and, through the Association, to influence the development of healthcare policies in the UK.

The sections and the Section Chairs are:

AAC

David Morgan
 Meandi Business Services Limited
 Tel: 07860 438372

Beds and Support Surfaces

Leyton Stevens
 Invacare Ltd
 Tel: 01656 776200

Childrens' Equipment

Anna Waugh
 Simple Stuff Works CIC
 Tel: 01827 307870

Dispensing Appliance Contractors

Chairman: Kevin Hodges
 Surecalm Healthcare
 Tel: 07711 627419

FAME

Robert Froomberg
 Safety First Aid Group
 0208 4573777

Hearing Care

Clare Kewney
 Age UK Hearing Aids
 Tel: 0800 524 4708

Independent Living Products & Services

Andrew Stevenson
 Nottingham Rehab Supplies
 Tel: 0845 121 8111

Mobility Group

Simon Biddulph
 MDC Consultancy Ltd -
 Tel: 07774 857622 (Mob)

Orthotics

Colin Hurley
 Salts Healthcare Ltd
 Tel: 07921 917100

Pressure Care, Seating and Positioning

Debbie Williams
 Invacare
 Tel: 01656 776200

Prosthetics

Philip Yates
 Otto Bock Healthcare PLC
 Tel: 01784 744900

Stairlifts and Access

Angus Long
 Embryonyx Limited
 Tel: 07968 421 428

Stoma and Continence Products

Phillip Salt
 Salt's Healthcare Ltd
 Tel: 0121 333 2000

Telehealthcare

Mike Telford
 A & D Instruments Ltd
 Tel: 01235 550420



President
 Phil Isherwood
 NRS tel 0845 121 8111



Chairman
 Mike Lord
 tel 020 7702 2141

who's who



Ray Hodgkinson MBE
 Director General



Sarah Lepak
 Director of Governance & Policy Development



Lord Rennard
 Director of Communications



Tracy Lloyd
 Commercial Director



Nadim Anwar
 Operations Manager



Kate Webster
 Marketing and Communications Manager



Philip Woodward
 Accreditation and Professional Development Manager



Greg Askew
 Sales and Relationship Manager



Karim Uddin
 Membership Co-ordinator



Donna Eade
 Shopmobility Co-ordinator



Nigel Woods
 Training and Events Co-ordinator



Susan Burberry
 Accounts Administrator

Additional Team Member - Ali Hussain General administrator and secretary

BHTA is proud to be part of the National Wheelchair Leadership Alliance

One of the key commitments that emerged from the second national wheelchair summit on 27 November 2014 was to form a national wheelchair leadership alliance.

It was agreed that the alliance will act as an advocate for people who use wheelchairs, their carers and families, and will provide a high profile and highly influential panel who have an acute understanding of the challenges and issues for people who use wheelchairs and wheelchair services.

Whilst ten places were originally available on the alliance, the strength of applications was so strong that the inaugural chair, Baroness Tanni Grey-Thompson, has made twelve places available.

Alliance Membership

NHS Improving Quality (NHS IQ) has announced that the following individuals have been selected to join the National Wheelchair Leadership Alliance:

Baroness Tanni Grey-Thompson - Inaugural Chair

Fiona Carey - Wheelchair User and Advocate

Dr Jean Waters - Wheelchair User, GP and Advocate

Kevan Baker OBE- Wheelchair User and voluntary Chief Executive of SPINE

Doug Morris - Carer and National Network of Parent Carer Forums (NNPCF) representative

Krystyn Jarvis - Chair of the National Wheelchair Managers Forum and Occupational Therapist

Dr Caron Morton - Clinical Commissioning Group (CCG) Champions Network and GP

Raymond Hodgkinson MBE - Director General, British Healthcare Trades Association (BHTA)

Gail Russell - Occupational Therapist and Posture Mobility Group (PMG) Representative

Angela Green - Yorks and Humber Allied Health Science Network (AHSN) and Physiotherapist

Karen Pearce - Motor Neurone Disease Association (MNDA)

Nick Goldup - Whizz-Kidz

Tarvi Vyas - Muscular Dystrophy Campaign and Wheelchair User

The Inaugural meeting of the National Wheelchair Leadership Alliance takes place on Monday 26 January 2015 in the House of Lords.

Further information can be obtained from Baroness Tanni Grey-Thompson on GREYTHOMPSONT@parliament.uk or follow the campaign at [@rightwheelchair](https://twitter.com/rightwheelchair) on Twitter.