

# 365 RESPONSE

Brendan Fatchett  
**Chief Executive/Co-Founder**



Driving Care, everywhere.

# 365 Response



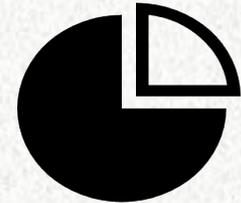
## TECHNOLOGY

- Next generation dispatch platform
- Health CAD in your hand
- Supports new entrants through scalable SAAS technology
- Integrated Governance and
- Regulatory Compliance



## EXPERIENCE

- Global health and care gurus
- Famous for our innovations
- Experts in healthcare regulation
- Support Economies to regenerate
- Whole Health Pathway Knowledge
- Mix of Commercial, Sector + Tech



## MARKET LEAD

- First to market for Ambulance Marketplace
- First to market for SAAS dispatch as logistics platform in primary and community care
- First to market with integrated regulatory compliance for health

# Worldwide Problem

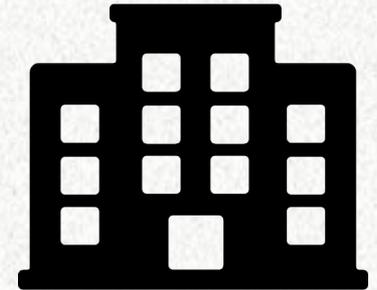
Growing demand



Stale traditional sector



Slow incumbent providers



No connected marketplace  
Over-reliance on traditional providers  
Limited route for new market entrants

One-to-one linear buyer-supplier model  
No capacity to flex with demand  
Industry reliance on old technology

# The Local Problem

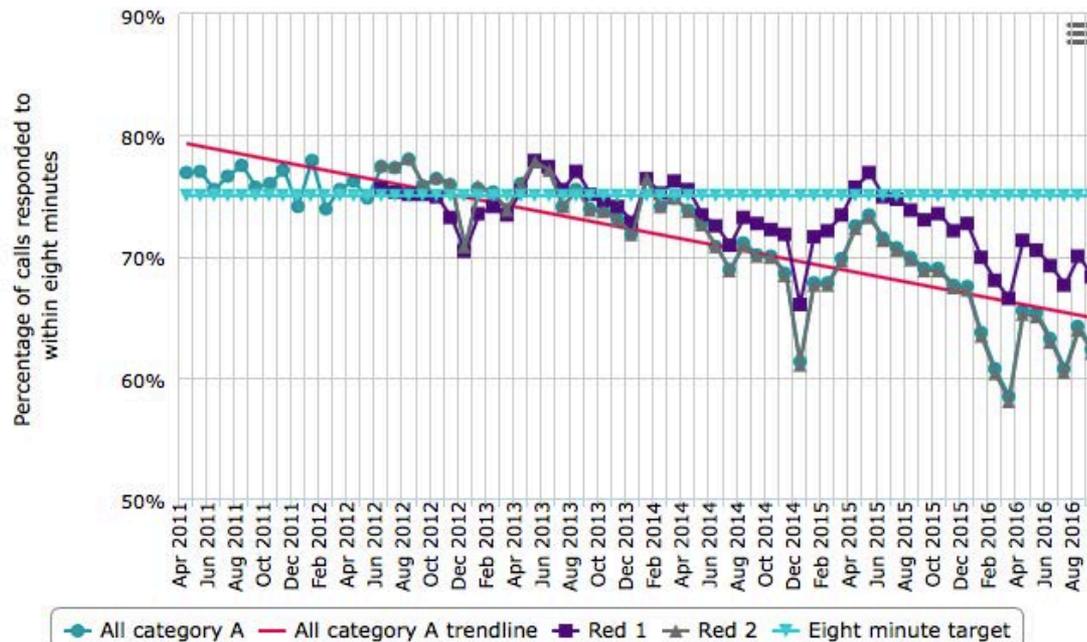
- Inability to meet national targets for the most serious incidents
- Long waits for patients - many for 4 hours and beyond
- Patient condition deteriorates and ends up as an emergency
- Blockages caused for hospital access at the end of the day
- Overwhelming number of patient access A&E via primary care
- No clear plan to match supply with demand



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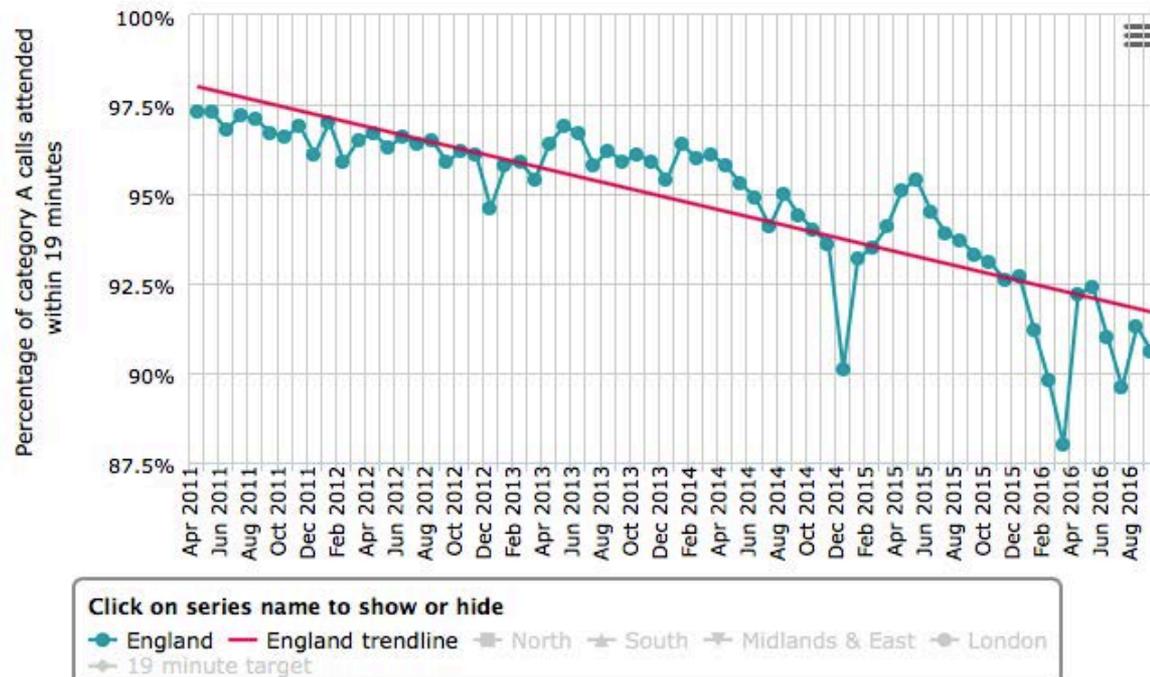
# The Facts

How has the proportion of Category A (Red 1 and 2) calls attended within 8 minutes changed?



# The Facts

How has the proportion of category A calls attended within 19 minutes changed?



# Rising Demand

- 33% growth in 999 demand
- 2.5m in 2012 to 3.4m in 2016
- High growth HCP Demand
- HCP Calls now 12-20% of all calls

**1,273,841** Total number of calls received by the Trust in 2014



**12%**

of those calls came from healthcare professionals and GP practices



**5%** Demand during 2015-16 has risen by a further 5%



**11%**

HCP and GP calls account for 11% of increased demand

**RED 1** calls are the most time critical calls, where there is an immediate threat to life

**RED 2** calls are serious but less immediately time critical as **RED 1s**

**8 MINS**

Standard response time for **RED** calls.

# Why Disrupt?

- Demand outstripping supply for current statutory Ambulance services
- No obvious improvement in performance from current plans
- Scarce supply of Paramedics
- Reduce unnecessary admissions



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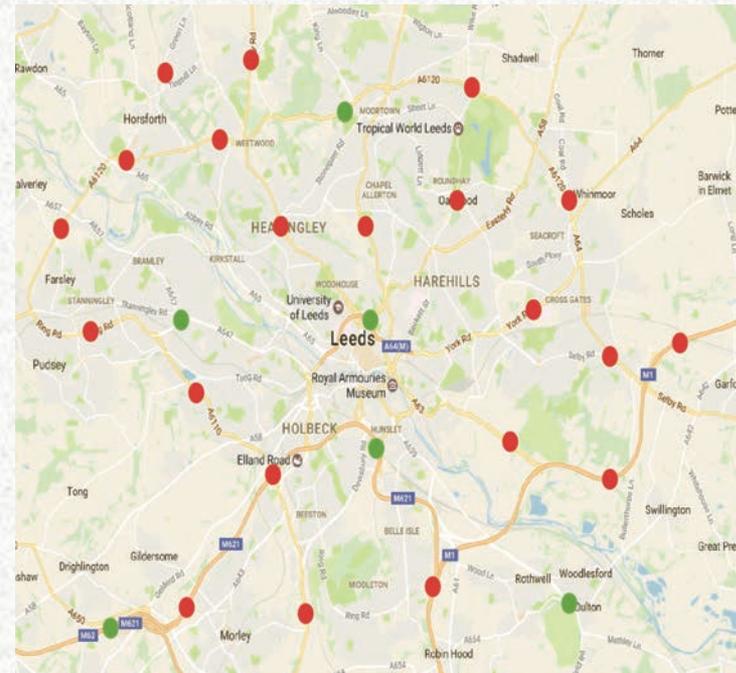
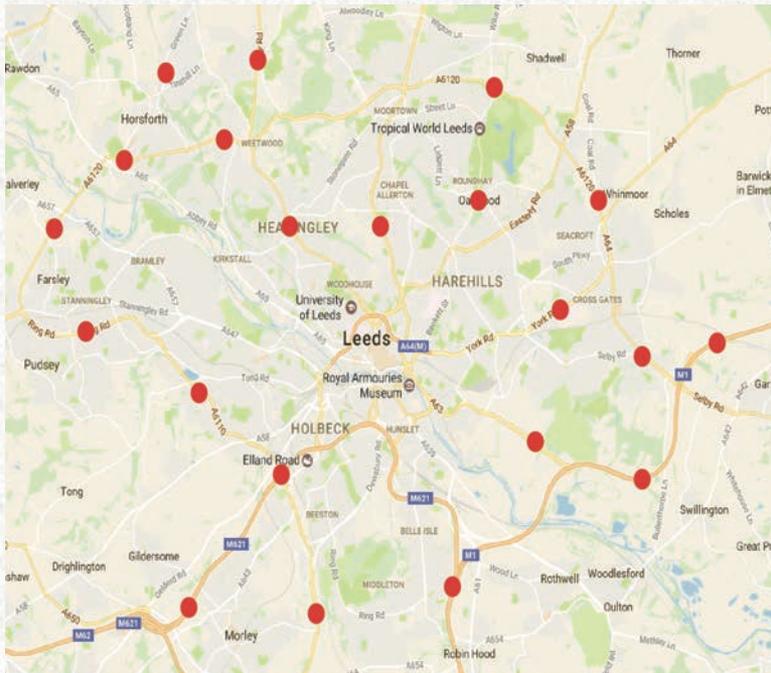
# How can technology help?

- Access to supply side changed beyond recognition in other logistics marketplaces; Uber LYFT; Deliveroo
- How can technology ensure right time, right place and right skill sets?
- It is more than a taxi service so it is possible?



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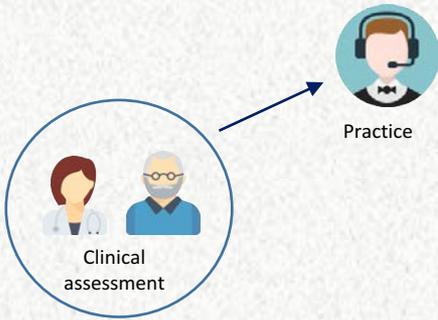
# A managed marketplace in urgent care



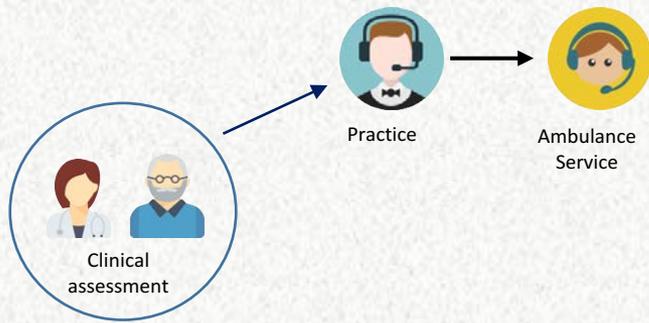
# Current HCP Ambulance Pathway



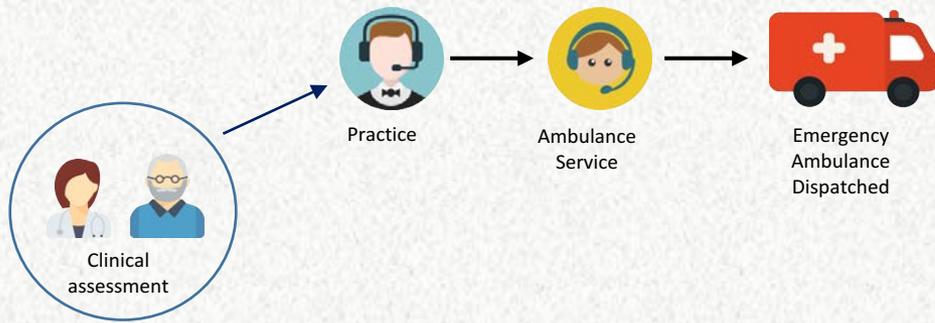
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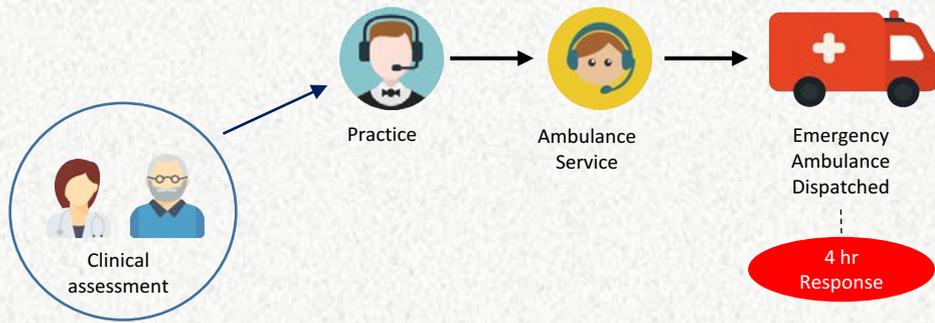
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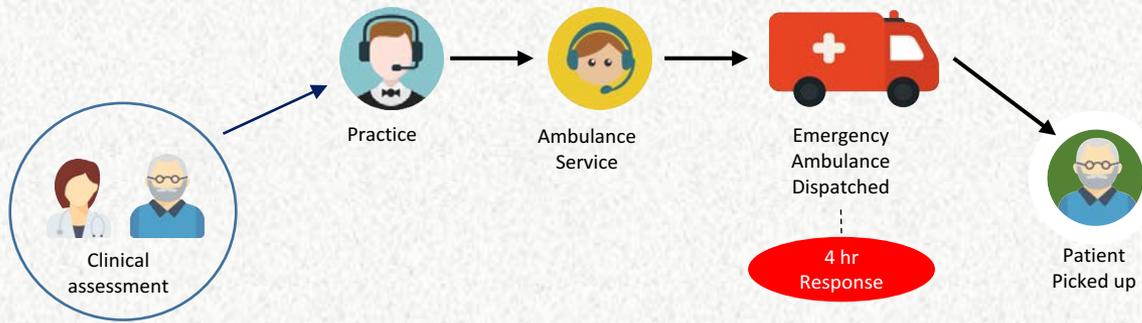
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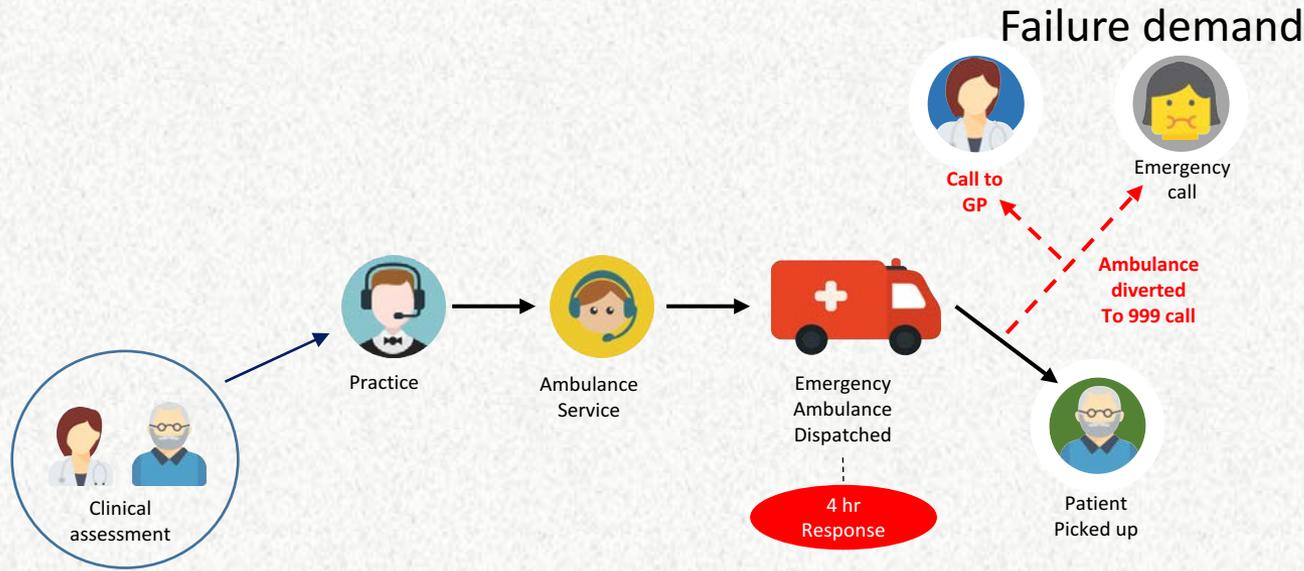
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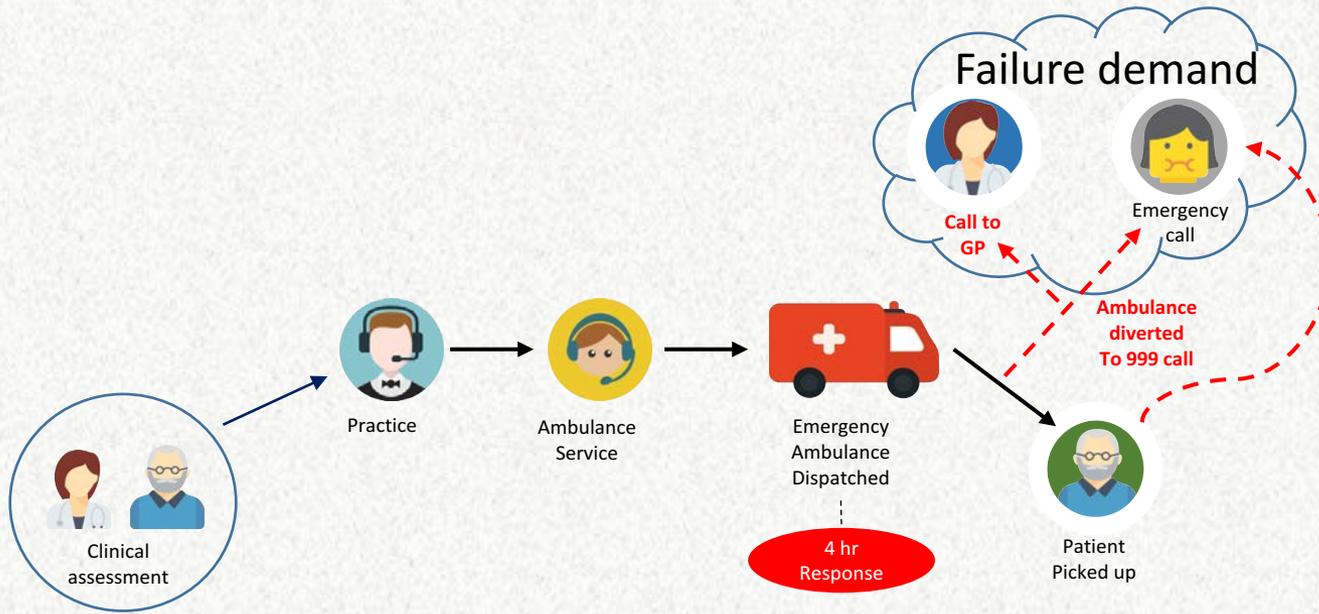
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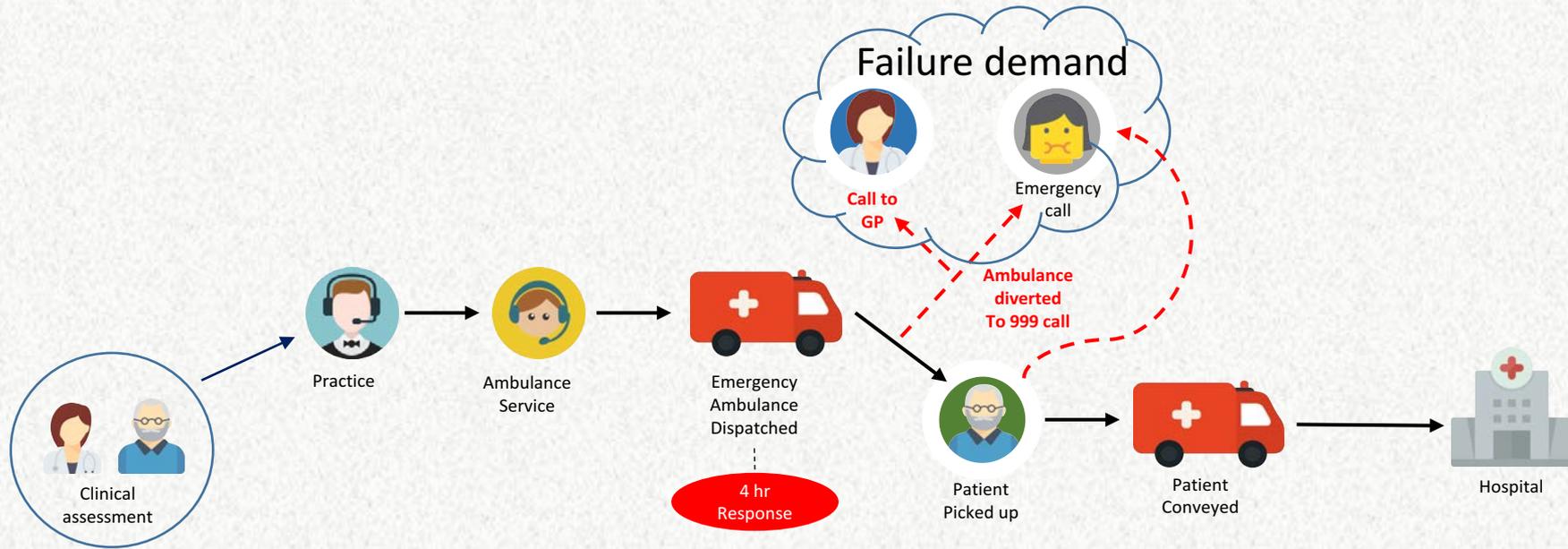
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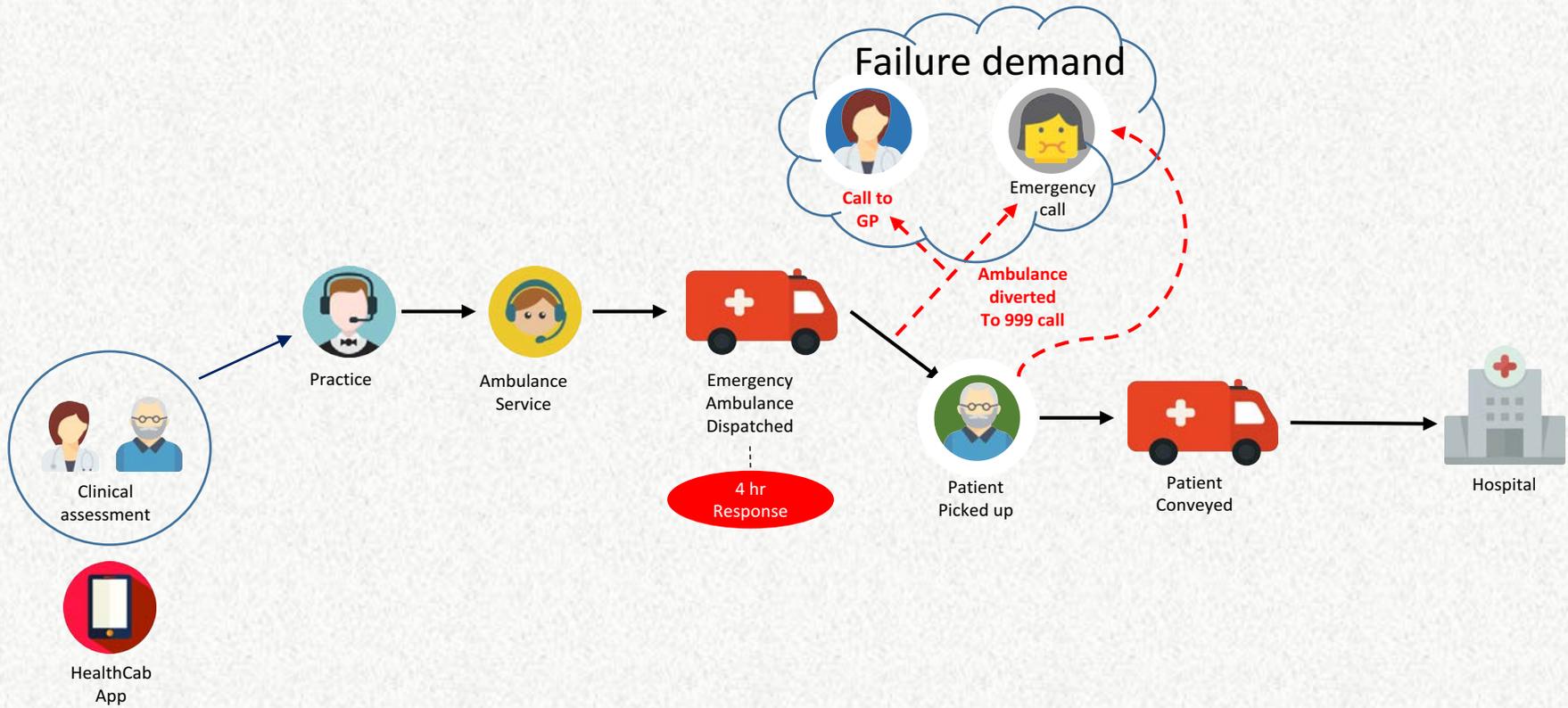
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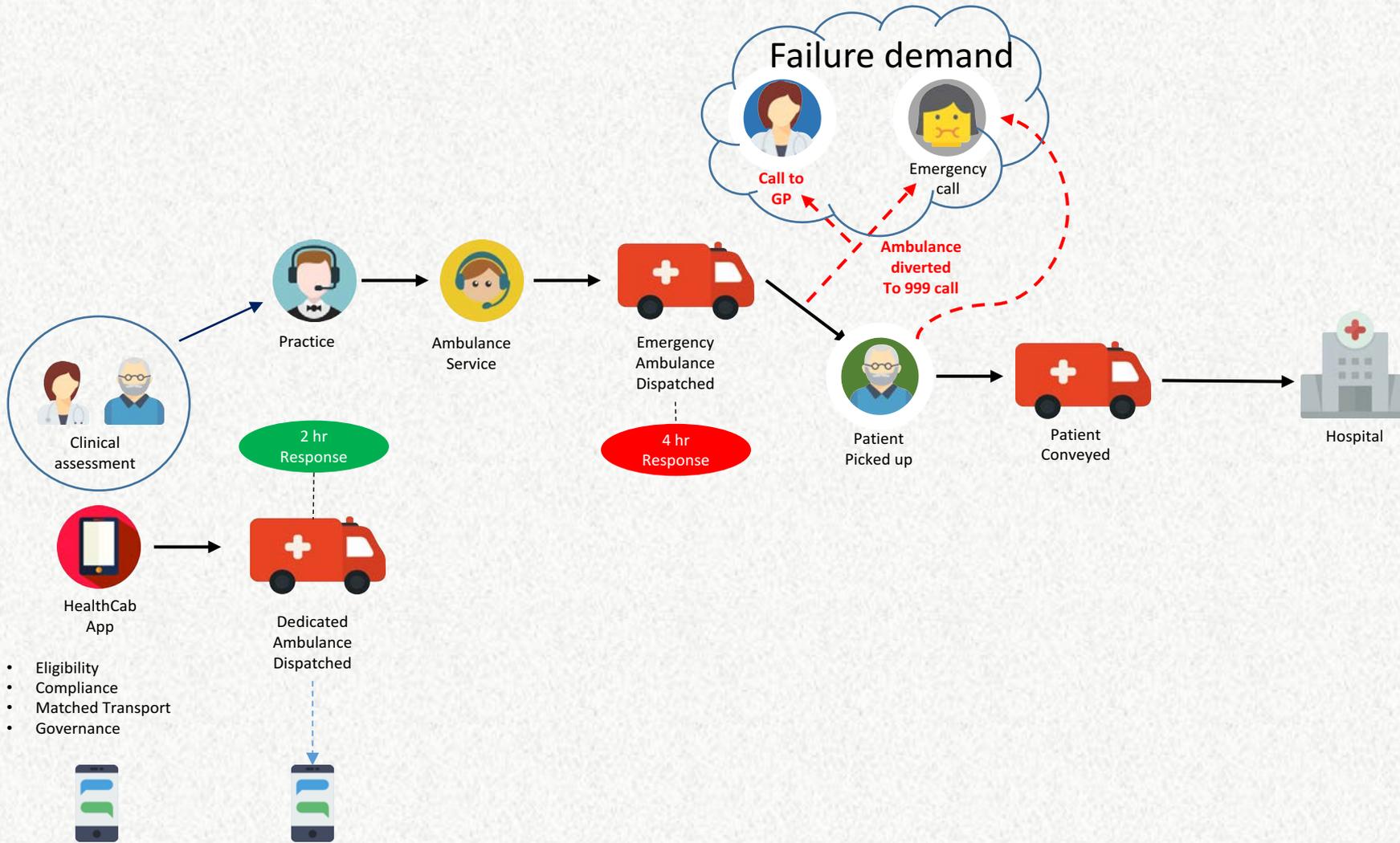


# New HCP Ambulance Pathway

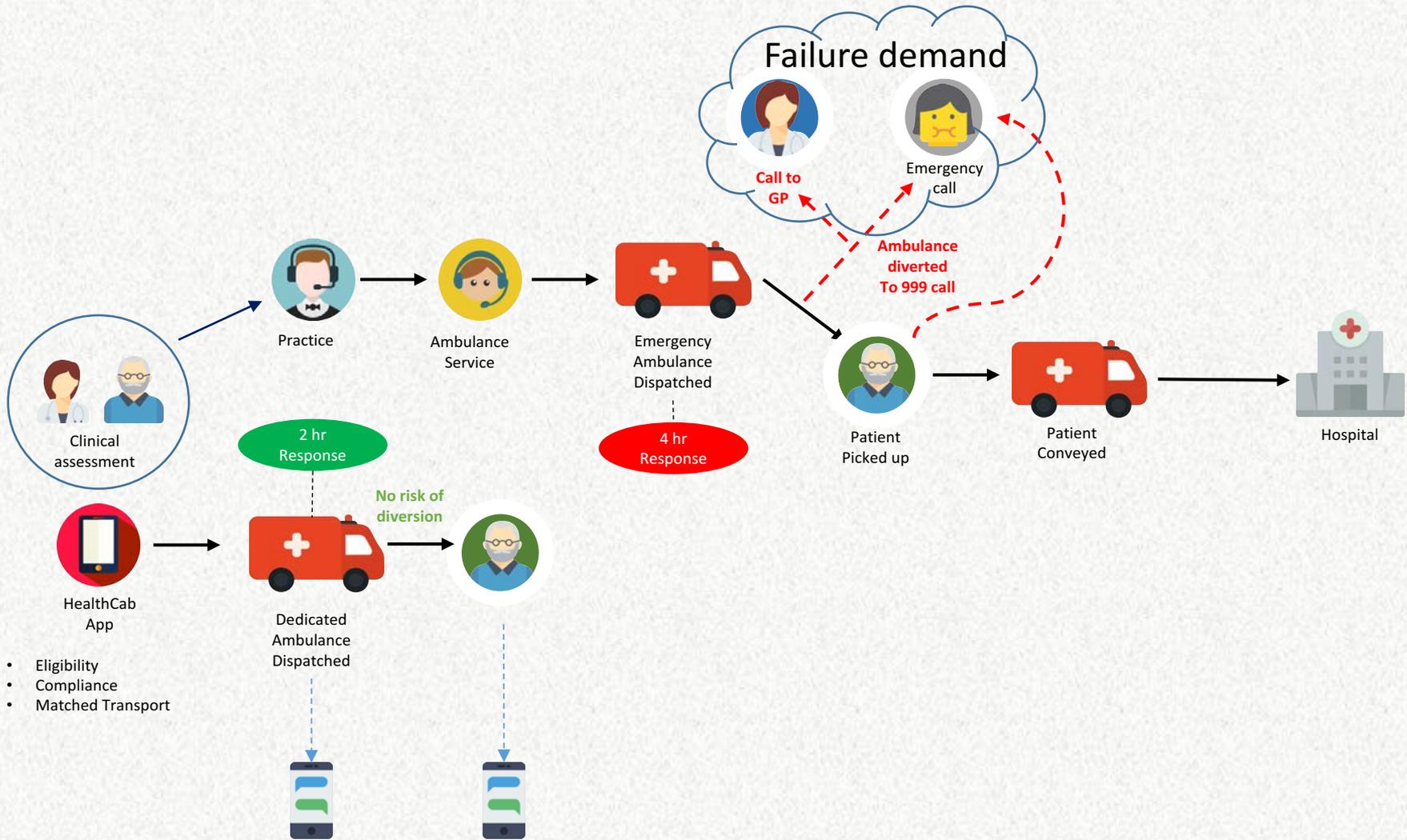


- Eligibility
- Compliance
- Matched Transport

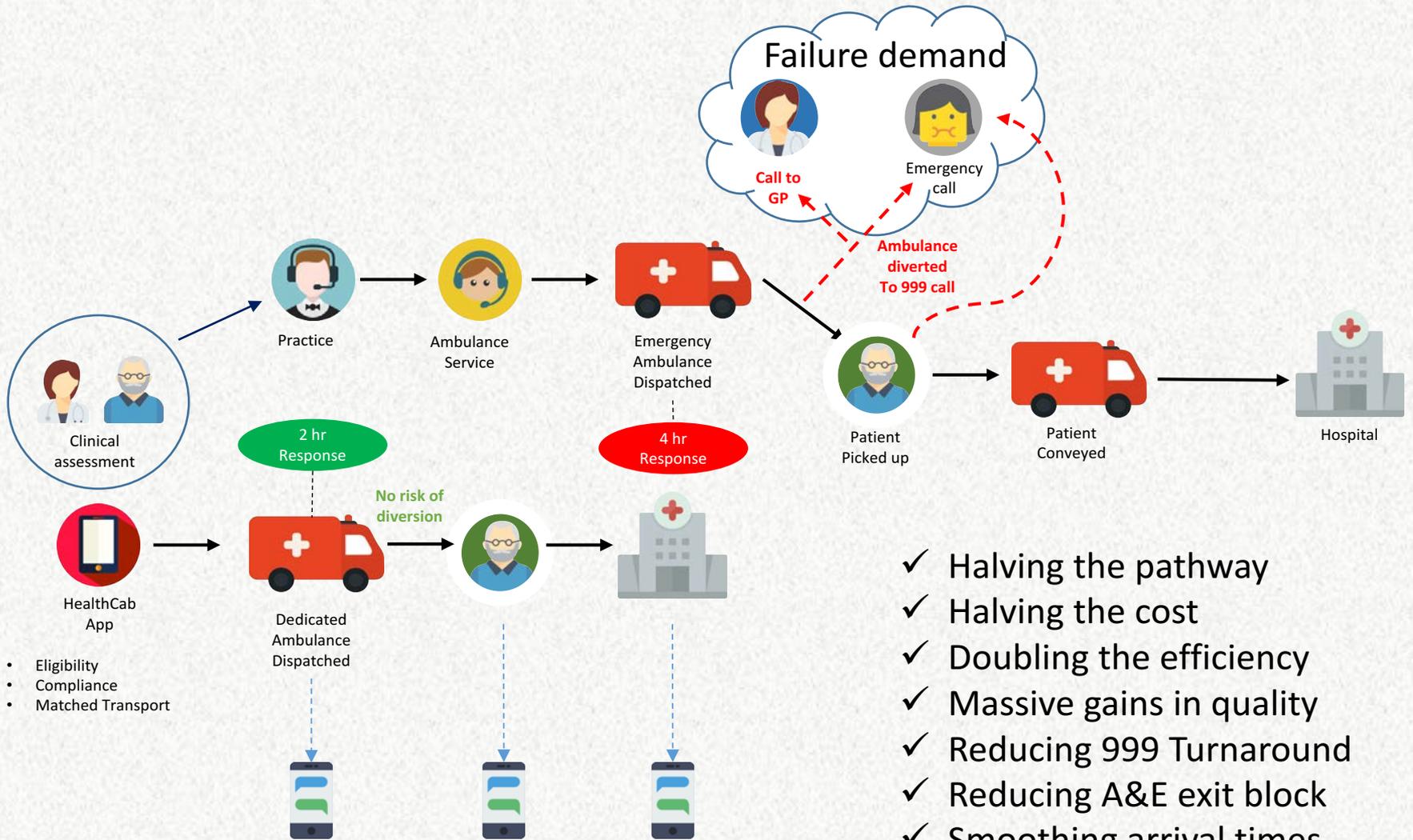
# New HCP Ambulance Pathway



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# New HCP Ambulance Pathway



- ✓ Halving the pathway
- ✓ Halving the cost
- ✓ Doubling the efficiency
- ✓ Massive gains in quality
- ✓ Reducing 999 Turnaround
- ✓ Reducing A&E exit block
- ✓ Smoothing arrival times
- ✓ Protecting paramedics for 999

# 365 Response



Wakefield Business Awards 2015



365 Response wins Government Office Procurement Awards: Highly Commended in Innovation category