



National Association of Medical Device Educators and Trainers

Strategic Plan
for
National Association of
Medical Device Educators and Trainers
NAMDET

for Period
April 2015 to March 2020

Developed by NAMDET Board

Approved by:

NAMDET Board and Members

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1. Introductory Statement/Purpose

- 1.1. Medical Device Educators and Trainers are healthcare professionals who work to promote the care and safety of patients, staff and carers, by ensuring that users of medical devices are fully equipped to safely use technology in the fulfilment of their clinical functions
- 1.2. The establishment of NAMDET was a response to the requests of professionals working in this speciality, who have identified the need for a nationally recognised organisation, operating as a centre of expertise and excellence, providing opportunities and reinforcing the credibility of specialists in this field.
- 1.3. NAMDET members include: medical engineers, nursing staff, operating department practitioners, medical device trainers, clinical skills trainers, risk and governance managers from NHS, voluntary and private sectors.

2. Executive Summary

- 2.1.1 In 2006, the development of the NHS Training for Innovation (TFI) (formally THOTH Training Hub for Operative Technologies in Healthcare) was seen as the first step to address some of the challenges faced in terms of resources, design, development and delivery of high quality medical device training. The annual NHS Training for Innovation (TFI) workshops also captured the interest of the rest of the UK and raised the profile of the Medical Device Trainer (MDT). As a result there was a growth in regional groups with a keen interest in benchmarking, sharing and discussing at local and national level the challenges facing this newest of professions in healthcare.
- 2.1.2 The Department of Health (DoH), Medicines and Healthcare Regulatory Agency (MHRA) and the Department of Trade and Industry were all too aware of the exponential growth of technologies in health, and helped to form Training for Innovation (TFI). Their aim was to help create and disseminate innovative training tools and close the gap between medical device technology and the end-user, whether it is a healthcare professional, clinical trainers from the healthcare sector, patients or carer.
- 2.1.3 When TFI handed over the management (in 2011) a new association was developed and the National Association of Medical Device Educators and Trainers was born (NAMDET). The aim of this newly formed group was to take up the challenge and maintain the momentum that had already started. A steering group was established in 2011 and was formed from the list of volunteers. This was quickly followed in 2012 by a new management group whose focus was to set up the new association and build a business model that would ensure NAMDET was officially recognised in the UK.
- 2.1.4 NAMDET's mission statement clearly sets out its aims and aspirations and, to ensure transparency surrounding its business transactions and relationships with manufacturers, a not-for-profit association with limited liability was formed (NAMDET.Ltd). Annual returns and business status for all its directors are made available for public scrutiny. As in any business set up, an association requires a number of directors with a legal responsibility to ensure good governance, financial control and operate in accordance with best business practice.

3. Mission and Vision Statements

- 3.1.1 NAMDET.org / NAMDET. Ltd is a registered company established to operate and facilitate educational learning events (e.g. national conferences, business sponsorship). NAMDET is unique in its position to help influence decision makers and those at the forefront of medical device training and education.
- 3.1.2 It aims to become the foremost, recognised organisation and registration body for the medical device trainers and educators in the UK. The role of medical device educator and trainer is a recent addition to the healthcare family and NAMDET will help raise the profile, credibility and respect that the profession deserves.
- 3.1.3 NAMDET intends to establish regional groups within the geographical locations shown on Fig 1, such that all members and potential members will have access to a regional group, including meetings and a named contact in every area of the UK
- 3.1.4 Board members are tasked with enabling links and establishing regional group meetings in these areas. It is anticipated that initially some of these regions may be harmonised or shared until such a time that the membership grows to enable each area to facilitate its own meetings
- 3.1.5 In addition NAMDET will continue to explore links with other established groups and manufacturer benchmarking meetings with an interest in Medical devices to open communication channels, forge partnerships and help focus on common themes



(Fig. 1)

4. Critical Issues and Strategies

4.1 The Organisation and Structure

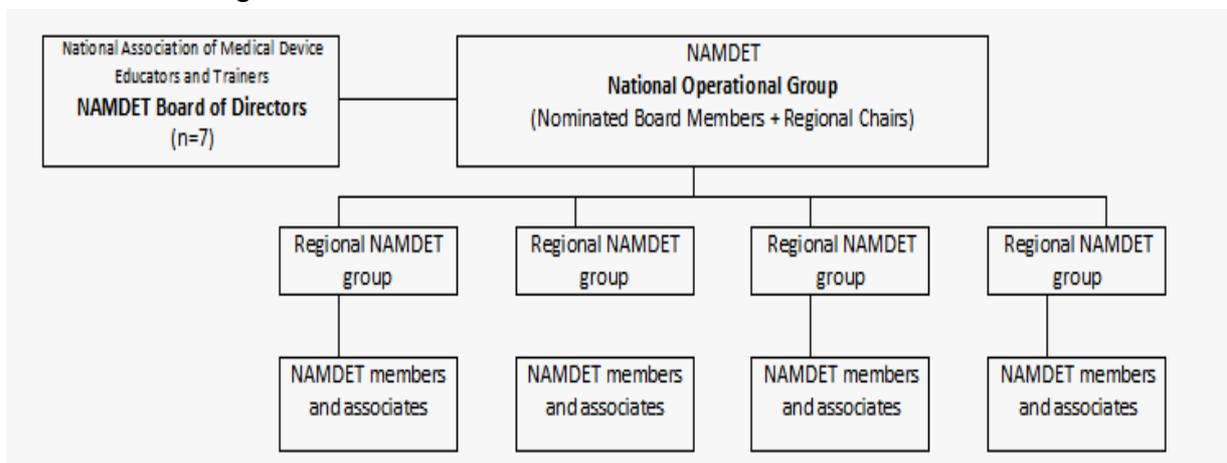
4.1.1 NAMDET is a registered 'not for profit' organisation established in 2012 and has a number of directors listed as the legal guardians of the business element of its work. As a registered company it is also required by law to have a list of directors of that business and these are registered with companies' house in Cardiff. Each director carries a legal duty and responsibility to ensure the correct running of the association, and that financial decisions follow good practice. The board meets on a regular basis via face-to-face meetings, teleconferences and pre-arranged meetings. The management of meetings, board meetings and other business follows good practice guidelines and a memorandum of association has also been agreed.

4.1.2 The current board of directors are;

- John Ashton Finance
- John Byrne Regulatory Affairs and Quality Assurance
- Andy Flood Conference and Events Planning
- Jean Hutfield Specialist Advisor (Primary Care)
- Paul T. Lee Website, Chairman of NAMDET
- Rose Parker Membership and National Liaison
- Mike Peel Board Secretary, Communications & Education
- Wendy Marshall (Ex Officio) Conference Coordinator

4.1.3 The board is responsible for both probity and guarantee of business rules and regulations. NAMDET has two nominated board members that ensure in the tax and registration process and one board member takes the lead for finance transactions, business accounting and ensuring the needs of HMRC are met. An external audit of the annual returns is also assured.

4.1.4 As of April 2015, the on-going operational management of NAMDET will be facilitated by a National Operational Group (Fig. 2). This will consist of members of the board of directors (as appropriate) plus the regional chairs of each of the NAMDET regions.



(Fig. 2)

4.1.5 Regional groups will continue to be developed within the current regional boundaries, to enable local participation by NAMDET members who would have difficulty in attending more centralised meetings. Members are free to join or participate in any NAMDET meetings outside their own region.

4.2 Financial Viability of NAMDET

4.2.1 NAMDET was originally funded by NHS Training for Innovation (TFI). This funding stream has since ceased.

4.2.2 The total cost of running an annual event such as a national conference has previously been in the region of £20,000 and to this end NAMDET is not in a financial position to afford the financial risk or have sufficient fees to support this.

4.2.3 Website design, upkeep and on-going website management cost can also be in the region of £2,500 per annum

4.2.4 Meeting costs are minimised using web links, emails and teleconferences but face-to-face meetings are required approximately 3 times per annum. Members need to travel from across the country and although the board seeks to find the most cost effective venue and some employers currently cover costs for NAMDET members of the board to attend meetings, the full cost can be as much as £1,000 per meeting.

4.2.5 Annual accounts are filed and presented to the board in the form of a financial report each year and forwarded to company's' house and HMRC.

4.2.6 NAMDET has developed a financial plan and measurement table to help identify costs and target income to ensure they are achieved (Appendix 1). The plan will ensure that there is an operating revenue stream to afford future risks.

4.2.7 Funding streams to ensure financial sustainability include income from advertising space via the website, and sponsorship via annual events, meetings and conference income.

4.2.8 The implementation of annual subscription fees has been explored but a decision has been postponed pending sufficient reliable services being provided. No membership fees will be implemented unless membership agreement has been sought and approved.

5. Operational Model 2015 to 2020

5.1.1 The New model is predicated on building upon the success of the TFI supported organisation and developing a self supporting organisation with long term sustainability. The model for moving forward is based on a SWOT analysis of the current situation. Appendix 2

5.1.2 Objectives

The mission and vision will be achieved by 5 core objectives

- Raise the status and standing of Medical Device Trainers and Educators
- Provide a forum for mutual support and assistance between members
- Inform and improve national policy and the regulatory landscape by communicating NAMDET member positions on issues of importance
- Positively contribute to reducing adverse medical device incidents
- Represent the consensus views and opinions of members at regional and national level
- Objectives will be achieved by NAMDET's Board of Directors and a National Operational Group comprising directors and regional group chairs

5.1.3 The National Operational Group will achieve the objectives by;

- Enabling access to information sharing opportunities; including: medical device workshops, forums, specialist knowledge, networks and training opportunities.
- Working with a range of organisations, including public sector, educational establishments and commercial enterprises to facilitate the implementation of training for new and innovative technologies.
- Developing links with a range of healthcare organisations and specialists (e.g. Tissue Viability Nurses Association, Infection Prevention Society, College of Operating Department Practitioners, Manual Handling trainers association etc.) to facilitate sharing of education and practice.
- Establishing links to manufacturers and their representatives sharing information, documentation, education and training and working together towards accreditation of specific training packages.
- Creating a register of professional medical device educators, trainers and associates within a framework geared towards the development of highly effective specialists with career path opportunities.

5.2 Membership

5.2.1 Medical Device Trainers and those with specific involvement in Medical Device Training will be eligible for membership only if they meet eligibility criteria (Appendix 3). Members must provide sufficient contact details to enable them to be contacted directly, and their identity checked

5.2.2 Membership of NAMDET will provide entitlement to;

- Attendance at local/regional meetings
- Access to regional group contact list, with permission from other members of the group
- Website access, including opportunities to post items on website forums
- Access to website training and teaching materials, where permissions are in place
- Access to national conference/meetings
- Consultation on national documents and reports (e.g. MHRA, NICE, Dept of Health)

5.3 Website

- 5.3.1 The website will form the communication hub for the NAMDET community. The website ensures links, materials and information interchange between members
- 5.3.2 A professional website development company has been engaged to assist in the design (and re-design) with annual hosting services and on-going support. European guidelines relating to website design, content has been assured (Appendix 4).
- 5.3.3 Administration of the website will be a senior Board member; with responsibility for management and day to day content.
- 5.3.4 Regional groups will be responsible for the upkeep of their relevant pages and forum updates
- 5.3.5 Commercial sponsorship will be offered and it is recommended that there are prominent links between sponsor's own websites. Each sponsorship agreement may include additional news items /bulletins and product updates, but in no way constitutes endorsement of products by NAMDET.

5.4 Membership

- 5.4.1 NAMDET membership is built on effective team working, integrity and ensuring regularity of meetings. Responsiveness to national reports, advice and guidance will set NAMDET apart from other organisations.
- 5.4.2 By promoting innovation and creativity NAMDET will endeavour to reduce unnecessary waste of resources and duplication of effort for members.
- 5.4.3 NAMDET has adopted an operating business model to protect the trademark and brand, ensure financial credibility and ensure transparency of accounting when dealing with finance and business ethics
- 5.4.4 A meeting agenda (proforma) and operational reporting arrangement is available. Each group will nominate a chairperson and secretary (as a minimum) who shall serve a term of no more than 2 years, before seeking re-election to their role

Appendix 1 Performance Objectives and Measures

Performance Area	Performance Measures	Costs	Target	Time Frame
Financial Performance	Website , upkeep, development, hosting	£2,500	To review options for support, via regional members and sponsor fees for support of website.	Annual review
	Membership fees	£0	£0	Annual review
	Meeting Costs x 3	£3,000	Fees for all members (Assuming no financial support from employers)	Annual review
	Annual Conference	£20,000	Need to consider all options for members to pay Day Delegate Rate	Attendance fees Sponsor fees
Customer and Market Performance	Membership Feedback/review			Annually
Internal Efficiency and Effectiveness	Annual plan Financial feedback (HMRC)		To be completed To remain in profit	
Long Term Development and Innovation	Increase membership (promotion)		150 yr 1 300 yr 2 600 yr 3	Reviewed annually
1. Raise the status and standing of Medical Device Trainers and Educators	Board level representation on other national groups or committees Advertising campaign for new business opportunities and other markets	£2,000	NICE, MHRA To hold an event to market/advertise the role of NAMDET and benefits of membership.	2014 / 15 2015 (Q3)

Performance Area	Performance Measures	Costs	Target	Time Frame
2. Provide a forum for mutual support and assistance between members	<p>Establish a total of 10 regional groups in the UK by 2019</p> <p>Maintain links with existing NAMDET groups</p> <p>Plan and deliver an annual conference in 2015</p>		<p>New NAMDET groups in;</p> <ol style="list-style-type: none"> 1. Midlands (East and West) 2. South East (England) 3. Eastern England 3. Wales 4. Scotland 5. Northern Ireland <p>London, North East, North West,</p> <p>Manchester , November 2015</p>	<p>2015</p> <p>2015</p> <p>2015</p> <p>2014</p> <p>2016</p> <p>2016</p> <p>already established</p> <p>2015 (Q3)</p>
3. Inform and improve national policy and the regulatory landscape by communicating NAMDET member positions on issues of importance	<p>Join NICE as consultants</p> <p>Signed up to the MHRA as stakeholder</p>	<p>£0</p> <p>£0</p>	<p>Joined NICE as consultation advice(IV therapy for adults, and paed)</p> <p>Advise/consultation with MHRA: Medical Device Management</p>	<p>Achieved April 2014</p> <p>Achieved Dec 2013</p>
4. Positively contribute to reducing adverse medical device incidents	Contribute to national standards, and initiatives	£0	<p>Establish network for incident reporting and info sharing (e.g. via Website)</p> <p>Join MDSO webinars</p>	<p>2014</p> <p>2014</p>
5. Represent the consensus views and opinions of members at regional and national level	At national level	£0	<p>MHRA incident reporting</p> <p>MHRA Drug error reporting</p>	<p>Achieved Jan 2014</p> <p>Achieved Jan 2014</p>

Appendix 2 NAMDET Volunteer Business model SWOT Analysis

Strengths	Weaknesses
<p>Pool of shared knowledge and know-how Supported by a range of NHS agencies Minimal funding required Groups already developed and experience sharing established Wide pool of contacts already in place Good will from and joint working with National agencies e.g. MHRA, NHSLA already established. Website in place Credibility among current and potential future members from operating as a not –for- Profit Company.</p>	<p>Danger of lack of skills from volunteers Lack of time and other resource availability for release of staff to participate in local or national meetings Failure of Volunteers to complete allocated work load due to prior requirements from employing agency Website perceived as unreliable and difficult to access</p>
Opportunities	Threats
<p>To develop a range of resources from funded input To provide support and resources for Medical Device Educators and Trainers Opportunity to identify and provide core services required by Medical Device Trainers Opportunity to assist professional development of ordinary members and volunteer, and improve the skills pool among Medical Device Educators and Trainers To develop into a fully funded professional organisation with minimal financial risk. Opportunity to develop a new website, building on experience of working with current one</p>	<p>Commercial Sector Involvement could adversely affect Independent status Diverse membership, could impact on ability to meet core needs for Medical Device Educators and Trainers NHS reconfigurations could adversely impact upon local support and input Requires Commercial Sector Engagement Inability to raise funds Personal liability of management board members if not operating as a company limited by guarantee or similar.</p>

Appendix 3 NAMDET MEMBERSHIP

Register

There will be a Register of members held via the website

The membership list may be located on protected area of the NAMDET website.

Records of consent for information sharing will, initially, be maintained by the administrative support.

Eligibility for membership of the group

A general principle may be applied that any one working within the healthcare industry, with an active involvement in the organisation or provision of Medical Device related education and/or skills training will be eligible for membership of the association.

NHS staff, including Acute, PCT, and Ambulance etc whose primary job function relates to Medical Device management, deployment, use or training will be eligible for membership.

Invitations may be extended to a range of healthcare organisation professionals with an interest in the safe and effective use of medical devices, who are concerned to ensure that staff have the necessary competencies e.g. Risk, Governance Lead, EBME, Medical Device Leads, Tissue Viability, Infection Prevention & Control, Manual Handling etc.

Non Commercial and private sector clinicians who are Members of TFI can become members of the Association upon request.

Commercial members of TFI can become associate members upon request.

There is no membership fee imposed (at present)

Associate Members

Associate members are those members that may fall outside the membership criteria but still offer unique support or advice on Medical Device matters.

Appendix 4 The Website

Costs

The cost involved in the website are;

- Web Manager good will and interested members
- Web server annual hosting, licence and any registration
- Web design and branding to include initial design and ongoing updates
- Stationery dependent on need for producing printed material
- Updates and redesign as and when required

Website content

Current top row pages include;

a) Home page

- With access to all pages and links
- NAMDET's 5 key objectives
- 6 current events & news items (with links to all previous news/items)
- 5 website sponsor these remain visible in all webpage links

b) About us

- History of NAMDET and current board members

c) Useful links

- Links to other groups, training providers and key stakeholders

d) Forums

- Discussion and chats with members (some member-only forums)

e) Regions

- Regional news items and links to regional news pages, meetings and contacts
- Regional and local group coordinator details

f) Publications

- Articles of interest
- NHS publications
- MHRA key documents
- Research papers and presentations
- Training related articles, Regulatory, Risk and Governance updates

Customer services

Service Fees are for the purpose of funding, supporting and developing the organisation, management and administration of NAMDET.

Website Sponsorship

Services include:

- Web presence via adverts, logos, info ads – cost dependent on size of advert and company size (ability), charging aimed at being cost effective and building business relationships.
- Access to NAMDET representatives at Medical Device Training Events
- Press Releases e.g. New product alerts
- First call on exhibitor spaces at NAMDET annual conferences

Website Package

- Company logo on website front page (header) and all subsequent pages
- Company logo on annual conference posters
- Company logo on NAMDET marketing material (e.g. events posters)
- Full page advert in annual conference programme
- Monthly website news items (training events ONLY)
- 3 Product alerts
- Advance booking notification for NAMDET annual conference
- Early bird discount on exhibitor's stand at events