



LONDON'S
AIR AMBULANCE
roadside intensive care



Pre-hospital Care Standard Operating Procedure

Media

REVIEW:	May 2010	
APPROVAL/ ADOPTED:	PHC Policy Board	
DISTRIBUTION:	PHC Doctors PHC Paramedics PHC Fire Crew PHC Data Team	
RELATED DOCUMENTS:	BLT Media Protocol [BLT/POL/08297/COR] BLT Media Confidentiality Policy [BLT/POL/08103/COR] BLT Filming Protocol [BLT/POL/08000/COR] GMC Guidance 'Good Medical Practice, Confidentiality'. [Paragraph 37] British Paramedic Association 'Code of Conduct'.	
THIS DOCUMENT REFERS TO:	PHC Clinical Practice PHC Non-clinical Practice <input checked="" type="checkbox"/> PHC Operational Procedure	Ref: OP-20

Aims:

- Define the process for dealing with media enquiries

Background:

HEMS missions often attract media interest and enquiries. It is essential that all staff have a clear understanding of how and where to direct enquiries when approached by the media.

Due to the close working relationship of the NHS Trust and the Charitable Trust it is important that doctors and paramedics have a clear understanding of accountability and appropriate behaviour with regard to media relations.

All doctors and paramedics should be familiar with their own professional code of conduct regarding patient confidentiality and media issues.

All HEMS doctors must receive media training during the training month.

Virgin HEMS (London) Ltd has committed to use the External Communications Department of Barts and the London NHS Trust for all contact with the Media.

Policy:

1] Media Approach

If you receive any contact or approach from any media organisation you must request that they contact the External Communication Department.

- Duty Press Officer pager: 07659 139655
- Internal phone: 18-4891 (Prescot Street)
- External phone: 0207 480 4891

2] Media Event.

In the event of any newsworthy occurrence, you should advise the External Communication department and on-call press officer of the details so that they are prepared for media contact. You should be proactive in this process and not reactive.

3] Serious Incident

In the event of any serious incident involving HEMS you must contact the duty PHC Consultant and the on-call press officer directly via switchboard at RLH.

4] Patient Condition Check

All requests for information regarding patients (London HEMS or others) must be referred to:

- Patient Advice Centre Tel: 14 7495
- or
- A & E Dept via the hospital switchboard: 0207 377 7000

5] All Other Enquiries

If you are in any doubt about the authenticity of the caller or incident, take the caller's details (Name, phone number, publication etc) and contact External Communication for assistance and advice.