

Saving Lives is Not Enough

David Wales
Customer Experience Manager

ANZBA Scar Wars 2018



Kent Fire &
Rescue Service

The professional's frustration



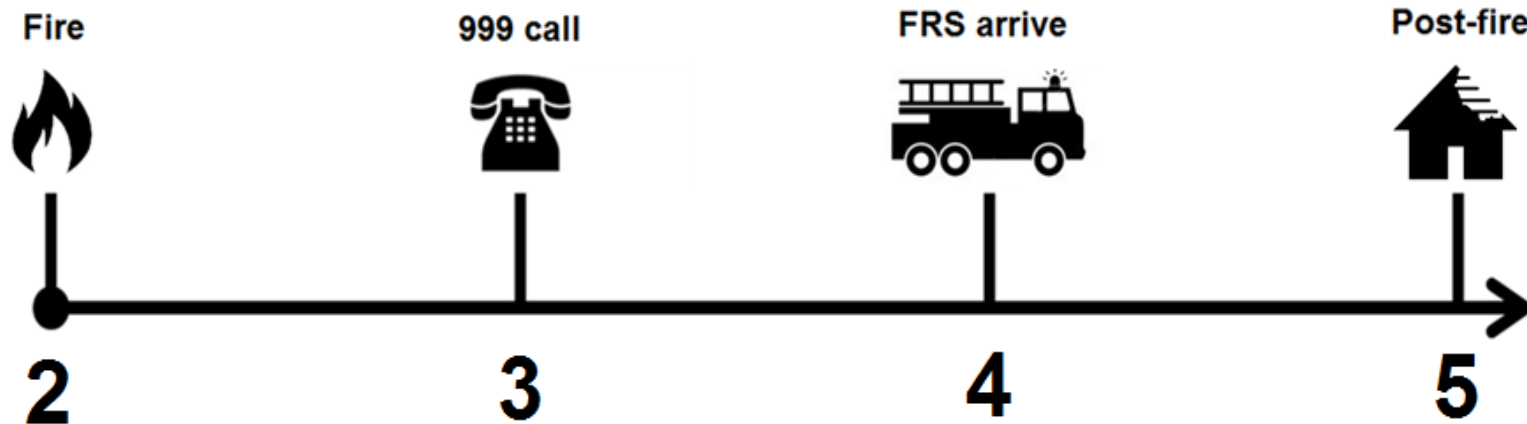
Why don't people do as

1) they are told or

2) we expect them to

Findings - six insight themes

1. The role of the public



6. Risk – tolerance and continuity

Saving lives is not enough

A casualty-centred proposal identifying how Fire and Rescue Services can improve pre-hospital care and quality of life outcomes for people with burns and scalds

Fire



999 call



FRS arrive



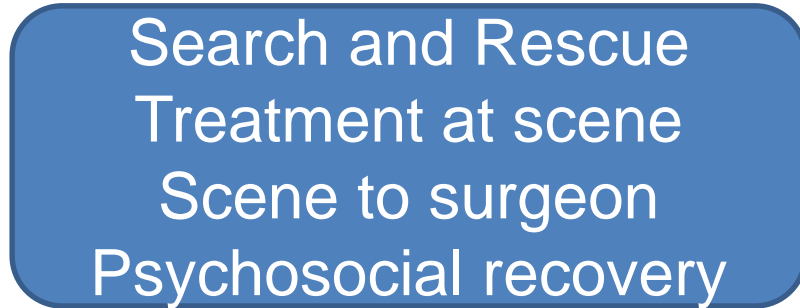
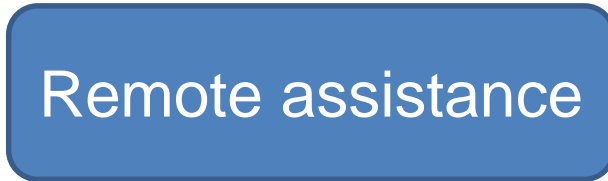
Post-fire

Education

Remote assistance

Search and Rescue
Treatment at scene
Scene to surgeon
Psychosocial recovery

Customer Experience



“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou



Thank you ANZBA

**Are you using your
Fire Service to get
the best outcomes
for your patients?**