









Edge of Tomorrow

Jaap Hatenboer MSc Policy and Innovation Manager





https://www.youtube.com/watch?v=yUmSVcttXnI



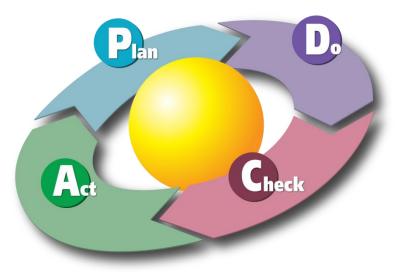
- Time travel movies are big in the motion picture world.
- So why is this relevant for a Dutch ambulance service?
- Recently we got our own "time machines" in the physical form of HP Elite laptops with a simulation package.

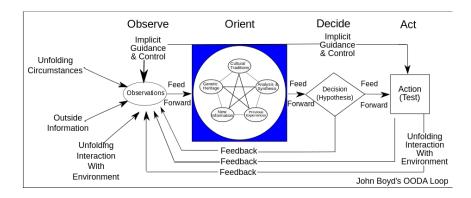






To understand the value of this new capability it is necessary to talk about the PDCA-cycle and the OODA-loop and their relevance for ambulance leadership









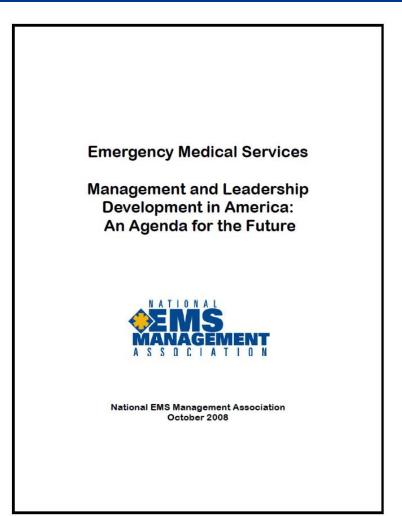
USAF Colonel John Boyd Military strategist





PDCA	OODA
PDCA was made popular by Dr W.	The phrase OODA loop refers to
Edwards Deming.	the decision cycle of observe,
Later he modified "Plan, Do, Study,	orient, decide, and act, developed by military strategist and USAF
Act" (PDSA) because he felt that	Colonel John Boyd.
"check" emphasized inspection	
over analysis.	Boyd applied the concept to the
The concept of PDCA is based on	combat operations process, often at the strategic level in military
the scientific method. The scientific	operations.
method can be written as	
"hypothesis"-"experiment"-	It is now also often applied to
"evaluation" or plan, do and check.	understand commercial operations and learning processes.





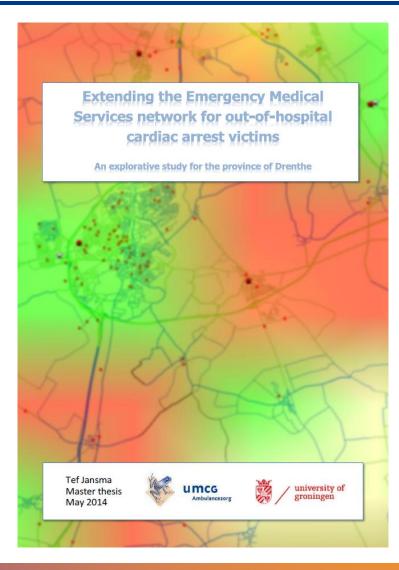
- **The executive EMS officer** is responsible for setting the vision and direction for the entire organization.
- The managing EMS officer is responsible for carrying out the executive's goals and is granted the power to make decisions to fulfill this responsibility.
- **The EMS supervisor** is critical in ensuring all employees live by the values of the organization. Without this level of accountability, the organization has no chance to fully embrace its strategic direction and accomplish its goals.



So what did we get?

- Executive EMS leadership makes better plans (PDCA).
- EMS Management got more flexibility in the realization of their plans (PDCA/OODA).
- EMS Operational leadership has better insight in the dynamics of ambulance care (OODA).





Improving the response time performance of A1priority calls for UMCG ambulancezorg



Rob van Werven Master thesis September 2012

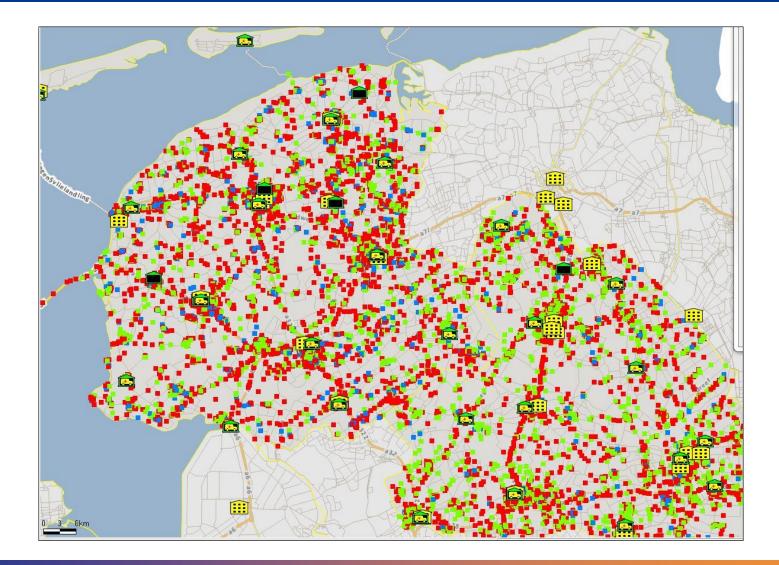




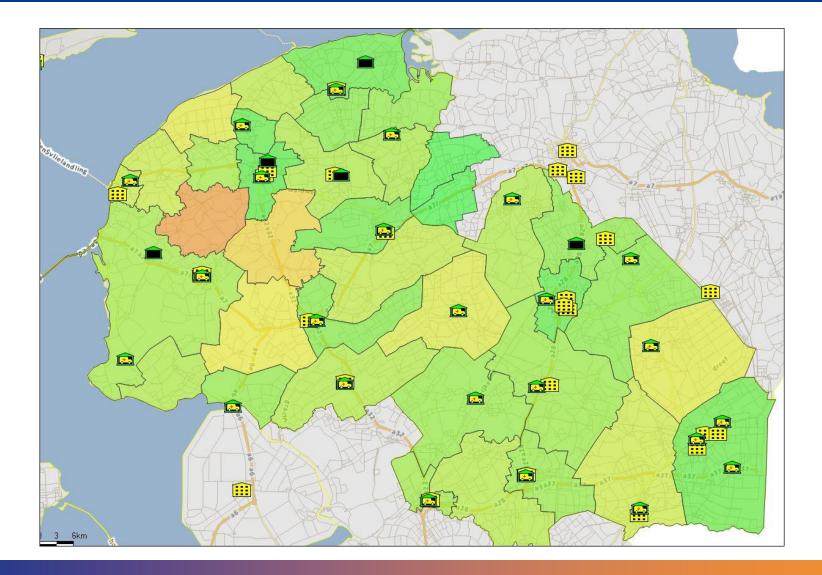








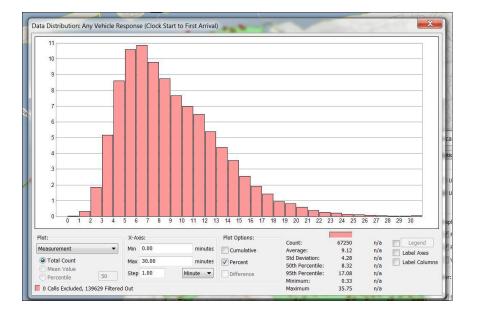


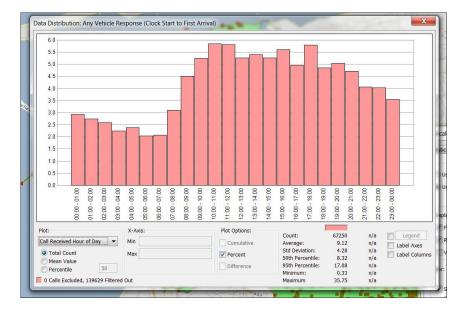




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The (near) future

We see lots of new opportunities for Big Data and OR.

Until now we mainly focused on the operational/logistic performance.

In the (near) future we will expand to medical aspects and also to models that help us optimize individual workload.

And we need to focus on (acute care) patient flow models!



Onze visie op de toekomst



http://www.umcgambulancezorg.nl/umcgambulancezorg