



Patient Experience Courses

2024

Prepared By,

Wayne McCormack

Patient Engagement Lead / Course Writer

www.wingfactors.co.uk

enquiries@wingfactors.co.uk





ABOUT US

Amidst the backdrop of the COVID-19 pandemic, a group of furloughed airline cabin crew volunteering at a North London hospital were invited to hold regular fact-finding sessions with both clinical and non-clinical teams to better understand the challenges associated with patient-facing roles.

Armed with years of experience in training delivery within the aviation sector, we successfully translated key concepts such as communication, de-escalation, and customer service skills to align seamlessly with the healthcare industry. In early 2021, the 'Patient Engagement Programme' launched, rapidly expanding across multiple departments and into new Trusts.

"We remain true to the pillars of aviation safety & excellent customer service, transferring this to our work with you, with authenticity and expertise"

MEET THE TEAM



Wayne McCormack CRMT*

Programme Lead / Course Writer



We very quickly identified a fundamental link between healthcare and aviation. Whether patients or passengers, people share similar needs and feelings, especially in anxiety-inducing situations. Our goal is to unite these two industries to enhance patient outcomes— a founding principle that remains true to this day.



Dr Heidi Edmundson

Clinical Wellbeing Advisor



Sara Negri CRMT

Assistant Programme Lead



Michael Mitchell

Course Trainer



Hannah Harry-Thomas

Course Trainer



Marita Samuel

Course Trainer



Anna Parker Smith CRMT

Course Trainer



Sarah Smart CRMT

Course Trainer

AVAILABLE COURSES

PATIENT ENGAGEMENT PROGRAMME

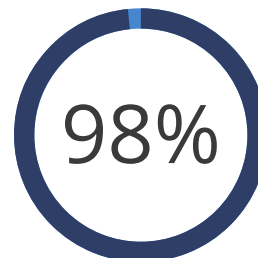
Our inaugural, award-winning programme, developed in partnership with Whittington Health NHS Trust and ED Consultant Heidi Edmundson, features a full-day delivery by our skilled airline Cabin Crew trainers. Our bespoke customer service-focused courses explore the essential link between passenger and patient needs, enhancing both the journey and pathway in healthcare. (Max 20 attendees).

TYPICAL MODULES

- Crucial link between aviation and healthcare
- 'The importance of first impressions'
- Managing patient expectations
- 'Journey of an apology'
- De-escalation Skills
- Pilot guest speaker
- 'Over to you'



An excellent course very well delivered and broken into neat sections to ensure concentration.



of attendees would like regular WingFactors training (as of Nov 23')

AVAILABLE COURSES

ESSENTIALS OF TRAINING DELIVERY

Our professional certified human factors trainers support colleagues across the healthcare sector with the objective of improving the skills and understanding required to deliver in-house training, presentations and staff inductions. Delivered across either a full or half-day, our 'Train the Trainer' course targets the fundamental skills required to be a professional and effective facilitator. (Max 20 attendees)

TYPICAL MODULES

- First impressions in training delivery
- Art of being an effective co-trainer
- Using open-ended / closed questions
- Effective facilitation
- How to deliver training alone
- Managing 'challenging' attendees

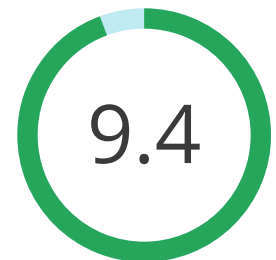
Edinburgh-Warwick wellbeing scale (anonymised attendee survey)



Part of a team?



How Confident?



How Engaged?



Thank you for offering your time and expertise, it is very much appreciated. I learnt a lot about the situations you face on board the aircraft, and how we can deploy these skills into our own practice in healthcare.

ED Consultant
Whittington Health NHS Trust

PROGRAMME PARTICULARS

Each training session will include the following:

- 2 x WingFactors Trainers
- WingFactors Clinical Wellbeing Advisor Dr Heidi Edmundson*
- Airline pilot 'guest speaker'**
- Refreshments for attendees
- E-certificate upon course completion
- WingFactors lanyard and ID-style card
- Travel expenses & indemnity costs

*Subject to availability

**Applicable to 'Patient Engagement Programme' only

PLEASE CONTACT US FOR AN INITIAL CONSULTATION



enquiries@wingfactors.co.uk



www.wingfactors.co.uk



Copyright © 2023-24 All Rights Reserved