

Pinpoint Limited newsletter
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PINPOINT UPDATE

Selly Oak nurses licensed to be safe

◆◆◆ When the nursing staff in the Accident and Emergency Department of Selly Oak Hospital in Birmingham first saw the Pinpoint 5000 Advanced Staff Personal Alarm System, they found themselves thinking it was like something out of a Bond movie.

As the System incorporates infrared transmitters (devices like compact hand grenades) and a network of highly sensitive sensors, the staff thought it must have been put together by James Bond boffin, Q.

While Pinpoint has assured everyone that the System's origins are fact not fiction, the installation has mirrored a definite Bond trait – a desire to protect. The decision by Selly Oak Hospital demonstrates that every possible action is being taken to protect staff following the release of figures by The National Audit Office which show violent incidents against NHS staff have increased by 30% over the last three years.

The 5000 Advanced Staff Personal Alarm System utilises belt-worn infrared transmitters which will allow the 75 members of staff working in A & E to summon help to their exact location at the slightest sign of danger.

Advanced Infrared Receiver Units are placed in all rooms, corridors and spaces where protection is required. These detect the infrared signals from the transmitters and summon help from colleagues and hospital security staff, who will be able to arrive at a specific location within seconds. At Selly Oak there are over 50 Receiver Units covering A & E and Ward C2, which deals with emergency admissions.

Immediate response

As a result of the Pinpoint System's ability to initiate an immediate response and prevent serious injury, it has become a valued tool among nursing staff at more than 1500 locations across the UK.

At Selly Oak the final of nine staff training sessions has now been completed making the System fully operational. Among those who will use it are medical personnel from the Royal Centre for Defence Medicine who do their training at the Trust.

Championing the cause of staff safety has been Trust Security Advisor Ian Harrison who oversaw the installation of the System and believes it could significantly reduce incidents.

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PROTECTED: Nurse Dominic Learos.
Picture courtesy of Birmingham Evening Mail.

The Royal Victoria Hospital in Dundee is set to make a dramatic cut in the time that staff take in responding to cardiac arrests following the installation of a new rapid-response alert system.

The new System will tell staff exactly where an incident is taking place.

As the mobile cardiac unit could be in a number of possible locations, crucial life-saving minutes, even seconds, could be saved by the network, which has been developed by Pinpoint Ltd based in Fife.

Distinctive

Four linked systems will cover four buildings and 12 locations including Wards 2 – 8, two Therapies Suites, Centre for Brain injury, Roxburghe House East and West and MacMillan Day Care.

Staff reacting to a cardiac arrest will be able to press an alarm button which will sound a distinctive alert tone and identify

New alert system to cut response times

the location of the incident on displays throughout the building. A transmitter will also send the same information to displays

across the whole site causing an immediate response. The new system replaces the previous set-up which used the hospital's

telephone exchange.

Pinpoint's development of the cardiac system uses components of the Advanced Staff Personal Alarm System, which is primarily used by staff in jobs where there is a possibility of encountering violence.

The alarm system uses infrared technology which, through the activation of a belt-worn transmitter, enables colleagues or a response team to make their way to the threatened person's exact location.

As a result of the Pinpoint System's ability to initiate an immediate response and prevent serious injury, it has become a valued tool among nursing staff at more than 1500 locations



RAPID RESPONSE: RVH Specialist Manager Eileen Beck welcomes the new system with Pinpoint Account Manager Alan Marshall.

Confidence boost for Argyll & Bute staff

Nursing staff and other professional colleagues at the Argyll & Bute Hospital in Lochgilphead are now going about their work with an added sense of confidence following the installation of one of the UK's top staff personal alarm systems.

The Pinpoint Advanced Staff Personal Alarm System has been installed in four wards, as well as reception and other areas, of the west coast hospital, operated by NHS Argyll and Clyde. Thanks to the new system, the Mental Health Directorate of the Lomond and Argyll Division now has a failsafe option for protecting its staff.

The adoption of Pinpoint's innovative solution is a proactive move by the Division to ensure

the workplace environment is as safe as possible for staff.

Wards covered by the network are responsible for acute admissions, psychiatric intensive care, continuing care and rehabilitation. Additionally, sensors have been installed outside the acute admissions ward providing coverage for the approach to and the entrance of the ward.

The flexibility of the Pinpoint System means staff can also use the portable transmitter to call for assistance from colleagues at any time but it is in emergency

situations that the System comes into its own with help quickly arriving at a specific location.

For hospital Nursing Manager, John Barnett, the Pinpoint Advanced Staff Personal Alarm

System has already proven its worth. Staff are now able to attend emergency situations extremely rapidly within areas covered by the System.

He said: "Our decision to go with Pinpoint has already been rewarded, but the effects of the System go much further. Just knowing that they have this back-up has given our staff an added sense of confidence in dealing with difficult situations. At a time

when there is a lot of publicity surrounding the safety of NHS employees we have taken a very positive step, which is right for both staff and patients."

With Pinpoint winning the contract to supply their system on competitive tender, John is delighted at obtaining one of the best personal alarm solutions on the market within budget. As he explains, installation of the Pinpoint System almost never happened.

"We were seriously considering other systems but they were causing us some concerns in terms of reliance on computers. That's when a colleague at the Royal Cornhill Hospital in Aberdeen described the Pinpoint System it used and



across the UK. Staff operating in A & E departments, where conditions are often volatile, have been particular beneficiaries of the System.

NHS Tayside has been successfully using Pinpoint's Staff Personal Alarm Systems for over 10 years. It now has 41 Systems throughout Tayside, including psychiatric hospitals, specialist units, young people's units, A & E Departments and health centres.

John Waring, Managing Director of Pinpoint Ltd, said: "At Pinpoint we value our client relationships and believe that the closer we can get to their business, the more able we are to offer them solutions to the challenges they face.

"We understand the absolute need for the fastest possible response to emergency situations, whether it is a colleague being attacked or, in this case, a patient with a cardiac arrest. Patients are at the centre of everything NHS Tayside does and I am pleased we have been able to provide a solution that enables the fast deployment of a vital piece of equipment that can save lives."

how well it worked. I did further research and soon discovered that Pinpoint was used throughout the UK and it is highly likely it was chosen in these locations for the same reasons it appealed to me. I wanted something that was straightforward and would work every time. Thanks to a chance conversation, the staff at Argyll & Bute now have the protection they deserve."

John Waring, Managing Director of Pinpoint, said: "The development of our system over the last 12 years has kept to our original guidelines that the solution needs to be simple and straightforward, appropriate for a difficult environment and should be able to bring help to a specific location in as short a time as possible. Everyone at Pinpoint is delighted to be working with the staff at Argyll & Bute and giving them additional protection and security."



FLUORESCENTS: Pinpoint Systems are unaffected by high-frequency fluorescent lighting.

Robust solutions from Pinpoint

We have been asked a number of times recently whether Pinpoint Systems are adversely affected by the kind of high-frequency fluorescent light fittings that are now common in hospitals and other buildings. Apparently, infrared-activated Systems from other manufacturers are being affected, resulting in those Systems failing to operate in some emergency situations. Needless to say, there have been no such problems with Pinpoint Systems provided that they are installed in accordance with our instructions.

Earlier Pinpoint Systems were never affected by standard fluorescent lights so, when we re-designed our Systems to produce our "Advanced" range, we took particular care to ensure that the latest lighting technology did not present us with any unexpected challenges. To help us, we replaced the lighting in our head office in

Leven, where we have a Pinpoint System installed, with several different types of high-frequency fluorescent. We were thus able to carefully test and hone our new designs to ensure that the special filtering circuitry in our Receiver Units was able to reject the infrared interference from a high-frequency fluorescent. We are also able to demonstrate, in a real live situation, the

effectiveness of our design.

Because we are concerned about the experiences that some organisations have had and the detrimental effect on the confidence and safety of staff, we have also put together a special pricing package to enable a failing system to be exchanged for an effective Pinpoint one. Details are available, on request, by emailing sales@pinpointlimited.com

No-quibble guarantee

Our five year no-quibble guarantee on Personal Infrared Transmitters (PIT) is considered by many customers as vital. For just £40, everything that could befall a Transmitter (apart from the need for a new battery) is covered for five years. So, if the Transmitter falls down the loo, has a wash in a uniform pocket, gets smashed by an angry client or goes faulty for some other reason then we replace it free of charge. Recently, we experienced a "first" when we received a PIT for repair that appeared to have been mistaken for a bone by a dog... Mmmmm, very tasty! Luckily, the PIT was covered by our five year no-quibble guarantee and so there was no charge for the replacement!



Staff safety championed

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He said: "With the added protection from Pinpoint it is hoped that staff will be more assured that security staff can attend the scene of an incident within seconds. We need to ensure that our staff feel safe and secure when at work. Staff that are working in a caring environment should not feel as though they are under attack without any protection. The Trust's staff are our most valuable asset and we must ensure that all necessary steps are taken to protect them."

John Waring, Managing Director of Pinpoint Limited, said: "University Hospital Birmingham NHS Foundation Trust is being proactive and is at the forefront of efforts to stop the rising levels of violence against NHS staff. A & E can be one of the most stressful and volatile areas in a hospital and staff need to feel that they are working in a safe and secure environment.

"Last year the health service union, Unison, estimated that there were around 100,000 physical or verbal assaults involving the 400,000 health service staff. This is a very sad figure given that nurses and doctors are trying to help sick and injured people.

"NHS staff have a right to work in safety and we are pleased to be assisting the efforts of the Trust and Ian Harrison and his team."

Life in 'the hub' of UK operations

At Pinpoint we believe in communication. We want you to know us and not just as a voice at the end of a telephone. In this issue we introduce... Sales Support Manager, Craig Anderson.

Craig works in that part of Pinpoint's Head Office known as 'The Hub' which is the interface between Sales and Operations. It is Craig's job to support the Sales Team and ensure that all the information that is passed to Operations is correct in every way. The first thing that strikes you about his job is that the phone never stops ringing with a steady flow of enquiries from customers and orders that need to be processed quickly and accurately. While many would find such a constant level of activity stressful, Craig takes it all in his stride – just what you would expect from someone who has played in front of thousands of football fans.

Unforgettable experience

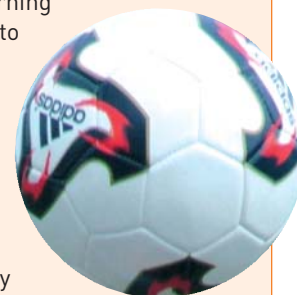
Before joining Pinpoint in 1999, and even before he took an Arts Management course at Fife College, Craig had a career as a professional footballer in mind.

As a boy, Craig started his football career by signing for the youth team of Dundee United. The high point of his time with the Tayside team came in 1987 when United faced mighty Barcelona in the quarter-finals of the UEFA Cup. As a warm up to the main game, Craig and his team mates played in front of the capacity crowd for what he describes as "an unforgettable experience." The night was also unforgettable for the United fans who later saw their team triumph 1 – 0.

Following his time at Dundee United, Craig joined Kirkcaldy club Raith Rovers before injury forced him to reassess his ambitions. He said: "Most youngsters who play football would love to become professional players and I was lucky to get closer than most.

"I now get a big kick out of knowing that the work I do at Pinpoint, in The Hub, helps to keep nursing staff, teachers, social workers and other healthcare professionals much safer in the vital work that they do.

"In addition to turning customer orders into internal orders and ensuring they get progressed, I speak to a lot of existing customers about enhancements or new equipment they need. I really enjoy problem solving and coming up with solutions for them. What makes my job so interesting is that I really don't know what is going to happen next – in that respect it is very much like football."



Sales Support Manager
Craig Anderson.