



## Edito

Dear reader,



We are happy to provide you with the 2<sup>nd</sup> issue of Inside out, EA IHS' Quarterly e-Newsletter with a strong focus on Training.

Continuous Professional Development is one of EA IHS' major strategic pillars in order to ensure the sustainability of our actions and to become the reference in our field. Our teams are at the center of all our actions and our commitment to them is reflected by our ambitious training policy for our local and expatriate personnel. Our academies and training programs are also available to our clients' medical personnel aiming to reach the same goals.

EA IHS is not the only company able to provide a medical service in the short term. However we have made the choice to invest substantially in Continuous Professional Development in order to support our own medical personnel and clients' medical teams, beyond the simple delivery of medical services, to provide our offer with an undeniable competitive advantage.

Our team and our client's employees often work in surroundings where knowledge and know-how are essential to approach and manage situations in the most appropriate manner. Whether our clients require medical or security training, in collaboration with our expert partners, we are always able to provide Training & Education modules matching expectations.

In this issue you will be able to learn more on several initiatives lead by EA IHS, our clients and partners in the world of Continuous Professional Development.

We hope you enjoy reading this issue.

Kind regards,

**Emmanuel Légeron**  
Chief Executive Officer  
International Health & Corporate Solutions  
Europ Assistance Group

## Focus on Technology at hand to provide efficient and effective learning methods

**Europ Assistance IHS (EA IHS)' partnership with AMREF Flying Doctors (African Medical & Research Foundation), the number 1 African NGO dedicated health, reflects the company's involvement in bringing better health to African communities.**



Vicky, an EA IHS nurse from Chad, followed a 5 weeks hands-on training in a hospital in France

→ The fight against worldwide pandemics (HIV/Aids, Malaria, and Tuberculosis) carried out through an educational program for people living in hazardous areas

→ The training of health care professionals.

The latter plays a very important role in EA IHS' activities. It is a pillar to the company's sustainable delivery of quality services and therefore to its credibility.

For Dr David Polleau, Medical Director at EA IHS: "Through its nationalization policy EA IHS provides medical training on a regular basis to its clients' medical staff, as well as its own. The training provided, on site or abroad, is essential in providing refreshers and upskilling to medical professionals who may lack day-to-day practice."

Having noticed the scale of the impact AMREF Flying Doctors' e-learning training course had on the skill level of nurses across Kenya, EA IHS is soon to be delivering medical training to its clients and employees through the use of online technology.

### A groundbreaking initiative in Kenya

AMREF Flying Doctors have been at the forefront to tackle the need to increase the number of frontline health care workers in Africa for several years now.

Founded in Kenya more than 50 years ago, AMREF Flying Doctors was approached in 2004 by Kenya's Ministry of Health to find a rapid and sustainable health care training process to upgrade Kenya's 20,000 "enrolled" nurses to a "registered"

The Europ Assistance Group's partnership with AMREF Flying Doctors goes back to the 1970s, when a sustainable cooperation was established for the Group's medical evacuations in East Africa.



In 2010, Europ Assistance IHS (EA IHS) dedicated to the Group's health activities internationally, decided to strengthen this partnership with AMREF Flying Doctors. Beyond the fact that the 2 organizations have activities in the same region, they also share common values, notably the transfer of knowledge.

EA IHS has committed to AMREF Flying Doctors as a sponsor in order to support the development of AMREF in France and in Africa as well as make considerable progress for its actions on the ground.

EA IHS supports 2 of the 5 health challenges at the heart of communities for which AMREF Flying Doctors is committed to:

status, a status allowing for increased self-sufficiency and upskill for better patient care delivery. In 2005, in partnership with Accenture, AMREF Flying Doctors launched its 4 module e-learning course including 143 hours of e-learning content and assessments.



With the need to reach nurses in the more remote areas, more than 100 e-learning centers have been established and nearly 7,000 registered nurses have been certified across Kenya since the start. Adding content over time, the course now also trains nurses in disaster management and how to respond to man-made and natural catastrophes familiar to Kenya, such as famine.

The program has been successful in effectively and efficiently upgrading skills as well as enabling nurses to become more knowledgeable

and pro-active in their work. The end result is an improvement to overall patient care.

With this project, AMREF Flying Doctors have harnessed the potential of computer-based learning to dramatically advance Kenya's medical training capabilities. AMREF Flying Doctors now aim to develop similar programs in Kenya and other African nations, and are currently piloting a medical training project through the use of mobile phones (mLearning), a technology widely spread across Africa.

EA IHS supports AMREF Flying Doctors in these initiatives by also implementing them in its own operations and both organizations aim to further develop their partnership by sharing their complementary expertise.

For more information, visit [www.amref.fr](http://www.amref.fr)

## Medical note

### Towards a convergence of American and European medical training?

**Training is the master key to improve the level of medical care delivery. It must be considered as a core part of medical practice, and even more for medical professionals working in remote areas.**

Nowadays, one of the main difficulties faced by health care providers is to decide and choose the right and most adequate training to undergo. This is due to the variety of available training courses and mainly due to the differences that can be found between European and American protocols and diplomas, some recognized by the European Resuscitation Council (ERC), others by the American Heart Association (AHA).

Certifications such as Advance Cardiac Life Support (ACLS), Advance Life Support (ALS), Advance Trauma Life Support (ATLS), Pre Hospital Trauma Life Support (PHTLS), and Trauma Nursing Care Course (TNCC) are well known by all health care providers, mainly in the emergency field. Although trauma training courses and protocols are similar on both sides of the Atlantic, differences exist for Basic Life Support (BLS), Automated External Defibrillation (AED), ACLS (AHA) and ALS (ERC) training.

Notable efforts have been made by the International Liaison Committee on Resuscitation (ILCOR) to close the gap between the AHA



ILCOR is the entity trying to harmonize the existing differences between American and European types of medical training

and ERC, but the 2010 published guidelines show that some differences still remain.

Rui Ferreira, R.N obtained his diplomas for ACLS, BLS & PHTLS and is currently working offshore and onshore Angola for EA IHS. Going back on his experience he said: *"At the end of the day, the patient's wellness is our main goal. So, in my experience working with both protocols, those differences don't have a significant impact on the treatment outcome or even on the level of skills shown by health care providers."*

Despite no significant impact on the patient's approach and treatment, it is advisable that all organizations responsible for medical professionals' deployments have their own orientations based on one of the bodies, either AHA or ERC.

Standardization is one of the most important ways to improve the level of delivered care. ILCOR is expected to produce fruitful results from its ongoing studies as the medical community hopes to see a harmonization of all protocols and training diplomas in the near future. Such harmonization will occur with time but not without overcoming complexities related to differences in training philosophy, intervention (scoop and run vs. play and stay) and organization of emergency medical services (paramedics in America vs. doctors and nurses in Europe).

## Products & Innovation

### Improving the skills of your medical staff with theoretical and practical emergency training provided by EA IHS

**Europ Assistance IHS (EA IHS)' clients' projects often require medical professionals able to cope with certain complexities linked to their local work environment. Over time or due to lack of practice, medical professionals may lose some of their expertise or may need added competencies.**

In order to maintain their knowledge and technical capabilities, EA IHS and Action Training Academy's International Training Division (ITD) have partnered



The expertise gained by following the theoretical and practical emergency medical training allows healthcare providers to maintain and improve a good level of care delivery

to offer medical professionals a full suite of training programs aimed at providing them both refreshers on their existing certifications, and upskill programs in the areas of trauma medicine.

These internationally accredited programs, available "off-the-shelf" or customized to the clients' requirements, are generally regarded as being obligatory to comply with Health and Safety regulations. They are therefore rigorously prepared and presented by individuals who are widely acknowledged and respected in their relevant fields of expertise.

Available theoretical and practical training on site or abroad, aimed at doctors, nurses and paramedics, and focusing on different specialties and work environments, are the following:

- ATLS™**: Advanced Trauma Life Support
- ITLS™**: International Trauma Life Support
- ACLS®**: Advanced Cardiac Life Support
- AMLS™**: Advanced Medical Life Support
- PALS™**: Pediatric Advanced Life Support
- PET** : Practical Experiential Training in ER & Trauma ICU
- TST** : Topside Support Training
- EMC** : Emergency Medicine Course
- EDT** : Extended Doctor Training

To learn more about how EA IHS can help medical professionals maintain and improve their knowledge and technical abilities, contact us at [sales@ea-ihs.com](mailto:sales@ea-ihs.com)

## EA IHS and Drum Cussac introduce next-generation online travel security awareness training



**More often than ever, travelers find themselves in need of health as well as safety support when away from home.**

In order to assist travelers and ease employers in respecting their duty of care, Europ Assistance IHS (EA IHS) and Drum Cussac, the international business risk consultancy, have launched **ITR Nomad** - a highly interactive and visually powerful travel security awareness training course for international travelers.

The multi-media programme has received strong praise from early users. It includes more than 40 different aspects of global travel safety and features experienced travelers and security professionals reliving past experiences, sharing key safety strategies and providing personal security tips.

**ITR Nomad** allows you to answer key questions regarding:

**Preparation:** :  
What should you pack? What documents do you need?

**Outbound:**  
How do you avoid delays? What is the first thing you do when you arrive?

**On Location:**  
How do you blend in? How do you stay safe?

**Incidents Abroad:**  
What can you bring back? What should you take to the airport?

**Returning Home:**  
Using your experiences from this business trip, how do you feel about future trips?

Additionally, companies can insert their own information, such as company travel policies.

**ITR Nomad** is designed for mobility and flexibility, making it available to international travelers online through their computers, laptops or smartphones. Created in consultation with Bournemouth University, a centre of excellence in media practice, **ITR Nomad**



incorporates the latest training techniques and technologies, creating an education platform optimized for adult learning and information retention. It can be tailored to match any traveler's profile - from novice to experienced world traveler.

Jeremy Stampa Orwin, Founder and Managing Director at Drum Cussac said: *"The civil unrest around the globe today only heightens the risks that await an unwary or complacent traveler. ITR Nomad provides business travelers with valuable skills, enabling them to effectively manage risks before, during and after travel. It's a win-win situation. Organizations are able to meet their duty of care obligation while employees receive invaluable skills that transcend the workplace."*

Florence Jean, Executive Vice-President in Business Development for Africa, Central Asia & Europe at EA IHS added: *"Drum Cussac's expertise in providing security support to companies and their employees is at the heart of this new training & education tool. EA IHS intends to add health modules to this new platform in the months to come, with the aim to improve our seamless and integrated health and security offer required by our clients."*

To learn more about how EA IHS can assist travelers and expatriates as well as ease employers in respecting their duty of care, contact us at [sales@ea-ihs.com](mailto:sales@ea-ihs.com)

## Projects & Operations

### EA IHS & ATA partnership provides emergency medical training to WesternGeco employees

**Europ Assistance International Health Solutions (EA IHS) and Action Training Academy's International Training Division (ITD) have created a unique partnership that specializes in emergency medicine training courses for medical professionals operating in remote and isolated environments.**



The partnership is assisting medical professionals to further develop their proficiency in the management of trauma and cardiac emergencies by means of a customized theoretical and practical training programme, which is carried out either on site or in Johannesburg, South Africa. Geophysical services company, WesternGeco, is the latest company to make use of the training programme for a number of its doctors and nurses.



WesternGeco Medical Advisor Dr. Gerald Cauchi says that the organization currently employs over 100 medical professionals; of whom the majority are

based on fourteen isolated sites in countries such as: Kuwait, Saudi Arabia, Oman, Yemen, Jordan, Egypt and Libya. The WesternGeco sites in

these countries are typically occupied by between 300 and 1,000 staff at any one time. *"If it were not for the fully-equipped clinics that WesternGeco has set up on its sites, the nearest medical facility could be located anything up to six-hours away by car,"* says Dr. Cauchi.

Dr. Cauchi cites a medical emergency that took place on a drilling site in Libya fifteen years ago: *"I was the main medic on the site and had to evacuate a patient to the nearest medical facility. Unfortunately we encountered a sand storm that lasted three days, which meant that the helicopter could not reach our site. I had to keep my patient in a stable condition for three days in the site clinic before the helicopter could reach us."*

The main purpose of having the doctors and nurses on the field is to manage emergencies such as cardiac arrest and road traffic accidents, and to provide pre-hospital care. These clinics are not set up to be hospitals - they are intended to stabilize an emergency and then transport the patient in the best condition possible to the nearest medical facility.

Dr. Cauchi points out that the number of emergencies in the field is relatively low, and as a result, the doctors and nurses do not have the opportunity to practice their skills and thus maintain a good level of competency when dealing with an emergency. Subsequently, three years ago, WesternGeco took the decision to send its medical professionals on emergency medical training in order to upgrade their competencies. *"I identified South African-based Europ Assistance International Health Solutions and Action Training Academy ITD as WesternGeco's training provider of choice. My decision was based on the fact that, in my experience, South African paramedics are the best medics in the world,"* says Dr. Cauchi.

## Events



### Future

**SEPTEMBER 2011**

#### **EA IHS, in partnership with CMC Medico, to inaugurate a new medical center of excellence in Pointe Noire, Congo**

**Providing international standards medical services such as emergencies, surgery, hospitalization as well as other medical specialties, the new medical center will be inaugurated at the end of September in presence of the Congolese Minister of Health, Social Affairs and Family, Mrs. Emilienne Raoul.**

Attendees, including Managing Directors and HR Managers of the main companies established in Pointe Noire, will be given the opportunity to visit the establishment and meet the medical staff.

EA IHS and CMC Medico aim to become the main provider of international standards health care services in the region with the capacity to deploy air ambulances services (dedicated helicopters and fixed wings services stationed in Pointe Noire and Brazzaville) across the country.

If you wish to attend the inauguration in Pointe Noire please contact us at [sales@ea-ihs.com](mailto:sales@ea-ihs.com)

## Events



### Past

**APRIL 2011**

#### **EA IHS provides offshore services to PGS**



**Petroleum Geo-Services (PGS), an international expert in geophysical services, has recently asked EA IHS to become its provider for evacuation and repatriation as well as build medical emergency response plans (MERPS) for its seismic missions.**

EA IHS now provides 24/7 assistance and case management for all evacuations and repatriation cases for PGS personnel located offshore on a fleet of 16 boats.

Prior to any evacuation and repatriation action, EA IHS builds detailed MERPS for each of the 16 vessels' locations in order to ensure that any intervention follows a strict and smooth process and ensures the efficient and safe transportation and treatment of the patient.

EA IHS is proud to have earned PGS' trust, the leading global marine geophysical company operating the world's most advanced seismic survey fleet, and to provide them with quality health care services at an international level.

**APRIL 2011**

#### **World Malaria Day celebrated on all EA IHS sites**

**For the 4<sup>th</sup> year in a row, Europ Assistance IHS' clinics and medical centers celebrated the World Malaria Day during a week, in April or May depending on sites.**

Various activities were proposed by and to our employees, and to our patients, among which:

- Awareness training videos and slides on malaria and its effects, shown in the waiting room;
- Quiz on malaria with rewards such as shirts and key rings distributed to patients who correctly filled-in a questionnaire on the disease;
- Distribution of malaria handout cards, explaining simple ways to prevent oneself from contracting malaria;
- Malaria exhibit booths in clinics to get some additional information on the products and tools used for the EA IHS Malaria Control Program;
- French and English language posters and banners on malaria posted throughout the clinics, and all staffs wearing specific Malaria Day shirts;
- Workshop on the appropriate use of bed nets and repellents.



EA IHS employees in one of EA IHS' clinics in Africa answering a quiz on malaria after viewing the malaria awareness presentation



**MAY 2011**

## **EA Austria launches Education Assistance**

**Europ Assistance Austria launches new Education Assistance with Bawag P.S.K. (Austria's postal bank).**

The service is intended for young customers of the bank aged between 14 and 19, who can call the experts at Europ Assistance around the clock and receive advice about possible schools, universities and colleges, as well as jobs and career opportunities in Austria and abroad. Assistance is also provided for specific applications, also including coaching via telephone regarding how to interview well. The service is being heavily promoted on the bank's Facebook site, as well as via mailings. It is already proving to be very popular with customers and will be a key part of the positioning of the bank in the media.

For information on this product, contact [clemens\\_prantner@europ-assistance.at](mailto:clemens_prantner@europ-assistance.at)