

**Regulation 28: Prevention of Future Deaths Report (PFD) arising from the  
inquest into the death of Sheldon Marshall**

10/11/2021  
Dear Madam

Thank you for your Regulation 28 Report dated 20 August 2021 setting out your recommendations for consideration.

We would like to begin by again expressing our condolences to the family of Mr Marshall.

The matters of concern are:

1. The Learned Coroner is concerned that the level of senior clinical input at Mayday Assistance Limited is insufficient and considers that this may have a negative impact on the medical management of current and future policy holders and therefore presents a risk of future deaths. Mayday Assistance Limited is invited to consider whether the current level of senior clinical input is sufficient.
2. The Learned Coroner is concerned that there is a lack of clarity as between Mayday Assistance Limited and the air ambulance providers they instruct with regards to their relative responsibilities for the overall medical management of patients and considers that this presents a risk that such patients may not be effectively and comprehensively managed and as such presents a risk of future death. Mayday Assistance Limited is invited to take steps to clarify the position with all the air ambulance providers they instruct.

#### Senior Clinical Input

Mayday Assistance now employs two doctors rather than only one. The Medical Director is now Dr [REDACTED], who took up the post when Dr [REDACTED] stepped down in June 2018. A further doctor, Dr [REDACTED], has also been appointed to provide senior clinical input. We attach the CVs of both Dr [REDACTED] and Dr [REDACTED]. A doctor is always available to assist the Medical Team in decision making and discussion with third parties when required. There is no set weekly working pattern and both doctors are available on call. Dr [REDACTED] current has no other clinical commitments.

Mayday now have in place an internal escalation process, which ensures escalation for VSIL and SIL (very sick and seriously ill patients) to the senior clinical team. We attach the Escalation Matrix for medical management now in place.

There is now a virtual weekly ward round during which all patients presenting with any concerns are reviewed. This is attended by Dr [REDACTED], [REDACTED] (RGN this /Paramedic Practitioner) and [REDACTED] [REDACTED] (Operations Manager). During this weekly meeting there is a formal review of the management of any complex cases completed that provided clinical or logistical challenges.

Instruction of Air Ambulance Providers

An Air Ambulance Support Agreement is now in place with Mayday's Air Ambulance providers, as **attached**, to ensure that both parties are clear regarding their responsibilities and to ensure that there is a close working relationship on all cases. If a company declines to sign our agreement and cannot provide one with similar protocols they will be removed from Mayday's provider list.

We hope this response is helpful in setting out steps taken by Mayday since the inquest in July 2021 and reassures the Learned Coroner, and the Marshall Family, regarding both the provision of senior clinical input and the protocols in place when Mayday engages the services of Air Ambulance providers.

Yours sincerely

[REDACTED]

CEO Mayday Group Ltd