



THE ROYAL
COLLEGE OF
SURGEONS
OF EDINBURGH

*The Faculty of Remote, Rural
& Humanitarian Healthcare*

The Faculty of Remote, Rural and Humanitarian Healthcare - Organisational Membership

*Connecting networks together to improve healthcare
in Remote, Rural and Humanitarian settings*



About Us

The Faculty of Remote, Rural and Humanitarian Healthcare (FRRHH)

The Faculty of Remote and Rural Healthcare was formally launched in November 2018 by the Royal College of Surgeons of Edinburgh (RCSEd), incorporating humanitarian healthcare into its structure in August 2020 to form The Faculty of Remote, Rural and Humanitarian Healthcare.

As one of the oldest surgical corporations in the world, RCSEd has a worldwide membership of over 30,000, which includes 15,000 members in the UK and a significant global presence with members in over 100 countries worldwide.

The newly integrated Faculty of Remote, Rural and Humanitarian Healthcare (FRRHH) supports the needs of individuals and organisations working across the public, private and third sectors, by setting professional and educational standards, developing leadership capacity, accrediting training and supporting innovation in the field. In addition to remote and rural healthcare practitioners, the Faculty acts as a professional home for humanitarian healthcare workers and will ensure that those with ambitions to work in the field are supported to move between domestic practice and international work.

While the Faculty is currently in its initial development phase (2018 – 2022) building a network of organisational members will provide us with crucial insight into the issues and needs of different sectors. We intend to build a trusted platform for members by listening to specific challenges and experiences and using that insight to guide the strategy of the faculty. This input will be crucial to the development of the faculty as it grows from infancy through its key development stages. By actively involving members in the Faculty's development we will ensure transparency of our actions and decision-making process.

A key focus of the faculty for 2021 will be the continued development of the Capabilities Framework that, when complete, will form the basis of FRRHH's professional, education and assessment offering to its membership. The Framework will set out, at differing levels or tiers, the knowledge, skills, behaviours and mindset required of healthcare professionals working in remote, rural and humanitarian environments. To ensure real value, a user guide will be produced to outline how organisations can test and continually assess the capabilities of employees and teams in order to ensure the delivery of the highest level of patient safety in challenging contexts. This will allow for the identification of gaps in skills, knowledge, behaviours and the confidence required to deploy healthcare professionals in teams and as individuals. Further practical applications of the Framework include;

- Design of education / training
- Professional membership standards
- Workforce planning and assessment
- Accreditation of training courses, resources and training centres

The Faculty's approach to developing remote, rural and humanitarian healthcare is collaborative and inclusive. We aim to have meaningful partnerships with any organisations that support improving health for those living and working in remote, rural and humanitarian healthcare contexts.

To achieve this, we will facilitate active networks with representation from the different facets of the faculty's audience; private, public, and charitable/NGO organisations from across the globe. Although this audience may be very diverse and globally disperse, the challenges are the same.

Through our extensive stakeholder engagement, we have found that there is considerable cross over between remote, rural and humanitarian healthcare and within the different facets of public, private and third sectors. We hope that developing an active group of organisational members will help to facilitate sharing best practice, the creation of shared research, innovation and co working required to support the development of remote, rural and humanitarian healthcare.

We look forward to sharing several exciting development projects with you which will offer further weight to your organisational membership.

Our Global Experts

The faculty is guided by a wealth of diverse global expertise from public health, private and third sector representatives who carry extensive experiences in remote, rural and humanitarian healthcare.

This body of experts encompasses award winning innovators, globally renowned experts, academic, government and private sector leaders. Not only will you have exposure to our diverse audience but you will also gain exposure to our global experts within the faculty executive committee, faculty advisory board and volunteer experts who we call upon to assist with various development projects such as our capabilities framework.

The expertise in our executive committee covers; research, innovation and health technology, occupational health, public and private healthcare services design and delivery and local, national and international level, recruitment and retention, academic expertise, military, humanitarian healthcare, Non-Governmental Organisations. Our executive committee hold positions with a broad range of organisations such as NHS Highland, Scottish Government, UK-Med, Halo Trust, United Healthcare Global, Optima Healthcare, University of the Highlands and Islands, Scottish Rural Health Partnership, University of Manchester, Keele University, the International Criminal Court and the University of Aberdeen. Establishing relationships with our committee members will in itself offer opportunities such as the conduct and access of research, facilitation of pilot schemes and application of eligible funding.

Organisational members will be exposed to regular networking opportunities that bring these world experts together from a range of different fields and perspectives all with the single goal of improving remote, rural and humanitarian healthcare.

- Faculty Chair Dr Rikard Moen, Chief Medical Officer, Optima Health

Rikard is an international Occupational Health Manager with 20 years of experience as a proficient health care manager with extensive knowledge in both corporate and occupational health, specialising in Occupational Medicine. He joined Optima Health in September 2019 from his role as the Chief Medical Officer for Transport for London with a focus on leading clinical excellence across the company. From this experience Rikard brings a wealth of insight on the challenges faced by both public/private healthcare and industry provision of remote, rural and humanitarian healthcare. Rikard's profession began as a surgeon. Eager

to pursue a career in Occupational Medicine, he continued studies to gain his MSc in Occupational Health, as well as MFOM and FFOM award.

- Faculty Deputy Chair Andy Kent, Orthopaedic Surgical Consultant, NHS Highland, Surgical Lead, UK Med, Medical Advisor, Halo Trust

Andy was born in Malaysia and brought up and schooled in Fife, Scotland. He attended Edinburgh University Medical School and whilst there became a commissioned army officer in the Royal Army Medical Corp before graduating in 1987. Following this, he trained in the services to become a consultant orthopaedic surgeon and was deployed throughout the globe including active duty in several austere and hostile environments. He completed a fellowship year in Baltimore, USA, specialising in trauma management. He was appointed as a consultant orthopaedic surgeon in NHS Highland in 2002 and continues to deliver both elective and trauma surgical services. Andy has always been engaged in training and humanitarian work. He continues to teach on Advanced Orthopaedic, ATLS, and primary trauma courses and recently has been appointed as the Surgical Director for UK-Med. Andy is a medical advisor for the HALO trust and in 2021 completed a two month deployment to Mosul to support Iraqi colleagues manage battlefield civilian injuries. He is the recipient of the RCSEd 2020 Tuanku Muhriz Fellowship.

- Faculty Treasurer, Ross Howarth, Managing Director, RH Limited.

Ross brings to the Faculty a strong insight into the health tech sector and the innovations and developments emerging within remote, rural and humanitarian healthcare as well as providing exceptional strategic foresight for future FRRHH activity. He is a Non-Exec director on a number of UK healthcare companies, including private equity/angel investor backed digital health start-ups, mature occupational health services companies, global health tech businesses. He has also provided ad-hoc advice to a number of projects involving the NHS in Scotland and NHS Digital in England re health innovation, remote and rural health and public health prevention strategies. Ross, along with the rest of the Executive Committee Members, welcomes your experience and expertise.

Our Audience

| | | |
|---|--|---|
| Individual Members | Any individual, anywhere in the world working in healthcare in a remote, rural or humanitarian environment. Any level of career funded or voluntary, freelance, or part of an organisation. Patient facing or non-patient facing | Humanitarian Medic, Surgeon, Nurse, Physio, Pharmacist |
| Organisational Partners (non-profit) | Any non-profit organisation delivering healthcare as part of their overall mission in a remote, rural or humanitarian environment anywhere in the world. Charity sector organisations, humanitarian organisations and academic institutions. Any size, any funding model, anywhere in the world. | MSF, IRC, UK-Med, UHI, |
| Governmental & Non-Governmental Organisations | Any government or military linked organisation or individual that provides or | General Medical Council (GMC), Military, Departments |

| | | |
|---------------------|---|-------------------------------------|
| | receives healthcare support. Any that offer disaster relief operations overseas. | of Health, NHS, UN, WHO, World Bank |
| Commercial Partners | Any organisation whose values and ethos is aligned with those of the Royal College of Surgeons of Edinburgh. Based in any geographical region, these may be organisations that provide healthcare support to its staff or customers in the process of delivering a service or private healthcare organisations. | Emirates, TFL, BT, ISOS |

Our Membership

Although the Faculty is still in the three-year development phase, the membership of FRRHH is growing at a steady rate and surpassed 100 individual paying members at the start of 2021 with members from over 25 countries. The marketing strategy moving forward will focus on increased engagement with these members to encourage member retention, together with increasing the profile of the Faculty in order to acquire new members.

Organisational Member Benefits

The Faculty aims to develop leadership, innovation, standard setting in education and training in the fast-developing field of remote, rural and humanitarian healthcare. As an organisational member, the faculty will provide you with networking opportunities, strong support and advice on working standards in remote, rural and humanitarian healthcare, professional development opportunities, and access to conferences and events, including regular online webinar sessions.

- **Access our networks to gain contacts and facilitate connections with other organisations via the Faculty's reach and global standing.**
- Acknowledgement as an Organisational Member highlighting your organisations role in supporting and developing remote, rural and humanitarian healthcare
- A number of complimentary places - proportionate to your organisation size - for the FRRHH Introduction to Humanitarian Online Course worth 9 CPD points - **Monetary value £300 per course access**
- Priority invitation to networking events **(e.g. FRRHH Conference and pre event drinks receptions)**
- Discounted sponsorship packages for faculty led events **(FRRHH Conference, Webinars) and priority access to early bird packages**
- Joining FRRHH's collective global voice and influence as the "home" for remote, rural and humanitarian healthcare
- Exposure of your organisation not only to FRRHH membership and audiences but also to the wider RCSEd global network and membership.
- An ongoing relationship focused on building a strong global network of organisations and individuals who are committed to the development of remote, rural and humanitarian healthcare. As your organisation develops new offerings of projects of interest, we will support you to promote these to new audiences through the FRRHH network and the wider RCSEd audience.

Organisational Member Opportunity

As an organisational member of The Faculty of Remote, Rural & Humanitarian Healthcare (FRRHH), there is potential for the additional opportunity to further promote your organisational objectives through the work that the Faculty carries out. By identifying objectives that align, we welcome your content to be shared on an ongoing basis, profiling your organisation each time through news articles and social media posts.

As an Organisational Member, you will gain a unique opportunity to interact with the faculty's engaged and influential audience, in addition to gaining access to the College's wider network of over 30,000 Members and Fellows in the UK and Internationally across 100 countries. We have used a variety of relevant and engaging content to discuss the faculty online and grown our Social Media audience. Combined with RCSEd, we have an online social following of over 70k.



In addition to social reach, our individual FRRHH channels and those shared with RCSEd offer varied and multi-faceted platforms to promote organisational activity.

| Channel | Opportunity |
|--|--|
| RCSEd Website | FRRHH pages sit within main college site, main college site gets an average of over 75k visits per month. |
| RCSEd App | To date has 11K downloads. |
| Surgeon's News | Readership of 22K |
| Quarterly FRRHH e-newsletter | Mailing list to all members |
| Weekly Digest to full RCSEd contact list | Mailing list of 19k |
| Individual Social Media Accounts | FRRHH Twitter 970 followers FRRHH LinkedIn 250 followers RCSEd Twitter 26k followers RCSEd Facebook 26k followers RCSEd Instagram 3K followers RCSEd LinkedIn 12.4k followers RCSEd YouTube 3.8K followers |
| Podcasts | Growing listening figures |
| PR/news stories | Reach of 20M |
| Webinars | Average 300 registrations per webinar |
| Events & conferences | Faculty representatives attend both online and in-person conferences to promote activities of the faculty to an engaged audience and promote the faculty itself to news audiences. |

As the first and only global Faculty established with the aim of improving healthcare, FRRHH is a trailblazer for the continued progress of remote, rural and humanitarian healthcare. This reflects our determination to remain at the forefront of the sector, providing you with the chance to impress an assembly of key influencers searching for new and innovative methods to improve patient care. By joining FRRHH as an Organisational Member you will be supporting and encouraging your employee's development by joining and contributing to a diverse global network of professionals and experts.

Your Expert Team

As an organisational member, we will work closely with you to ensure your relevant content is represented. We welcome any feedback you wish to give regarding your membership and will continually share opportunities for engagement with faculty projects and activities.

Contact Us

To find out more or secure your position as an Organisational member, please get in touch.

Gill Mitchell

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We look forward to welcoming you to our faculty!



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