

Medical Detection Dogs

Patron: HRH The Duchess of Cornwall

MDD strategy at a glance

Why update the Medical Detection Dogs strategy now?

- We need to plan what we want to achieve/start/stop in the next three years, in a post pandemic world
- MDD is “coming of age”. We now want to focus on application rather than proofs of concept, where we can make the most difference:
 - To significantly transform or save lives
 - Where there is no alternative medical solution
 - Where we have already proved the dogs can help
- To enable us to clearly inform our stakeholders what we are going to do, and why

We remain committed to training both Bio Detection and Medical Alert Assistance Dogs

- Undertaking both workstreams sets MDD apart and makes us unique
- The experience we get from working across both areas is one of our greatest strengths.
- Both sides make an impact and help save lives, but the whole is greater than the sum of the parts
- Undertaking both activities enables us to consider more innovative options for future deployment
- In applying Bio knowledge in the field we will move towards a MAAD deployment model: learning from each other will be crucial to make this effective, with one culture across the charity
- Maintaining our high dog welfare standards and sourcing the best potential dogs will remain crucial and is more effective and efficient at a reasonable scale
- We will grow our regional presence to help more people across the UK, through developing regional hubs to serve bio and MAAD. We will trial models for these hubs to support client partnerships consisting of trainers, fundraisers, volunteer coordinators and wider support to determine the most effective and efficient approach
- Subject to funding constraints we will look to roll these hubs out across the UK over time, starting where there is greatest need.

Bio Detection strategy: moving from proof of concept to application/deployment

- Strengthen our reputation as world leaders in this research, maintaining the highest scientific standards, based on standard protocols
- Create a centre of excellence for research in our chosen areas, sharing knowledge with other charities, working with high quality collaborators
- By 2025 to be externally recognised as making a significant impact on people's health through one or more of:
 - Completing our COVID work to prove dogs can operate successfully in passive detection
 - Working with our partners at MIT to complete an effective artificial intelligence algorithm for prostate cancer detection ('E-nose')
 - Completing pseudomonas research leading to dogs providing detection services for individuals with Cystic Fibrosis
 - Deploying UTI detection dogs for early diagnosis in the elderly/vulnerable
- Focus on a smaller number of conditions based on clinical need, where there is no viable alternative in the near future and where there's good evidence the dogs make a difference:
 - prostate cancer
 - Pseudomonas
 - COVID-19
 - Parkinson's Disease
 - e.coli
- Balancing current and future health needs, we will dedicate approximately:
 - 70% of our effort on the key conditions above
 - 20% on earlier stage research on conditions where we believe we may make a real difference in future
 - 10% on original/speculative research
- Where appropriate, for public benefit reasons or to generate funds to reinvest, consider options to offer detection as a paid for service rather than just research

Medical Alert Assistance Dog strategy: increasing numbers deployed, nationally, where they make the greatest difference

- Rebalance our resources so that MAAD returns at least to the pre-COVID levels of dogs deployed
- Move the focus from proof of concept to applying knowledge, deploying where we know we can help the most for each £ spent
- Commission independent analysis to understand the impact of our assistance dogs on people with differing conditions
- Determine where best to focus for the next three years based on this data, clinical need, where there is no viable diagnostic alternative in the near future and the resources needed to train an assistance dog for each condition
- Short list of conditions likely to include Postural Tachycardia Syndrome ('PoTS'), allergies and Addison's disease
- Balancing current and future health needs, we will dedicate approximately:
 - 70% of our effort on the key conditions determined above
 - The remaining 20% and 10% directed on other conditions as in Bio, where there is real potential for assistance dogs to help but greater uncertainty over the effectiveness of the dogs, the benefits may take longer to realise or more resources are needed to help one client

Operational strategy: to professionalise our operations and ensure MDD is a charity people are proud to work for and with

- Take action in relation to our funders, supporters, staff and volunteers, financially and on our structures and systems
- *Funders and supporters*
 - Improve external communication, demonstrating achievements so that our Patron, supporters and current and potential funders are and remain proud to be associated with us
 - Build on our key relationship with People's Postcode Lottery and develop new relationships with other significant funders
- *Staff and volunteers*
 - Be clear on the values of the charity and have one culture
 - Improve internal communication, reward achievement and create pride amongst staff and volunteers
 - Be known as an excellent employer, rewarding all our people at market rates
 - Invest in tailored training and development to develop our team's careers
- *Financially*
 - Invest in growing our fundraising team, with an effective Fundraising Strategy
 - Increase and diversify our income
 - Consider any appropriate opportunities to exploit our Know How or Intellectual Property, or provide detection or training as a service to third parties to raise funds, where this does not adversely affect our core purpose
 - Investigate the potential for government research grants
- *Structures, systems and processes*
 - Professionalise our structures, systems and processes to be fit for purpose for the charity of today and to meet our future needs
 - Invest in our Finance team, IT systems and Customer Relationship Management (CRM) to be fully compliant with regulations and to support not hinder our people in their work