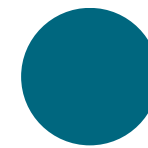


Impact Report

1 April 2024 - 31 March 2025

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Action against Medical Accidents (AvMA) is the only UK charity solely dedicated to supporting people affected by avoidable medical harm.

We provide expert advice and support to help individuals find answers and ensure their voices are heard. We use what we learn from those we support to influence policy changes, using these insights to improve safety within healthcare systems and practices.

Medical harm can be devastating. In an overstretched and challenged healthcare system with staff under huge pressure, patients can often feel uncertain of next steps and alone after medical harm has occurred.

Searching for answers whilst coming to terms with an injury – physical, psychological or both - and navigating a complex redress system, including legal can feel overwhelming.



We exist to

AvMA aim to ensure that avoidable harm is acknowledged, promoting fairer systems and access to redress so that those affected are empowered, understood, and effectively supported.



Empower Patients

Provide free advice and information and support individuals and families through case work and healthcare related inquests.



Make Healthcare Safer & Prevent Harm

Drive change through policy work and public campaigns



Learn and improve from avoidable harm

Promote and influence best practice in advocating for harmed patients.

A high-speed photograph of a water droplet hitting a surface, creating concentric ripples. The image is in a monochromatic teal/blue color scheme. The text is overlaid in the center.

Our Year in Numbers

Empowering Patients



3,105

People supported through our helpline and casework



Said AvMA met or exceeded their expectations

*

9,686



Self-help guides were downloaded

*Between July 2024 – March 2025, due to changes in analytics systems.

Making Healthcare Safer



6

Responded to major policy consultation to influence healthcare policy.



16

Contributed to 16 national media stories on patient safety and systemic reform.



30

Engaged with over 30 organisations helping to shape the patient safety landscape

Influencing Best Practice

13

Newly appointed Specialist Clinical Negligence Solicitors

33

Re-accredited Specialist Clinical Negligence Lawyers

169

AvMA Accredited Specialist Clinical Negligence Panel Solicitors

1,992

Professionals trained

1,500+

Volunteers hours contributed by legal and medical professionals



Empowering Patients

Trusted support when it matters most - The AvMA helpline

Empathetic, Clear and Actionable Support

Our staff and volunteers deliver tailored, empathetic, clear, and actionable support that is consistently well-received by the people we serve.

92% said AvMA met or exceeded expectations

Compassionate and human-centred



"The person I spoke to was very calm and measured... She gave me all the information I needed with compassion and clarity. I felt much better afterwards."

AvMA Helpline caller, 2024

Effective in delivering actionable advice



"Thank you very much for your support. You gave me clear steps on how to proceed with my complaint, including who to contact and what to say."

AvMA Helpline caller, 2024

Emotional and Legal support



"Your charity has been a lifeline for me today. After an inquest that didn't go my way, I felt completely at a loss. Speaking to someone helped enormously."

AvMA Helpline caller, 2024



"I'd like to say that the advice I received was really thoughtful and considerate. I was given options of what I could do, and I felt that I was listened to, understood, and I now know what I'm going to do in terms of making the complaint. I feel much better for having phoned, and I'm very grateful for the advice you have given both on the helpline and the website. Thank you so much." AvMA Helpline caller, 2024

Trusted support when it matters most - The AvMA helpline

Over 1 in 5 people who contact our helpline have already been turned down by a solicitor.

We support people who have already been turned away by the legal system.

AvMA supports these individuals by clearly explaining the alternatives to litigation, including making a formal complaint through NHS or regulatory bodies. We are also working to raise greater awareness of mediation as a potential pathway to resolution.

By working with other organisations to improve early signposting, we are helping more harmed people access the support they need, before critical deadlines are missed.



As a family , we are extremely grateful for the expert advice, diligence, support and empathy you have shown to our family throughout this difficult period when all other options had been exhausted. AvMA were the only service prepared to help us navigate a very difficult and traumatic situation, and at very short notice.

Client feedback, January 2025

Trusted support when it matters most - Casework and Inquest Services

Increasing Reach and Depth of Support

In the last year:



individuals received in-depth casework support.
1.7% increase over last year.



inquest cases were supported, a significant 15.7% rise from last year.



families were assisted with patient safety investigation processes, a developing and vital area of our work.

Support Decision Making



"The clarity in your letter gave me the confidence to move forward with my complaint".
Client feedback, 2024

Signposting



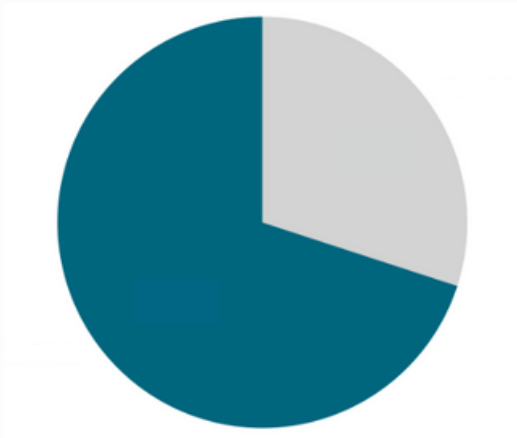
"I used the advice in your letter to contact the solicitor. They asked me for exactly the information you said they would need."
Client feedback, 2024

Helpful documentation



"It was good to have something in writing I could refer back to when speaking to the NHS Trust."
Client feedback, 2024

Over two-thirds of written advice recipients found the information AvMA provided instrumental in shaping their next steps.



Real Life Impact

June and Tricia's story is one of many that show how knowledge, support and empathy can make a lasting difference.

When John died unexpectedly in the hospital on his 84th birthday, his daughters, Tricia and June, were devastated. Although one of them had professional experience with inquests, they knew this personal situation called for expert support.

After contacting AvMA's helpline and submitting a new client form, they were connected with a medico-legal adviser who provided calm, empathetic guidance through the Coroner's Hearing process.

"She was a refreshing voice during a very emotional time. Her knowledge made a huge difference and was essential because we couldn't afford legal representation", they shared.

With AvMA's help, they were able to prepare and present their questions at the inquest. The Coroner ultimately changed the cause of death from 'natural causes' to 'accidental death' - a result that better reflected what had happened and brought some measure of closure.



Photo: June and Tricia's father John E Wennell/ Family archive

Our medico-legal adviser was a refreshing voice, always calm and showed much understanding and empathy for what we were going through. Her knowledge made a huge difference and was essential because we could not afford legal representation. - June and Tricia shared

A pair of blue nitrile surgical gloves is shown with the fingers interlaced to form a heart shape. The background is a light blue, slightly textured surface. The text is centered over the heart shape.

Making Healthcare Safer

Policy & Campaigning: Making the System Safer and Fairer

AvMA's expertise is shaping national conversations on patient safety, transparency, and redress - informing policy, influencing regulatory reform, and amplifying the voice of harmed patients at the highest levels.

responded to

6

major policy
consultation to
influence healthcare
policy

contributed to

16

national media stories
on patient safety and
systemic reform

engaged with over

30

Organisations helping
to shape the patient
safety landscape

Strategic Developments and Collaborative Advocacy

APPG Secretariat Role:

- In 2024, AvMA, along with two other charities, formed the secretariat of the All-Party Parliamentary Group (APPG) on Patient Safety, chaired by Sir Jeremy Hunt MP.
- The APPG brings together MPs, professional bodies, and experts to improve safety by addressing system-wide issues affecting patients, families, and frontline staff.

Harmed Patient Pathway:

- Continued to co-lead the development of the Harmed Patient Pathway with the support of the Harmed Patients Alliance, designed to prevent further emotional and psychological harm after a medical incident.
- In 2024, AvMA consulted stakeholders on the core commitments, which are grounded in restorative practices and prioritise trust, transparency, and relational healing. We received nearly 150 responses from patients and professionals – the largest response to an AvMA consultation.
- A pilot programme is planned for 2025.

Clinical Negligence Claims Agreement (CNCA):

- Worked in partnership with NHS Resolution and the Society of Clinical Injury Lawyers (SCIL) to co-develop a successor to the Covid-19 clinical negligence protocol.
- Launched in August 2024, the agreement sets out best practice for collaborative working between the legal and healthcare sectors, encouraging early engagement, full disclosure, and meaningful apologies where liability is admitted. It marks a cultural shift towards greater transparency and learning from harm within the NHS.



Influencing Best Practice

AvMA's Specialist Clinical Negligence Panel High-Quality Legal Support for Harmed Patients

AvMA established clinical negligence as a recognised legal specialism in the UK by creating the first Specialist Clinical Negligence Panel of solicitors in 1983 — a pioneering step to ensure people affected by avoidable medical harm can access accredited, expert legal support.

Over the past year, we upheld the quality and reach of our specialist legal panel. With 13 new appointments and 33 re-accreditations, our team worked to ensure only those meeting the highest standards remain accredited. These represent AvMA's dedication to fair access to justice, quality assurance, and support for harmed patients across the UK.



13

Newly appointed
solicitors



33

Re-accredited
solicitors



169

Total number of
panel solicitors

I was able to secure the only AvMA specialist panel solicitor, who lives in the same town as me. This solicitor has vast experience and knowledge. Therefore, I am very happy and grateful to you all.”
— AvMA Helpline caller, 2024

Conference and Training

In 2024–25, AvMA delivered six conferences and nine webinars, reaching over 1,900 professionals. These sessions strengthen the legal community’s ability to advocate effectively for harmed patients. Feedback consistently highlighted the value of our expert-led training in making complex legal and clinical issues accessible and actionable, especially for early-career professionals. With nearly 700 additional post-event viewings, our impact continues long after each event ends, helping embed a culture of learning, justice, and patient safety across the sector.

372

webinar
attendees

844

conference
delegates

1,900

professionals
reached



“It will certainly help me to ensure that I ask medical experts the right questions” — Conference delegate

*“It was incredibly helpful and although clearly we as solicitors are not meant to be experts, having this type of input is useful to triage cases and ensure that we give our clients the best service possible.”
— Conference delegate*

“The speakers were excellent! So many of them were very experienced, important people so the fact that they gave up their time to speak to us juniors was very much appreciated. They all seemed to really care about educating and helping us and they were not condescending at all. It was a pleasure to learn from them.”

— Delegate feedback from the Clinical Negligence: Law Practice and Procedure conference for those new to clinical negligence law



Champions for Change

Celebrating our Supporters

We couldn't do this work without our community of supporters

Volunteers & Pro Bono Professionals

Behind every call answered and every family supported is a dedicated network of volunteers offering pro bono advice, guiding callers through their options following avoidable medical harm.

115

volunteers contributed
their time (13.9%
increase over last year)

1,500

hours in pro bono legal
and expert support
were donated by
lawyers that partnered
with AvMA



"The lady I spoke to was extremely helpful and understanding and caring. I was very grateful for her time, especially knowing that it was a voluntary role. She really cared, and it made me feel heard and seen."

— AvMA Helpline caller, 2024

"I just want to say how brilliant your adviser was. She took time with me, listened to everything I had to say, and gave me so much information. You could tell she really knew what she was doing. Thank you for making this available."

— AvMA Helpline caller, 2024

"I felt listened to and supported. The adviser didn't just read a script — they spoke to me like a human. I now know what steps to take."

— AvMA Helpline caller, 2024

"It's amazing that someone would give their time to help me with this. I was scared and didn't know what to do. She explained things so clearly and didn't rush me. It meant the world."

— AvMA Helpline caller, 2025

Celebrating Our Donors

We couldn't do this work without our community of supporters

Thank you for standing with those affected by avoidable medical harm.

This year, your generosity enabled AvMA to support over 3,000 people facing the aftermath of avoidable medical harm, to influence national policy on patient safety, and to champion the voices of those too often left unheard.

From curry nights and quizzes and treasure hunts, every pledge, every event, and every act of generosity made a real difference.

Together for Safer Healthcare

Your support enables AvMA to lead the way in reducing medical harm helping make healthcare safer for every patient.

Thank you to our incredible fundraisers and supporters

Events that brought people together:

- PIC – for your ever-popular Curry Nights across England.
- Fieldfisher – for your lively Quiz Night in London and Manchester
- Leigh Day – for your Treasure Hunt fundraiser in Manchester
- Fletchers Solicitors – for bringing people together at your Curry Night in Leeds
- Blume – for hosting a delicious Curry Night in Liverpool
- Property Insurance – for your Curry Night in Manchester
- 3PB Chambers – for your fantastic Curry Night in Southampton

Celebrating Our Donors

To everyone who supported our first-ever Holly Jolly pledge appeal, your impact was truly heart-warming. Our donations were made up of both corporate and individual donations from the following firms:

Gold Pledge

Irwin Mitchell

Silver Pledge

Davies & Partners
KE Costs Lawyers
Maggie Sargent &
Associates

Bronze Pledge

Leigh Day

To every individual who donated, fundraised, or shared our work:

Your belief in our mission strengthens our resolve, and reminds the people we support that they are not alone. Thank you for being part of the change.

Let's continue building safer healthcare, together.

A pair of black binoculars is positioned horizontally, resting on a dark, textured wooden block. The binoculars' lenses are visible, reflecting the warm, out-of-focus lights in the background. The background is a soft bokeh of warm, orange, and yellow light sources, creating a dreamy and atmospheric setting. The overall composition is centered, with the binoculars acting as a focal point.

Looking Ahead

Looking Ahead to 2025/26 – Widening Our Impact Together

by Paul Whiteing, Chief Executive

As we move along in 2025/26, AvMA remains deeply committed to our mission of supporting those affected by avoidable medical harm and improving the systems that let them down. The year ahead will see us build on the strong foundations laid in 2024/25, hopefully extending both the depth and reach of our work, particularly to those who are least likely to access support yet most in need of it.



AvMA remains deeply committed to our mission of supporting those affected by avoidable medical harm and improving the systems that let them down.

– Paul Whiteing, Chief Executive

Looking Ahead to 2025/26 – Widening Our Impact Together

What's Next

This year will see us commission a new, more modern website that will help us reach more people with the resources they need. We also expect to complete our work on the Harmed Patient Pathway and aim to pilot it with healthcare providers. This will be a vital step in embedding restorative principles into early responses to medical harm, enabling more humane, person-centred support for those affected.

We are committed to strengthening our policy voice and ensuring that the lived experience of patients continues to shape national reform. This includes our ongoing role as Secretariat to the All-Party Parliamentary Group on Patient Safety, supporting efforts to drive improvements in safety and transparency across healthcare.

We will also look to review our helpline and casework services to ensure that these meet the needs of everyone who may need our help, not least from disadvantaged backgrounds and communities with historically limited access to legal or other support.

In training and professional development, we will continue to scale our programmes to reach as wide a professional audience as possible across the UK. In 2025, we will also host a conference in Ireland, reflecting our intention to share knowledge and build partnerships across borders.

Looking Ahead to 2025/26 – Widening Our Impact Together

Anchored in Strategy

All of this is underpinned by AvMA's four strategic objectives:

- 1. Widening our Reach** – by extending our free advice and support to more individuals, especially those previously unreached.
- 2. Empowering people to get outcomes they need** – through looking at helping people find the resolution and outcomes they need through informal routes as well as litigation.
- 3. Working to eliminate compounded harm** - by advocating for the use and adoption of a Harmed Patient Pathway.
- 4. Building sustainable resources and capabilities** – so that AvMA has the resources necessary to support our work and our ambitions to support our vision that people who suffer avoidable medical harm get the support and outcomes they need.

Looking Ahead to 2025/26 – Widening Our Impact Together

Growing Our Community of Support

To realise these ambitions, we know we cannot do it alone. That is why we are committed to strengthening our fundraising, growing our supporter base, and expanding opportunities for volunteers to get involved. Whether by donating, fundraising, or sharing your time and expertise, every contribution helps us reach more people harmed by avoidable medical accidents. To find out how you can support our work, visit avma.org.uk/support-us or contact us at fundraising@avma.org.uk.

A Broader, Fairer Approach

Our commitment to widening our impact is not only about reaching more people — it is about improving patient safety and ensuring fair redress. We will continue working to remove barriers that prevent individuals from accessing the help they deserve. By listening carefully, responding flexibly, and partnering strategically, we aim to ensure that no one affected by avoidable medical harm is left behind.

Thank you for standing with us. Together, we will continue to build a safer, fairer healthcare system — for everyone.

Action against Medical Accidents (AvMA)
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number SCO39683
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