Changing the face of healthcare

- Review the application of ICT innovation and informatics to support healthcare
- Examine the demand side reforms providing greater choice and control for patients
- Assess the role of the provider to innovate and improve services through supply side reforms
- Meet the stakeholders shaping the direction of healthcare at local and national levels
- Healthcare: securing our future

Sponsor

Event partners

www.lifescienceworld.com/2006/healthcare
European Healthcare Innovation Congress  www.lifescienceworld.com/2006/healthcare

New direction.

Stay ahead of the reforms and be proactive with your healthcare strategies

Healthcare: securing our future

The NHS are now halfway through a ten-year programme of reform. Much has been achieved during the last five years, but there is still a need to go further. To achieve a NHS that is ‘self-improving’ and to ensure continuous improvement, there exists the overarching need for sustained investment and to keep pace with fast changing technology.

Published in early 2006, a Department of Health white paper described how the programme of reforms will be applied to primary and community care. Between now and 2008, the Department of Health and the NHS will continue to develop and implement new initiatives and revised management frameworks.

The proposals set out in the white paper will make a significant impact over this three year period and it is here where further work is now required to complete this policy design. The next three years will be a period of transition during which implementation and organisational change will play a major role.

“The NHS Alliance is the representational organisation of primary care and primary care trusts. The NHS Alliance endorses far reaching events such as the European Healthcare Innovation Congress as a fellow advocate of primary care”

Dr Michael Dixon, Chairman, NHS Alliance

Gain invaluable updates on evolving healthcare reforms

Taking account of progress, feedback and lessons from implementation during 2006 as well as developments in organisational capacity, the European Healthcare Innovation Congress is the premier event for those stakeholders who have a strategic interest in key elements of the reform and in primary and community care provision.

The congress will examine the most recent and forthcoming developments in the areas of demand and supply side, transactional and system management reforms allowing you to identify with new solutions to assist in the management and delivery of healthcare services.

Dear colleague,

There can have been few more exciting and interesting times in the development of healthcare IT than the present. The increasing cost of delivering services to meet the needs of a population, with greater requirements due to demographic change, means that the old ways cannot continue.

All health services have recognised that they cannot provide cost effective, efficient and more importantly safe services to their patients without significant use of IT. Many different approaches are being implemented. There is still much to learn but the prize is a major step forward in individual patient care.

The European Healthcare Innovation Congress provides accurate, timely and relevant information and program updates that will explore the paths being taken, the opportunities available and the problems to be overcome. A diverse range of distinguished speakers will help develop your understanding of these pivotal developments.

I hope that you will be able to join us at the congress and I look forward to discussing new solutions to the significant changes and challenges that face us all in the healthcare community.

Yours faithfully

Glyn Hayes

Dr Glyn Hayes, Chairman, BSC Health Informatics Forum

Gain invaluable updates on evolving healthcare reforms when you book 3 congress days by calling +44 (0) 207 242 2324 or simply fax the registration page to +44 (0) 207 242 2320

Who should attend?

Government ministries of health  Strategic health authorities  Primary care trusts

NHS trusts / hospitals  Private healthcare providers

IT & ICT providers  Medical device companies

Health insurance companies  Private equity providers

Consultants  Independent sector treatment centres  Public private health partnerships
Improving access to accurate, timely and relevant information

08.00  Registration and coffee

09.00  Chairman's opening remarks
Colin Jervis,
Director of Healthcare Consulting,
Kinetic Consulting

DEVELOPING E-HEALTHCARE

09.10  Keynote address: integrating informatics and ICT for the redesign of health service delivery
• The primary technological drivers for the next five years in healthcare
• The implications for clinical care
• Integrating informatics and ICT into existing systems and business practices
Dr Glyn Hayes, Chairman,
BSC Health Informatics Forum

09.40  What do users want from a care records system?
• User perspective on healthcare IT systems
• User acceptance – how to get a happy user (and keep them happy)
Dr Ian Denley,
Chief Executive,
System C Healthcare

10.10  Morning coffee

11.10  NHS Direct – a new model of care
• A national care record system in action
• 24 hour access through remote provision and integration outside the surgery
• Long term conditions and new paradigms
Dr Mike Sadler,
Chief Operating Officer / Medical Director,
NHS Direct

EMERGING E-HEALTHCARE APPROACHES

11.40  Multi-speaker panel session: in pursuit of the electronic medical record and ICT innovation
• EMR and ICT designed to meet the needs of a wide range of healthcare providers
• Pilot testing of EMR / ICT adequately preparing for the realities of rollout
• Sustaining stakeholder momentum and support
Moderator: Colin Jervis, Director of Healthcare Consulting, Kinetic Consulting
Panellists: Jacques Sauret, Director General, Groupement d’Intérêt Public Dossier Medical Personnel
Don Sweete, National and Atlantic Alliance Executive, Canada Health InfoWay
Hans Erik Henriksen, Leader Healthcare Nordic Region, IBM

14.00  Multi-speaker panel session: laying the technical foundations of the electronic prescription service
• National implementation of the EPS with its two phases of software
• Ensuring full implementation and benefits realisation of EPS
• Extending EPS to support the role of primary healthcare practitioners

Moderator: Colin Jervis, Director of Healthcare Consulting, Kinetic Consulting
Panellists: Susan Grieve, Principal Pharmacist, Department of Health
Chris Hoare, Chief Information Officer, Hampshire and Isle of Wight Strategic Health Authority
Dr Paul Cundy, Joint Chair, GPC / RCGP IT Committee

15.00  Afternoon tea

16.00  Case study: re-engineering diagnostic services using picture archiving communication systems
• Changing roles of suppliers in implementing new systems and services in planned phases
• Local service providers delivering IT systems and services on a local level
• Local service provider role in the supply and integration of systems

Dr Laurence Sutton, Consultant Radiologist, Calderdale and Huddersfield NHS Trust and National Cluster Clinical Lead, PACS, Department of Health

16.30  Case study: continuation of the Worcestershire ICT programme plan
• Major service drivers for the Worcestershire health community
• Providing a strategic alignment between service developments and the IM&T plan
• Implementation requirements for NPfIT and the local strategic ICT initiatives and developments
John Thornbury, Director of ICT, Worcestershire Local Health Community

17.00  Chairman’s closing remarks and close of pre-congress briefing

Gain invaluable updates on evolving healthcare reforms when you book 3 congress days by calling +44 (0) 207 242 2324 or simply fax the registration page to +44 (0) 207 242 2320
Day One  Wednesday 18 October 2006

New direction.

08.00  Registration and coffee

09.00  Chairman’s opening remarks

Professor Nick Bosanquet, Professor of Health Policy, Imperial College London

THE CHANGING FACE OF HEALTHCARE

09.10  Keynote address: healthcare reform - a major strategic shift

• Outlining the strategic shift in favour of public health; next stage of reforms in primary care
• Forces and drivers of healthcare reform; the changing role of the state
• Opportunities being presented to the private sector and independent providers of care

Gary Belfield, Head of Primary Care, Department of Health

FUTURE OF SUPPLY SIDE REFORM

09.40  What the private sector can offer the NHS

• Outlining the provider role under NHS reforms
• Changes in primary care and the new opportunities for service provision
• Outlining the allocation of resources, operations and services in the new landscape

Dr Thomas Mann, Chief Executive Officer, Capio Healthcare UK

10.10  Morning coffee

11.10  Integrating the role of the independent sector within primary care

• Mapping how the independent sector are interfacing with PCTs and their service requirements
• Detailing ongoing clinical provision needs in primary care and the commercial opportunities
• Charting capacity building initiatives and the role of PPPs in meeting demand

Mark Adams, Chief Executive Officer, Netcare UK

11.40  Contracting and independent sector providers: planning and developing independent sector provision

• Government policy currently shaping future strategies for independent sector provision
• Identifying short falls in local provision
• Progression of Wave 2 Invitations to Negotiate (ITN)

Mark Smith, Group Strategy Director, Mercury Health and Chairman, NHS Partners Network

11.50  Integrated Commissioning: enabling development in and around the NHS

• Enabling development in and around the NHS

Professor Nick Bosanquet, Professor of Health Policy, Imperial College London

Panellists:

Ian Smith, Chief Executive Officer, General Healthcare Group
Tim Elsigood, Managing Director, Alliance Medical
Clare La Trobe, Director, Primary Care Operations, UnitedHealth Europe

14.00  Multi-speaker panel session: changing the face of public healthcare to meet demand and policy

• Challenges emerging for all NHS and independent sector organisations
• Ensuring continuity of care and services through integration of new providers
• Innovation in service delivery and contestability delivering service improvement

Moderator:

Professor Nick Bosanquet, Professor of Health Policy, Imperial College London

16.00  Afternoon tea

16.30  Case study: managing the impact of the independent sector on service provision

• Evaluating the impact of the ISTC on service provision and NHS Trusts
• Re-allocation of existing resources and exploring new approaches to service redesign
• Managing the impact for the future; exploring roles of the PCT, provider and the ISTC

David Rose, Chief Executive, Hereford Hospitals NHS Trust

17.00  The role of venture capital in developing the healthcare market

• What venture capital is and how it works
• Judging potential opportunities – what the investor looks for

Martin Woods, Healthcare Sector Advisor, 3i

17.30  Chairman’s closing remarks and close of day one

Confirm your involvement in health reforms today by calling +44 (0) 207 242 2324 or simply fax the registration page to +44 (0) 207 242 2320
08.00 Registration and coffee

09.00 Chairman’s opening remarks
Dr Michael Dixon, Chairman, NHS Alliance

INNOVATION AND ADOPTION

09.10 Next generation diagnostic and monitoring technologies for medical devices
• The future development of healthcare systems
• The need for more investment in innovative medical technology and diagnostics
• Leading healthcare innovation through research and collaboration
Dr Paul Smit, Senior Vice President, Strategy & Business Development, Philips Medical Systems

09.40 Improving quality and efficiency of patient care and cost-effectiveness through medical technologies
• Combining trendsetting medical equipment with innovative IT solutions
• Outcomes that lead to a level of care that is exceptional to patient care and provider
• Technologies that improve the quality of care while at the same time reduce costs
Dr Karl-Jürgen Schmitt, Director of Public Relations & Health Policy, Siemens Medical Solutions

10.10 Morning coffee

11.10 Ensuring effective clinical and corporate governance
• Monitoring progress in implementing clinical governance
• Importance of leadership and communication in making the vision happen
• Linking clinical governance with the planning process
Professor Aidan Halligan, Executive Chair, Elision Health

DEMAND SIDE REFORM

11.40 Commissioning a patient-led NHS: establishing new strategic health authorities and PCTs
• Commissioning service expectations; PCTs, general practice and local government
• Identifying the essential components of an effective commissioning process
• Performance management of commissioning
Bob Ricketts, Head of Demand Side Reform, Department of Health

12.10 Case study: redesigning patient pathways and improving service provision
• Drivers of choice and the likely outcomes
• Extended choice making best use of NHS Foundation Trusts, ISTCs and service providers
• Procedures and the mechanisms behind the guidance
Heather Wicks, Head of Commissioning and Service Redesign, Oxford City PCT and Professional Advisor in Orthoptics, Department of Health

12.40 Lunch

14.00 Case study: PCTs – fit for what purpose?
• Learning from Waves 1 and 2
• The challenges to overcome
• Identifying the development priorities
Rita Symons, Project Director for the PCT Fitness for Purpose, Birmingham and the Black Country Strategic Health Authority

14.30 Multi-speaker panel session: the evolution of practice-based commissioning
• Primary care trust reconfiguration impacting on practice-based commissioning
• Best practice on how to engage GPs effectively and ensure a shared GP and PCT vision
• Successfully managing the governance and accountability issues
Moderator:
Dr Michael Dixon, Chairman, NHS Alliance
Panellists:
Professor David Colin-Thomé, National Clinical Director for Primary Care, Department of Health
Dr Mo Dewji, Clinical Director Primary Care Contracting, National Primary Care Development Team
Gillian Hooper, Quadrant Director of Commissioning, East and North Hertfordshire PCT

15.30 Afternoon tea

16.30 Practice based commissioning as the main driver of NHS reforms
• A vision for primary care and the future of commissioning in the NHS
• The reality of a primary care led NHS and the expansion of services
• Models of practice based commissioning and the PCT future role
Dr James Kingsland, Chairman, National Association of Primary Care

TRANSACTIONAL AND SYSTEM MANAGEMENT REFORMS

17.00 Case study: commissioning services and payment by results
• Payment by results and practice based commissioning; how they fit together
• Requirements that underpin the effective operation of payment by results
• Operational factors, local flexibilities and transitional arrangements
Mark Millar, Director of Resources & Planning, Essex Strategic Health Authority

17.30 Chairman’s closing remarks and close of congress
Bringing together senior executives from the European healthcare community

Opportunities for you to leverage new business from healthcare reform

The European Healthcare Innovation Congress is the UK’s definitive event providing wide-ranging analysis of management reform within the UK primary and community healthcare industry.

No other event this year will provide a forum where primary and community healthcare stakeholders can share and develop strategies in light of the changing nature of healthcare delivery. This will create a springboard for new solutions to assist in the management and delivery of healthcare services.

The European Healthcare Innovation Congress will outline the operating framework for 2006 / 2007 and define the priorities and expectations for progress on reform and improving services to patients. This congress describes the elements of reform to the UK healthcare system and how they are expected to interact. It sets a framework for taking forward the implementation and further development of reforms.

“By influencing the development of policy and being at the forefront in offering support and guidance, the NAPC supports the ongoing development of a modernised NHS. We are happy to be part of the European Healthcare Innovation Congress and the message it delivers”

Dr James Kingsland, Chairman, National Association of Primary Care

This congress will provide you with a detailed outlook of public and private primary care sector reform and examine the growing application of health informatics in national infrastructure projects. This congress provides an authoritative voice for helping you understand the role of supply and demand side reforms as a source of innovation in UK health systems, and the business opportunities that they bring.

What’s in it for you? 4 key learning outcomes of attending the European Healthcare Innovation Congress

- Develop an understanding of the context and direction of health reform and the importance to the management and delivery of services over the next three years
- Identify the principle elements of healthcare reform and discover how healthcare professionals can contribute to, lead and implement elements of reform
- Learn how best to manage the transition from current health systems whilst making use of the necessary implementation resources available
- Discover the opportunities for healthcare providers, in the wake of government reform, to innovate and improve primary healthcare services

Choosing the right conference

The European Healthcare Innovation Congress is a must attend for public and private sector healthcare decision makers and business decision makers in the field of health management. It will be of great interest to health sector practitioners who are implementing these reforms at local and national levels.

The event is structured to deliver the highest value stakeholders from the UK and key European countries who are at the top of their game when it comes to developing and implementing innovative and effective healthcare strategies. No other event can give you exclusive access to senior decision makers from government and NHS institutions, private healthcare providers, ICT suppliers and medical device companies that matter to you.

“SPEED NETWORKING”

We introduce you to ‘Contact’ – a system to enable you to set up meetings before the event. Better than most other online systems you can search the attendees then e-mail them directly without ever seeing their e-mail address. We facilitate first contact and you take it from there. It is more than just on-line networking though, important documents and conference tips can be downloaded and after the event you can access the white papers and presentations from our world class speakers.

About the venue

Acknowledged as one of the Capital’s finest, Jumeirah Carlton Tower enjoys an envious location on Cadogan Place and Sloane Street, within easy reach of the Capital’s most fashionable shopping areas. With its superb business facilities, Jumeirah Carlton Tower is a landmark experience.

www.jumeirahcarlontower.com
European Healthcare Innovation Congress

Meet the highest value buyers and decision makers in your target market

The European Healthcare Innovation Congress offers the opportunity for your company to improve the likelihood of your product / service being chosen and raise your company’s profile in an unbiased arena. If your company’s target market is the public or independent primary care sector, the European Healthcare Innovation Congress will provide a platform for you to reach the buyers and key decision makers in this market.

The European Healthcare Innovation Congress provides the perfect platform for you to demonstrate new and existing products, introduce new services or solutions and engage in “face to face” marketing with your target audience. Retaining your existing customers while attracting new business is a must for steady growth – the European Healthcare Innovation Congress will provide you with the opportunity to fulfil both.

Sponsorship of the European Healthcare Innovation Congress allows you to increase your sales and business profile within the UK and European primary healthcare market. Make the most of this unique opportunity to position your company as a leading provider of healthcare services in the UK and Europe. At the same time, gain market and competitor intelligence on this industry.

A tailor made marketing solution

The European Healthcare Innovation Congress offers you an unrivalled and cost effective branding, sales and marketing solution that allows you to take full advantage of our direct marketing, telemarketing, advertising, internet and email campaigns.

Sponsoring at an event of this calibre will expose your brand to thousands of decision-makers through the benefits of a targeted marketing campaign. This business model will reduce your marketing cost by creating a 3rd party promotional sponsorship ensuring a major presence in the market before, during and after the event.

Press registration

Qualified press are eligible to attend the European Healthcare Innovation Congress for free. In order to qualify for a press pass, please complete the form at www.lifescienceworld.com/2006/healthcare. All fields must be completed in order for your press registration to be considered. Alternatively, please contact Julie Phillips, Marketing Manager on +44 (0) 207 539 4336 or email: julie.phillips@terrapinn.com

Do you supply the primary / public / independent healthcare sectors? Or are you looking to break into these markets? If you would like to showcase your products and expertise to a large audience of senior level decision makers, call Neil Darkes now on +44 (0) 20 7092 1240 or email: neil.darkes@terrapinn.com

Response form

Fax back to +44 (0) 20 7242 2320

☐ Yes! I am interested in sponsorship / exhibition opportunities
☐ Yes! I am interested in exhibiting. Please contact me immediately

Name:..............................................................................................
Job title:...............................................................................................
Company: ............................................................................................
Address: ..............................................................................................
.............................................................................................................
Tel: .......................................................................................................
Fax: ......................................................................................................
Email: ..................................................................................................
Mobile:.................................................................................................

1198
European Healthcare Innovation Congress

Venue:
Jumeirah Carlton Tower on Cadogan Place London SW1X 9PY
Phone: +44 (0) 207 235 1234 Fax: +44 (0) 207 235 9129
For further information please visit: www.jumeirahcarltontower.com

Hotel accommodation:
Specially discounted fees have been obtained by Terrapinn for all attendees. A hotel booking form will be sent to all registered attendees. Alternatively call the Jumeirah Carlton Tower on +44 (0) 20 7238 1234 stating that you are a delegate at European Healthcare Innovation Congress 2006.

Data Protection
Terrapinn for its agents may contact you by mail, phone or email about products and services offered by Terrapinn and its group companies, which Terrapinn believes may be of interest to you, or about relevant products and services offered by reputable third parties. Terrapinn may also disclose your contact details to such third parties to enable them to contact you directly. Certain entities to which Terrapinn discloses your contact details are located in territories overseas which have fewer legal safeguards to protect personal data. By returning this form to us, you agree to our processing of your personal information in this way. Please tick the appropriate box if you do not wish to receive such information from:

- The Terrapinn group,
- Reputable third parties.

Cancellation
Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee, plus VAT, will be made for cancellations received in writing at least 4 weeks prior to the conference. Alternatively, you may choose a credit note for the full value of the registration. Cancellations received after this time will not be reimbursed and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Course documentation will, however, be sent to the delegate. Terrapinn reserves the right to alter the programme without notice.

Register before 20 July and save 10%