



Medicology Conferences



Quality, Governance & Experience

17th December 2009, Friend's House, London

www.qualitygovernanceexperience.co.uk

Introduction

Clinical teams have a natural orientation towards quality and appreciate the significant role clinical governance plays in ensuring safe services. This important conference has quality at its heart but seeks to broaden the definition and attributes of quality from a healthcare delivery perspective. Acknowledging that you cannot claim quality without the highest possible standards and outcome, Quality, Governance & Experience brings the patient perception to the fore, seeking to find a balance between hard, measurable outcomes and the softer, human experience.

Modern healthcare providers accept that the patient has their own views on quality, safety and what's important. This conference also aims to stimulate thought and debate about how to approach delivering services that achieve both the clinical and the patient agenda. With ever greater emphasis placed on patient perception, this conference should prove vital and topical to both senior front line clinical staff and their management counterparts. Balanced, productive and in the heart of today's debates.

Cutting Edge Insight into the Key Issues of Today

Medicology Conferences are designed to enable the widest possible audience to gain insight into and solutions to the core issues facing healthcare professionals today, by providing a cost-effective and accessible platform for information migration, experience sharing, collaboration and knowledge management.

Conference topics are identified utilising the following criteria:

- There is a pressing need to resolve challenges in that area
- A wider audience needs access to important insight
- The topic area warrants wider discussion
- The issue in question has significant impact on healthcare success

We are particularly committed to bringing knowledge, insight, strategies & skills to frontline healthcare professionals, who often face the challenge of implementing major initiatives or resolving key challenges at the operational coalface. Doctors, Nurses, Allied and Business Professionals at all levels of the organisation need access to the insight brought to Medicology Conferences.

Widely Accessible to the Right People

Clinical and other frontline staff often find it difficult to access the insight necessary to succeed and thrive in the modern environment because many healthcare conferences are organised, publicised and priced in a manner that precludes them from attending when in fact it is they who really need access to the insight. Medicology conferences are designed to address this very issue by:

- Carefully managing costs to ensure the lowest possible cost of attendance
- Utilising lower cost but high quality venues to ensure the right capacity at the right price
- Ensuring the widest possible publicity to the right people

Book over the phone by calling **01332 821260**, or on the web at www.qualitygovernanceexperience.co.uk

The Full Programme

0830 - 0920	Registration, Coffee & Exhibition
0920 - 0930	Opening Remarks
0930 - 1000	The Physician's Role in Creating and Sustaining Patient-Centred Care Sir Donald Irvine M.D., Chairman, Picker Institute Europe, Former President of the General Medical Council
1000 - 1030	Placing patient & service user experience at the heart of our health service - understanding the cultural shift Dr Paul Hodgkin, Chief Executive, Patient Opinion
1030 - 1100	Real time versus snapshot approaches to capturing patient experience – balancing usability with completeness Dr Sara Watkin, Consultant Paediatrician, Lead Consultant for Clinical Excellence, Governance & Experience, Medicology Ltd
1100 - 1115	Questions
1115 - 1145	Morning Coffee
1145 - 1215	5 Years Experience of Assessing Patient Experience – practical considerations, lessons learned and improvements implemented Dr T Mahmud, Consultant Physician & Rheumatologist, Pembury and Kent & Sussex Hospitals
1215 - 1245	Commissioning and Ensuring Quality, Safety & Patient Experience - Perspectives from SHAs and Commissioners Professor Juliet Beal, Executive Director of Nursing, Barking & Dagenham PCT and former Programme Director, Patient Safety & Clinical Quality, NHS London

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1245 – 1300	Questions
1300 – 1345	Lunch
1345 – 1415	Learning to be lean – improving healthcare performance without reducing quality Mr Steve Hollyhead, Lean Improvement Manager, Worcestershire Acute Hospitals NHS Trust
1415 – 1445	Improving clinical quality systemically – taking the strategic approach to operational performance improvement Dr Jonathan Potter, Clinical Director, Clinical Effectiveness and Evaluation Unit, Royal College of Physicians, London
1445 – 1515	Delivering effective and comprehensive clinical governance in the modern healthcare environment Dr Sara Watkin, Consultant Paediatrician, Lead Consultant for Clinical Excellence, Governance & Experience, Medicology Ltd
1515 – 1530	Questions
1530 – 1545	Afternoon Tea
1545 – 1630	Keynote Lecture The Multifactorial Challenge of Achieving Service Success in the Evolving Health Service – Understanding the place of quality, governance & experience in a financially challenged system Mr Andrew Vincent, Managing Director, Medicology Ltd
1630 – 1645	Questions
1645	Closing Remarks

Conference Fees

Cost & Booking Information

Most conferences of this nature range in cost from around £325 to £500 per person per day. We strongly believe that this places them beyond reach for many people. Medicology Conferences are priced to delegates as follows:

- **Consultants & Business Professionals**
 - £215 + VAT early bird (booked more than 56 days ahead of the course)
 - £249 + VAT standard rate (less than 56 days to go)
- **Doctors in Training, SAS Grades & Nursing Staff**
 - £125 + VAT early bird
 - £175 + VAT standard rate

How To Book

You may book online, by telephoning the customer service team on 01332 821260 or by email to customer.services@medicology.co.uk whichever is your preference.

Full details and online booking go to: www.qualitygovernanceexperience.co.uk

Group Booking Offers

- **5 Places**
 - £700 + VAT early bird
 - £875 + VAT standard rate
- **10 Places**
 - £1250 + VAT early bird
 - £1400 + VAT standard rate
- **Special Offer for Nurses & Junior Doctors**
 - 5 places for £600 + VAT early bird
 - 5 places for £750 + VAT standard rate

For any further information about group bookings please contact dean@medicology.co.uk who will be happy to help.

We recognise that cost of attendance is key to maximising access in those who need to attend. However, delegates also need to have the right experience too. We achieve this by providing the right facilities and conditions but in a cost effective manner:

- Delegate packs consisting of a bag, pen, paper and programme
- Tea/coffee on arrival, mid morning and in the afternoon
- Simple but nutritious delegate lunch, with appropriate refreshments
- Certificates, with CPD approval where appropriate

All Medicology conferences are comprehensively evaluated to ensure standards are maintained.

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Practical Information

Venue Details & Directions

Friends House, London

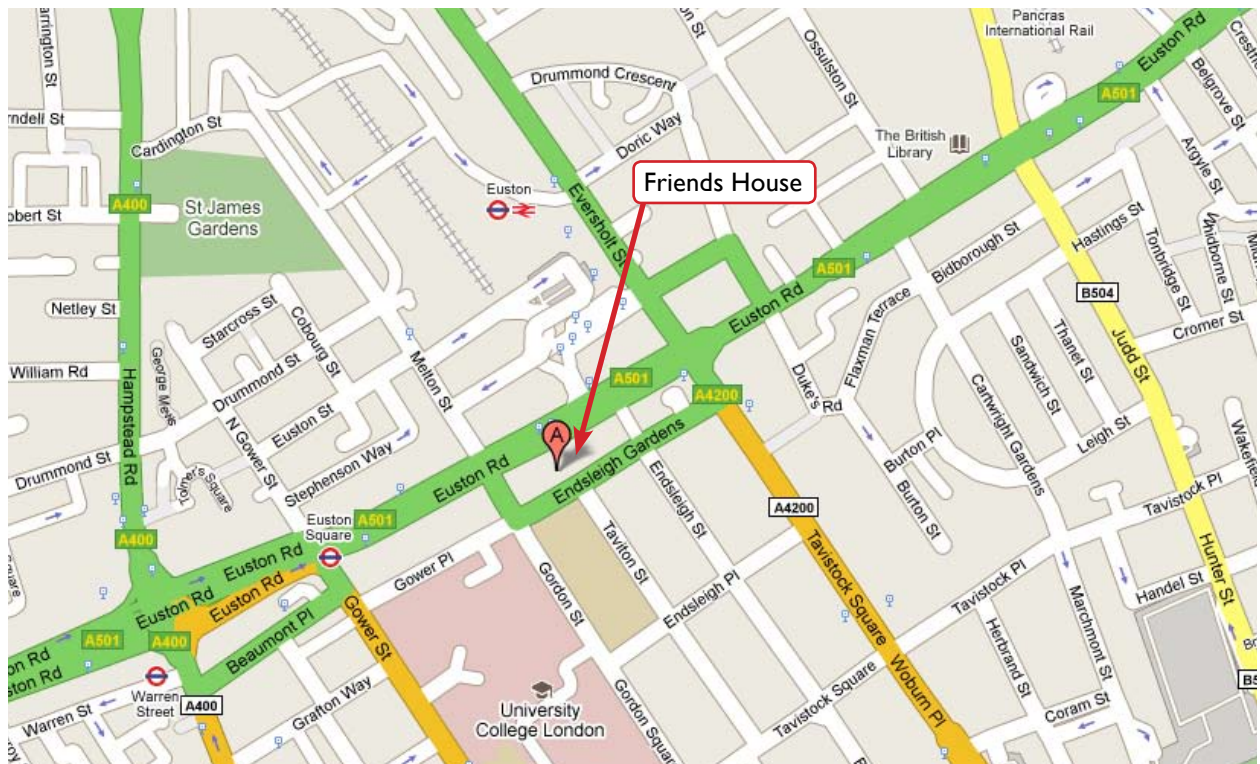
Address: 173 Euston Road
London
NW1 2BJ

Telephone: 020 7663 1000
Email: events@quaker.org.uk
Website: www.quaker.org.uk

Friends House is on the south side of Euston Road directly opposite Euston station (BR main line, Victoria and Northern underground lines). It is ten minute walk from King`s Cross and St. Pancras main line and underground stations, and five minutes from Euston Square underground station. Buses 10, 18, 30, 73 and 205 pass the door. 59, 68, 91, 168, and 253 stop nearby.

Car Parking

Friends House is within a meter parking zone. Charges must be paid Monday to Friday 0830 – 1830, Saturday 0900 – 1630. There are alternative parking facilities under Euston Station.



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Contact Information

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Exhibitor & Sponsorship Opportunities

Medicology Conferences are targeted events that attract elite audiences across the whole spectrum of healthcare, enabling you to display your corporate brand or products prominently in the presence of the relevant people. Each Medicology Conference gives you important and cost effective exposure to our delegates in a number of different ways.

Please contact Dean Kellogg dean@medicology.co.uk to find out more about our Exhibition & Sponsorship Opportunities or to make the necessary arrangements.