



Medicology Conferences



Driving Cost Improvement from the Clinical Coalface

11th February 2010, Friend's House, London

www.NHScostimprovement.co.uk

Introduction

An important and timely conference, designed specifically to help address the challenge facing healthcare teams and organisations as they strive to manage costs in a period of growing financial famine. Whilst commencing with the drivers of financial change, the programme addresses the full breadth of issues surrounding achieving meaningful cost improvement without compromising clinical quality. Cost improvement will only be achieved with the hearts, minds and practical engagement of the clinical workforce itself and so this receives special attention in a practical, hard hitting but positive programme.

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.NHScostimprovement.co.uk

The Full Programme

0830 - 0920	Registration, Coffee & Exhibition
0920 – 0930	Opening Remarks
0930 – 1015	Keynote Lecture What's the gap and who pays the biggest price in failure to address sustainability?
1015 – 1045	Coercion versus engagement – the difference between reluctant adherence and committed, consistent behaviour Andrew Vincent, Managing Director & Lead Consultant for Clinical Business Excellence, Medicology Ltd
1045 – 1100	Questions
1100 – 1130	Morning Coffee
1130 – 1200	Concurrency in Service funding – improving the income side through attention to detail at the clinical coalface, whilst gaining clarity about your pattern of spending Kevin Stringer, Director of Finance, Birmingham Children's Hospital
1200 – 1230	Systematic Cost Reduction – Taking a strategically intelligent approach to avoid the reckless reactivity pitfall James Nicholls, Director, Healthcare Advisory
1230 – 1245	Questions
1245 – 1345	Lunch Lunch includes a poster session on cost improvement strategies with a £500 prize for the best
1345 – 1415	Utilising innovation and quality improvement techniques to produce cost improvement Mark Jennings, Director of Healthcare Improvement, Kings Fund
1445 – 1445	Reigning in the agency costs – reducing the financial burden of locum/ temporary staff
1445 – 1500	Questions
1500 – 1520	Afternoon Tea
1520 – 1550	Cost & performance improvement through application lean principles
1550 – 1600	Questions
1600 – 1645	Keynote Lecture & Discussion Evolving staffing mix – creating a cost-effective workforce in line with our evolving NHS What's possible, practical & desirable? David Amos, Senior Policy Advisor, Cabinet Office & Former Director of Workforce, University College London Hospitals NHS Foundation Trust
1645	Closing Remarks

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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:

- **Pricing**
 - £186.75 + VAT

How To Book

You may book online, by telephoning the customer service team on [01332 821260](tel:01332821260) or by email to customer.services@medicology.co.uk whichever is your preference.

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

Group Booking Offers

- | | | |
|--|--|---|
| • 3 Places <ul style="list-style-type: none">• £525 + VAT | • 5 Places <ul style="list-style-type: none">• £850 + VAT | • 10 Places <ul style="list-style-type: none">• £1400+ VAT |
|--|--|---|

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

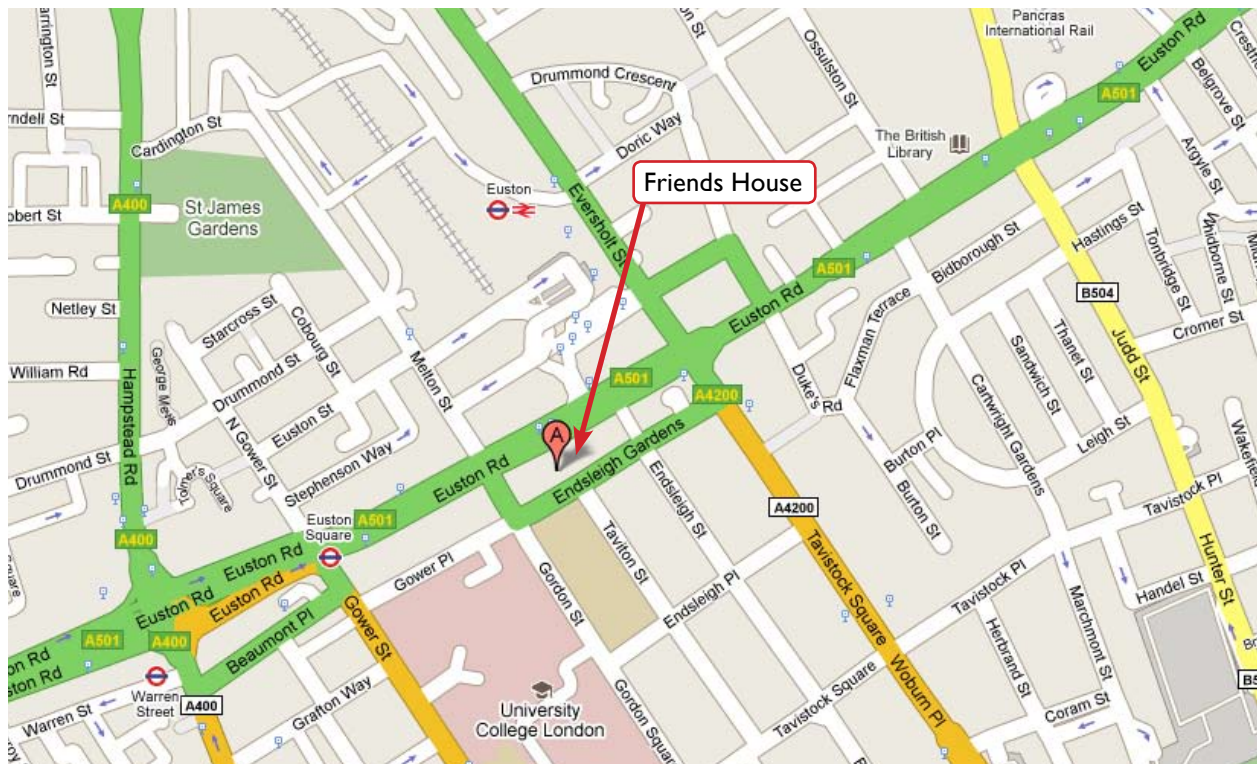
Address: 173 Euston Road
London
NW1 2BJ

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

Address

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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.