

The NHS: What's Happening

Understanding your customers in the STP and ICS landscape

22 March 2018 | The Birmingham Conference and Events Centre, Birmingham



EVENT OVERVIEW

The NHS is going through systemic change as Sustainability and Transformation Partnerships (STPs) evolve into Integrated Care Systems (ICSs) and begin to work at a much larger scale to serve whole health economies.

For suppliers to the NHS this means a long-term reduction in the number of providers and commissioners meaning fewer points of sale. The impact of these changes for suppliers, is that at every level of the NHS there will be new configurations of buyers and providers.

As STPs and ICSs develop further, it is imperative your business gains a competitive edge by acquiring a comprehensive understanding of the new NHS landscape.

Join Wilmington Healthcare's expert team of thought leaders for this essential event that will provide you with the knowledge to navigate the new NHS.

Their rich insight will be complimented by real world case studies from national and local NHS leaders who are spearheading these transformational changes.

BENEFITS OF ATTENDING:

- ✓ Get real world insights from NHS leaders to better understand their challenges
- ✓ Gain knowledge of the changing NHS to perform more effectively in your role
- ✓ Interact with Wilmington Healthcare experts to get your specific questions answered
- ✓ Acquire a comprehensive NHS update by investing just one day out of the office

The event is supported by HSJ, the UK's leading intelligence service for healthcare leaders.

WHO IS IN ATTENDANCE?

This event is aimed at representatives from pharma and medtech industries and suppliers / service providers to the NHS responsible for:

- Training Managers
- NHS Liaison Managers
- Sales Representatives
- Business Managers
- Business Development Directors
- Regional Managers
- Key Account Managers
- Market Access Directors
- Marketing Managers
- Brand Managers
- Sales and Marketing leads

SPEAKERS:

Douglas Findlay, Co-Chair of the Academic Health Science Network of Networks and the Oxford Academic Health Science Network Patient Experience Operational Group

John Chater, Solutions Director, Education & Learning, Wilmington Healthcare

Dave West, Senior Bureau Chief, HSJ

Steve How, Business Development Director, Wilmington Healthcare

Oli Hudson, Content Director, Wilmington Healthcare

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SPEAKERS



John Chater has responsibilities at Wilmington Healthcare that include events, training, editorial and bringing new ideas about customer engagement to market.

He has written about health and social care for over twenty years, starting out in Whitehall

as a ministerial speechwriter and policy drafter. He has worked as a content author, policy drafter, communicator and trainer in all sectors, including Wellards, Binley's, Commissioning Support for London and NHS London's Medical Directorate. In social care he was head of external relations at Royal British Legion Industries.

He is particularly interested in the way environmental changes in healthcare affect the business environment of NHS suppliers in all sectors and markets.



Douglas Findlay, Co-Chair of the Oxford Academic Health Science Network (AHSN) Patient Experience Operational Group.

From the late 1980s until 2007 Douglas worked in the medical devices and the pharmaceutical industries after which he

moved to work as a Learning and Development specialist for Wellards.

An enthusiastic advocate of the NHS, Douglas became a board member of Healthwatch Reading in 2013 and this has led on to a number of different healthcare assignments related to patient advocacy and the NHS.



Steve How, is the Business Development Director for Wilmington Healthcare, with a key focus that includes the translation of NHS policy information and data into insight to support healthcare related business.

Prior to this (and coinciding with the controversial 2012 Health and Social Care Act) Steve had set up Exarca Health a business development consultancy specialising in Key Account Management and partnership working with the NHS.

He also has many years experience with blue chip pharmaceutical and Health IT companies in delivering and implementing solutions based marketing and sales strategies.

(Cont'd)

Steve is passionate about facilitating partnerships to develop better healthcare. Whether that is linking up various providers and suppliers in the NHS, supporting industry on their strategic approach to working with the NHS or supporting public engagement with their local NHS.

Steve has taken an active role in developing and implementing assurance and public governance and is a member of the Alliance Leadership Board for the Better Together PACS Vanguard in Mid Notts and a Governor of Nottinghamshire Healthcare Foundation Trust.



Oli Hudson worked for Wellards for 11 years, coming from a background of PR and journalism. As editorial director he was responsible for the content of the site wellards.co.uk and also has customer-facing roles in training, consultancy and development.

Oli has worked closely with the NHS via the NHS-Industry procurement partnership programme, and developing education on value in healthcare for industry with Right care czar Sir Muir Gray.

As Business innovation consultant at Wilmington Healthcare he now works with the NHS and industry on a host of training, access, collaboration and partnership projects.



Dave West is HSJ's senior bureau chief, leading a team of journalists who cover commissioning, care quality, integration and primary care. His own work focusses on NHS England, clinical commissioning groups, and primary care reform.

He also writes about the North East and Cumbria areas. Dave has been at HSJ since 2008. In 2013 won the Medical Journalists' Association professional journalist of the year award and in 2014 was named one of the top 10 journalists on Twitter by the Press Gazette.

He has been nominated for awards for HSJ's interactive clinical commissioning group map. His past work has covered acute care, quality indicators, and informatics.

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AGENDA

9.30 REGISTRATION

10.00 **Welcome and Chair's introduction**

- How to get the best out of the day
- Outline of the themes to be discussed
- Jargon buster: your guide to NHS acronyms

Douglas Findlay, Co-Chair of the Oxford Academic Health Science Network (AHSN) Patient Experience Operational Group

10.20 **Framing the current NHS environment**

In this informal interactive session, a Wilmington Healthcare expert will frame the current NHS landscape. During this session you will be able to assess your own knowledge levels to help you identify any current knowledge gaps.

- Setting the scene – clarifying how the system fits together
- Outlining what is changing and why
- How *The Five Year Forward View* is guiding change and reviewing progress to date

John Chater, Solutions Director, Education & Learning, Wilmington Healthcare

10.50 **Five NHS priorities in 2018-19**

- Exploring the main priorities for the NHS in England in 2018-19 and beyond
- The main objectives for local and national leaders
- The context NHS organisations are operating in
- Details on finance, delivery, safety, workforce, system change

Dave West, Senior Bureau Chief, HSJ

11.15 REFRESHMENTS

Moving to population health - Identifying the opportunities as STPs transition to ICSs

11.40 From STPs to integrated care systems – five predictions

Dave West, Senior Bureau Chief, HSJ

12.05 Gain unique insight in to what the STP Plans actual mean in practice from an industry expert

Steve How, Business Development Director, Wilmington Healthcare

12.30 LUNCH

13.15 **What's happening to commissioning - are CCGs still relevant?**

- Understanding why CCG mergers are happening and what it means
- How to plan your commercial strategy to take advantage of the changes
- Assessing the impact of moving specialised commissioning from NHS England to CCGs

Oli Hudson, Content Director, Wilmington Healthcare

14.00 **Panel Discussion: Developing your understanding of the new health systems in the NHS**

- Question our expert panel to fill your knowledge gaps on STPs and ICSs
- Hear the panel debate the risks and opportunities for the NHS that will come from this transformation programme
- Understand what these changes will mean for your organisation's relationship with the NHS

Oli Hudson, Content Director, Wilmington Healthcare, **Dave West**, Senior Bureau Chief, HSJ, **Steve How**, Business Development Director, Wilmington Healthcare

14.45 **Building the customer landscape so your organisation can navigate the new NHS**

In this closing session, a thought leader from Wilmington Healthcare will reflect and reinforce the day's learning to ensure your understanding of the STP and ICS framework is complete. It will cover:

- Analysis of what the new customer landscape in the NHS looks like and how you can develop and retain these relationships
- Gain intelligence on who the clinical and financial decision makers are in the new NHS and what you need to do to engage with them
- Find out the next steps for the NHS to enable you to keep track of and adapt to the changing environment

John Chater, Solutions Director, Learning & Education, Wilmington Healthcare

15.15 **Closing Remarks and End of Conference**