

IP INDEPENDENT
PRACTITIONER

2007

DEVELOPING PRIVATE PRACTICE

THIRD NATIONAL
CONFERENCE

DEVELOPING PRIVATE PRACTICE

For experienced and
aspiring private
practitioners and those who
manage and support them
Friday 5 October 2007,
Church House Conference
Centre, London

Topics include:

- Independent healthcare: an update from the Healthcare Commission
- Good Doctors, Safer Patients, The New Regulation White Paper and Revalidation: implications for Independent Practitioners
- BUPA Health Insurance: understanding and responding to our customers' needs
- Working together in the new healthcare market
- Successful independent practice: innovative options
- The way forward for private practitioners

PLUS choose from two streams:

- Setting up and running a private practice
- Moving forward in private practice

Keynote speakers:

- **Jon Billings**
Head of Independent Healthcare
The Healthcare Commission
- **Robert Slack**
GMC Council Member
The General Medical Council

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The face of independent healthcare is changing. The number of people paying to go private could fall by up to 30 per cent within the next five years, according to Healthcare Commission figures. Conversely, the number of NHS contracts being offered to the private sector is increasing massively.

The emergence of treatment centres is threatening traditional private practice in a number of specialties. While the private medical insurance market appears to be resilient, the self pay market is in decline. It is forcing many private practitioners to reconsider their commitment to private work. In a few specialties, consultants face the decision of having to either gear up the intensity of their private work to meet competition, or get out.

But as well as the challenges, the changing use of the independent sector is presenting exciting opportunities, particularly for group practice. To benefit, consultants need to be able to read the market and respond accordingly. This conference has been designed to provide you with unique insight into those developing trends.

The programme will examine current trends and their implications – and provide practical examples of the ways in which consultants from all over the UK are adapting to them.

The conference includes two streams – one for those considering starting up in the private sector, and one for consultants looking to develop their existing private practice and weigh up their options.



10.00	Chairman's introduction
10.05	Independent Healthcare: An update from the Healthcare Commission Jon Billings <i>Head of Independent Healthcare, The Healthcare Commission</i> <ul style="list-style-type: none">• performance, standards and reform in independent healthcare: an update• lessons from the Healthcare Commission investigations: issues that independent practitioners need to be aware of• looking forward: the changes ahead including the challenge of bringing together the assessments in the NHS and independent healthcare and the consequences for independent practitioners
10.30	Good Doctors, Safer Patients, The New Regulation White Paper and Revalidation: Implications for Independent Practitioners Robert Slack <i>GMC Council Member, The General Medical Council</i> <ul style="list-style-type: none">• implementing the recommendations from Good Doctors, Safer Patients: implications for independent practitioners• developing the new standards• the implications of the new regulation White Paper for independent practitioners• the re-licensing and revalidation process: the vision and moving forward in independent practice
11.00	Question and answers, followed by coffee
11.25	BUPA Health Insurance: understanding and responding to our customers' needs Steven Pink <i>Head of Provider Relations and Procurement, BUPA Health Insurance</i> <ul style="list-style-type: none">• the changing dynamics of the private health insurance market• the opportunities for consultants with a private practice• a new and different future
11.50	Working together in the new healthcare market David Mobbs <i>Chief Executive, Nuffield Hospitals</i> <ul style="list-style-type: none">• models for engagement• future challenges to private practice• clinical governance in partnership
12.10	Successful Independent Practice: innovative options Mr Ian McDermott <i>Consultant Orthopaedic Surgeon, The Northwood Orthopaedic Clinic</i> Mr Gordon Muir <i>Consultant Urologist, Renaissance Healthcare Ltd</i> <ul style="list-style-type: none">• what are the options open to independent practitioners?• innovative options and the benefits of working in groups• case studies
12.35-12.40	Time to move into appropriate streams

THE CONFERENCE SPLITS INTO TWO STREAMS

Stream A - Setting up and running a private practice

For aspiring and new private practitioners and those supporting them in setting up private practice

Stream B - Moving forward in private practice

For experienced private practitioners and those supporting them in running a private practice

12.35-13.10

Getting started: the key considerations **Ray Stanbridge** *Director, Stanbridge Associates* with **Dr Pete Jenkins** *Independent Psychiatrist, Cardiff Consulting Rooms*

- a step by step guide to setting up in private practice
- the challenges you are likely to encounter

Ways for Consultants to work together **Mr Gavin Bowden** *The Oxford Clinic* and **Thomas Acworth** *Chief Executive Officer, PHF*

- Working together
- Attracting funding
- Understanding new opportunities
- The impact on income and profitability

13.10 – 14.00 Lunch and exhibition

CHOICE OF STREAMS

Stream A - Setting up and running a private practice

Stream B - Moving forward in private practice

14.10-14.50

Medico-Legal pitfalls to watch out for **Dr John Holden** *Medical Legal Advisor, MDU*

Quality improvement: Auditing your own independent practice and changing as a result **Mr Richard Field** *Clinical Director and Consultant Orthopaedic Surgeon, South West London Elective Orthopaedic Centre*

14.50-15.20

Practical advice on financial requirements, tax and credit control **Martin Murray** *Sandison Easson & Co*

Monitoring outcomes and improvement **Mr Colin Howie** *Consultant Orthopaedic Surgeon, Lothian University Hospitals NHS Trust*

15.20-15.45 Tea break and exhibition

15.45-16.30

Effective marketing - for new private practitioners and those who support them **Alasdair Muir** *Founder, Horse Tiger Partners*

- Practical advice for getting yourself known and building relationships with GPs

Effective marketing - for experienced private practitioners and those who support them **Mr Richard Sinnerton** *Lead Consultant, Weybridge Orthopaedics*

- Marketing services direct to patients
- Developing a website that adds value

16.30-16.35 **Time to move back to main stream**

FINAL JOINT SESSIONS

16.35 **The way forward for private practitioners**

Dr John Eddy *Committee Member, Private Practice Committee, British Medical Association, and Consultant Obstetrician and Gynaecologist Essex Rivers NHS Trust*

- The big issues for private practitioners moving forward

17.05 **Chairman's conclusion**

17.15 **Close**

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Choice of steams

A

Setting up a private practice

B

Moving forward in private practice

Conference handbook I cannot attend the conference but would like a copy of the conference handbook which includes speaker slides @ £69 a copy. www.healthcare-events.co.uk (for details of our products) or katie@healthcare-events.co.uk

Date

Friday 5 to October 2007

Venue

Church House Conference Centre,
Dean's Yard, Westminster,
London, SW1P 3NE

Conference fee

£360 + VAT (£558.00) for NHS and private healthcare organisations. £250 + VAT (£375.00) for voluntary sector/charities. £475 + VAT (£712.50) for commercial organisations. The fee includes lunch, refreshments and a copy of the conference handbook.

Terms and conditions

All fees, less a 20% administration fee, will be made if cancellations are received in writing, at least 4 weeks before the conference. We regret that any cancellation after this time cannot be refunded, and that refunds for failure to attend the conference cannot be made, but since all our delegates are welcome at any time.

Confirmation of booking

All bookings will be confirmed by email, unless stated otherwise.

Accommodation

On confirmation of your booking you will receive details of accommodation.

Exhibition

If you are interested in exhibiting at this event, please contact Carolyn Coadbody on 020 8481 0354

For more information contact Healthcare Events on 020 8541 1399 or email katie@healthcare-events.co.uk

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