

Innovation through Partnership

Tuesday 7th July 2009 - Reebok Stadium, Bolton

Programme

Aims & objectives of this event

- ✓ Create positive 'business to business' partnerships between the NHS and Pharma Industry for the benefit of patients
- ✓ To give permission for and demonstrate ways in which NHS/Pharma can work together in a more productive and businesslike way
- ✓ To help break down barriers between industry and NHS Senior Management and to enable positive working relationships for healthcare professionals
- ✓ Showcase examples of innovative practice which have benefitted patients and the NHS and have arisen from true joint working

Chair for the morning session – Peter Rowe, CEO Ashton Leigh & Wigan PCT

10:00 Welcome & Introduction – Mike Farrar & Chris Brinsmead

'Can you think of a more significant co-dependent relationship that is transacted so sub-optimally?' - Mike Farrar

Mike and Chris would like to explore with you where the relationship is between industry and the NHS in the North West and to look at how partnerships have the potential to deliver innovation and better services for patients.

10:30 Joint working in reality - Individual Table Discussions

Round table discussion one spokesperson provides feedback and questions to the panel. Q&A session with all feedback captured and commented on by leading speaker panel including Mike Farrar and Gordon Coutts, General Manager, Schering-Plough.

11:45 Tea & Coffee

12:00 Joint Working - What Has Been Done So Far?

30 minutes per workshop - each delegate may choose two titles

Series of informal, table host style workshops with posters. Each workshop will be jointly hosted by NHS and Pharma Leads and will provide opportunity for questions, networking and sharing information.

Objective

- ✓ Highlight a range of current examples where joint working has directly influenced service provision or patient experience. Learn what has worked , what wasn't so successful
- ✓ To demystify what is possible and begin to give permission for others to work together
- ✓ Support the spread of innovation and help share skills and knowledge

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Workshop Title		
1	Scenario Planning – an insight into the North West SHA scenario planning tool including how this can influence future plans for health care and patient well being	<p>Pete Butterfield <i>Cambridge Laboratories & Chair of the Small Companies Forum</i></p> <p>Alison Ewing <i>Director of Pharmacy</i> <i>Royal Liverpool & Broadgreen University Hospitals Trust</i></p>
2	CVD represents major health challenges to Manchester. This presentation describes a novel but totally different approach to partnership working between the PCT and Pfizer Ltd to help support the identification and management of patients at risk of and living with these diseases	<p>Mark Heylings <i>Account Manager</i> <i>Pfizer Limited</i></p> <p>Karen O'Brien <i>Associate Director Primary Care Commissioning</i> <i>Manchester PCT</i></p>
3	"Commissioning For Outcomes" - Wakefield Integrated Substance Misuse Service (WISMS). This project is evaluating the benefits for patients and the wider community of a more integrated substance misuse service. WISMS has also recently been granted project funding as one of the 16 organisations who have been chosen nationally to become an Integrated Care Organisation.	<p>Jennifer Lindsay <i>Strategic Health Development Manager</i> <i>Schering-Plough Ltd</i></p> <p>Bridget Gill <i>Yorkshire & Humber SHA</i></p>
4	NHS Attitudes to Joint Working : Results from an AZ commissioned piece of market research with the NHS, looking at insights across PBC, PCO and Hospital, their attitudes to each other and to Pharmaceuticals and what factors make for positive perception and engagement.	<p>Vince Holder <i>NHS Healthcare Marketing Manager</i> <i>AstraZeneca</i></p>
5	Partnership working with NHS Central Lancashire in COPD	<p>Wendy Cummings <i>Boehringer Ingleheim</i></p>
6	Joint working to reduce rates of C Difficile	<p>Dr Jim Gardner <i>Medical Director</i> <i>North Lancs PCT</i></p>
7	To improve the quality of care by delivering NICE guidelines in the management of COPD	<p>Amanda Reid <i>Integrated Healthcare Manager</i> <i>GlaxoSmithKline</i></p> <p>Dr Nawar Bakerly <i>Consultant Respiratory Physician (SPCT & SRFT)</i> <i>Salford Royal NHS Foundation Trust</i></p>

13:00 Lunch & Networking

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Chair for the afternoon session – Patrick Hopkinson, Director Portfolio & Partnership Marketing, GlaxoSmithKline

13:45 Soap Box Session : Stop, Start, Continue – Chaired by: Dr Simon Abrams, Medical Director UC24

8 colleagues - 4 each from the NHS and Pharma each sharing learning from their experiences of joint working. Session is chaired - each person speaks for 2 minutes with 1 minute for questions.

Objective

- ✓ Support the spread of innovation and help share skills and knowledge
- ✓ Highlight a range of current examples where joint working has directly influenced service provision or patient experience. Learn what has worked, what was not so successful

NHS	Pharma
Bridget Gill Associate Director, Business Planning & Continuity Performance & Delivery Directorate NHS Yorkshire & The Humber	Simon Nicholson Head of Strategic Partnerships Schering-Plough
Roger Leadbeater Knowledge Network Manager Ashton, Leigh & Wigan Community Healthcare	Gordon Coutts Vice President & General Manager Schering-Plough
Karen O'Brien Associate Director Primary Care Commissioning Manchester PCT	Mark Heylings Account Manager Pfizer Limited
	Wendy Cummins HDM Boehringer Ingelheim

14:20 ABPI guidance notes for companies: An Introduction – Martin Anderson, Director, NHS Policy & Partnerships

Joint working between the NHS and the pharmaceutical industry is a relatively new concept and companies are likely to have little or no historic experience. As these are 'business to business' arrangements it is both reasonable and appropriate for both parties to consider return on investment (ROI) before committing to any project however many patient benefits can result from true joint working:

- Care closer to home, fewer hospital admissions, more equitable and consistent care and access to care
- Better information about conditions and treatment options, clearer and improved care pathways
- Better experience of the healthcare system

Objective

- ✓ A brief introduction to the ABPI guidance notes for companies
- ✓ Support appropriate joint working including how potential pitfalls might be identified and avoided
- ✓ How to focus on benefits to patients
- ✓ How to demonstrate 'pooling' of resources between the pharmaceutical company/ies and the NHS organisation(s) involved

14:40 Over Tea – Networking & Posters

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15:00 Skills Share Workshops - 40 minutes per workshop

Each delegate may choose two titles when registering for the event

The following workshops are all “how to sessions”- here you will be able to learn new skills, revisit some existing concepts or gain insight into the roles of others.

1	<p><i>Stakeholder Analysis:</i> The term stakeholder can be used to describe a broad variety of people associated with your idea, initiative or service. By understanding the key stakeholders that may have influence on your initiative, you can ensure that they are targeted and their needs met. The aim of this session is to provide you with an insight into some of the tools and guidance needed to effectively analyse and map out your key service stakeholders.</p>	<p>Tony Woods & Claire Fleming <i>Pfizer</i></p>
2	<p>"Reaching Out to People" – Social Marketing Session</p>	<p>Rebecca Wild & assisted by Gorden Muduma. <i>Schering-Plough</i></p>
3	<p><i>Action Learning</i> Find out how to step outside of your day-to-day job and work with others facing similar issues in similar organizations This process will provide an opportunity to learn how to take a wider service perspective in a changing culture</p>	<p>Vince Holder <i>NHS Healthcare Marketing Manager AstraZeneca</i></p>
4	<p>Speed Dating – NHS And Pharma getting to know each other</p>	<p>Maggie Fielding <i>Director, MFC</i></p> <p>Helen Allanson <i>Director, NHS Northwest Medicines Management Network</i></p>
5	<p><i>Segmentation</i> A thought leadership session to provide an overview of the principles of segmentation and why this is important. Discuss some different approaches to segmentation, and its application. Demonstrate the value of segmentation using a local health issue, illustrating how this condition could be approached locally using best practice techniques. Provide an opportunity for NHS managers to share and discuss their own experiences with segmentation to date.</p>	<p>Eddie Melia <i>Area Business Manager GlaxoSmithKline</i> & Mark Tillbrook <i>Regional Business Intelligence Manager GlaxoSmithKline</i></p>
Objective		<ul style="list-style-type: none"> ✓ Networking and learning ✓ Identify actions and individuals for follow up

16:30 Review & Close

This project is funded by and developed in partnership with The Leading Change Group, whose members are the following Pharmaceutical companies: GlaxoSmithKline, AstraZeneca, Schering-Plough, Boehringer Ingelheim, Pfizer and Maggie Fielding Consulting Ltd with support from The Association of the British Pharmaceutical Industry.



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