

DEVELOPING YOUR PRIVATE PRACTICE

For experienced and aspiring Private Practitioners

THURSDAY 18 MARCH 2010 76 PORTLAND PLACE, LONDON

TOPICS INCLUDE:

The changing face of Private Practice

Private Practice: what doctors want to know

Revalidation: implications for independent practitioners

Future trends in healthcare

Starting up in Private Practice: the legal issues

Starting up in Private Practice: the financials

CHAIR AND KEYNOTE SPEAKERS:

Richard Rawlins

Chairman UK Consultants Conference and Board
The Private Practice Committee BMA

Mr Richard Packard

Deputy Chairman
The Federation of Independent Practitioner Organisations (FIPO) *Consultant Ophthalmologist and Chairman The Association of Ophthalmologists*

Sally Taber

Director
Independent Healthcare Advisory Services
and Independent sector representative
UK Revalidation Implementation Board

Dr. Andrew Jones

Group Medical Director
Nuffield Health

Marketing your Private Practice

Working together: doctor-led organisations: a clinic case study

Working with the NHS: collaborative partnerships

Running an efficient and cost effective practice

Changes in the private hospital market: implications for consultants

TWO STREAMS:

Setting up and running a Private Practice

Moving forward in Private Practice

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IP INDEPENDENT PRACTITIONER
THE BUSINESS MAGAZINE FOR DOCTORS WITH A PRIVATE PRACTICE
Today



DEVELOPING YOUR PRIVATE PRACTICE

For experienced and aspiring Private Practitioners

THURSDAY 18 MARCH 2010 76 PORTLAND PLACE, LONDON

A practical one day conference examining the latest developments within the private healthcare sector and the implications for consultants throughout the UK.

Whether you are thinking about starting up in Private Practice or furthering your existing practice in the independent sectors, this conference will provide the tools and knowledge to ensure you are making the most of the opportunities available to you.

Chaired by **Richard Rawlins** *Chairman UK Consultants Conference and Board The Private Practice Committee*, the conference focuses on a variety of topical subjects including an update from the BMA Private Practice Committee, an update for independent practitioner on revalidation and how you can prepare, the current developments in the private hospital market and a personal story of the challenges that come with setting up a Private Practice.

Following the morning presentations, the conference splits into two streams; the first is aimed at aspiring and new Private Practitioners and provides practical guidance on setting up and running a Private Practice including the legal and financial issues and how to establish relationships with GPs. The second stream entitled 'moving forward in Private Practice' is aimed at experienced

Private Practitioners and will look at effective ways to market your Private Practice to differentiate from the NHS, how to work with the NHS, and a case study presentation from a private doctor run Clinic.

The conference concludes with a presentation from **Dr Andrew Vallance-Owen** *Group Medical Director BUPA* who will deliver current developments in the private hospital market and the implications for consultants of private hospitals taking on more NHS work along with PROMs (Patient Reported Outcome Measures) and clinical outcomes measurement and quality and performance management of private consultant practice.

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JOINT INTRODUCTORY SESSIONS

Chairman: Richard Rawlins *Chairman UK Consultants Conference and Board The Private Practice Committee BMA*

10.00 Chairman's introduction

10.15 Keynote speech: The changing face of Private Practice

Mr Richard Packard

Deputy Chairman

The Federation of Independent Practitioner Organisations (FIPO)

Consultant Ophthalmologist and Chairman

The Association of Ophthalmologists

- what does Private Practice mean to you?
- changing attitudes: developing innovative ways of working
- blurring of public-private boundaries
- developing your Private Practice: tips for success

10.45 Private Practice: what doctors want to know

Richard Rawlins

Chairman UK Consultants Conference and Board

The Private Practice Committee

- an update from the BMA Private Practice Committee
- revalidation in the independent sector
- how Private Practice income is changing

11.15 *Question and answers, followed by coffee and exhibition at 11.25*

11.50 Revalidation: implications for independent practitioners

Sally Taber

Director Independent Healthcare Advisory Services

and Independent sector representative

UK Revalidation Implementation Board

- revalidation: an update for independent practitioners
- who is your Responsible Officer?
- moving forward: how you should prepare for revalidation

12.20 Future trends in healthcare

Dr. Andrew Jones

Group Medical Director

Nuffield Health

- the changing political landscape
- current strategies in independent healthcare
- implications for consultants in healthcare market

12.50 *Questions and answers, followed by lunch and exhibition at 13.00*

CONFERENCE SPLITS INTO TWO STREAMS

STREAM A: SETTING UP AND RUNNING A PRIVATE PRACTICE FOR ASPIRING AND NEW PRIVATE PRACTITIONERS

14.00 Starting up in Private Practice: Medico-Legal issues

Joanne Brooks

Solicitor

The Medical Defence Union

- Record keeping issues
- Confidentiality
- Good Medical Practice - issues to consider
- Complaints handling

14.40 Starting up in Private Practice: the financials

Vanessa Sanders

Director

Stanbridge Associates

- the financial practicalities in setting up in Private Practice
- key issues you should be aware of
- tips for success

STREAM B: MOVING FORWARD IN PRIVATE PRACTICE FOR EXPERIENCED PRIVATE PRACTITIONERS

14.00 Marketing your Private Practice

Dr Donald Gibb

The Birth Company

- marketing your Private Practice: differentiating from the NHS
- emphasising the added value of private treatment
- promotion or advertising your practice – the professional bodies and the law

14.25 Working together: doctor-led organisations: a clinic case study

Speaker to be announced

- setting up a doctor-led organisation
- the practicalities and the challenges
- an overview of the service, and our experience to date

14.50 Working with the NHS: collaborative partnerships

Professor Tony Goldstone

Clinical Director

Harley Street at the University College London

- an overview of the partnership
- developing benefit for both NHS and private patients

15.20 *Questions and answers, followed by tea and exhibition at 15.30*

FINAL JOINT SESSIONS

15.45 Running an efficient and cost effective practice:

Lessons from Private Practitioners within the Association of Surgeons of Great Britain and Ireland (ASGBI)

Prof Alun Davies

Professor of Vascular Surgery,

Imperial College London

- maximising efficiency
- the practicalities, and tools you will need
- a case study in practice

16.15 Changes in the private hospital market: implications for consultants

Dr Andrew Vallance-Owen

Group Medical Director

BUFA

- current developments in the private hospital market
- the implications for consultants of private hospitals taking on more NHS work
- PROMs (Patient Reported Outcome Measures) and clinical outcomes measurement
- quality and performance management of private consultant practice

16.45 Chairman's conclusion

17.00 *Questions and answers, followed by close*

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Conference Registration

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Choosing a conference stream Please tick which stream you wish to attend **Stream A: Setting up and running a Private Practice** **Stream 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.

The handbook will be sent out a week after the conference, please fill in the 'Your details' section above for delivery.

Handbooks ordered up until two months after the conference will be supplied as a hardcopy in an A4 ring binder, those ordered after this time will be posted as a PDF document on CD.

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Venue

76 Portland Place, London, W1B 1NT. A map of the venue will be sent with confirmation of your booking.

Date

Thursday 18 March 2010.

Conference fee

- £365 + VAT (£419.75) for NHS, social care, private healthcare organisations and universities.
- £300 + VAT (£345.00) for voluntary sector/charities.
- £495 + VAT (£569.25) for commercial organisations.
- £300 + VAT (£345.00) for IHM members.

The fee includes lunch, refreshments and a copy of the conference handbook.

Group rates

A discount of 15% is available to all but the first delegate from the same organisation, booked at the same time, for the same conference.

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A refund, 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 substitute delegates are welcome at any time.

Accommodation

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All bookings will be confirmed by email, unless stated otherwise. Please contact us if you have not received confirmation 7–10 days after submitting your booking.

Exhibition

If you are interested in exhibiting at this event, please contact Carolyn Goodbody on 020 8481 0354, or email carolyn@healthcare-events.co.uk

Credits

The conference is recognised by the IHM endorsed by Independent Practitioner and Accredited by the Approved of Surgeons of Great Britain and Ireland (5 points).

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