

13th Annual Conference and Exhibition

nhsalliance

the cutting edge



18 & 19 NOVEMBER 2010 > BOURNEMOUTH INTERNATIONAL CENTRE

New thinking for a new era

Exploring radical approaches to quality, productivity and collaboration

Your opportunity to engage with the most challenging,
stimulating and committed clinicians and managers working
in Primary Care today

2nd ANNOUNCEMENT

www.nhsalliance2010.org.uk



the cutting edge

18 & 19 NOVEMBER 2010 > BOURNEMOUTH INTERNATIONAL CENTRE

As the coalition Government grapples with the nation's financial difficulties, it's clear that the NHS will have to shoulder its share of the burden. We know that the role of commissioners – and particularly PBC Consortia – will be central to the new administration's plans. Primary Care Providers will also need to up their game to prove they are essential to a lower cost, higher quality, health service in the future.

After more than a decade of substantial growth, we find ourselves under severe pressure to continue delivering ever better outcomes with ever more tightly constrained resources. This is the profound challenge now facing all clinicians and managers in Primary Care from Chief Executive to Practice Nurse. As our nation prepares for hard times ahead the old cry of "It can't be done!" will win little sympathy or support; now is the time embrace disruption and make a virtue out of necessity.

So how will we save very significant sums of money at the same time deliver better – and more consistent – care? That's the bottom line question and at *The Cutting Edge*, we hope to offer some genuinely radical yet practical solutions through a compelling mix of innovative thinking, ingenious front-line initiatives and inspiring examples of bold and imaginative leadership. We will investigate how we might achieve more with less by exploring four key underlying themes throughout the two days of the conference:

- > Delivering Quality
- > Increasing Productivity
- > Improving Community Health through "co-production"
- > Integrating Services

Through our extensive workshop programme, *The Cutting Edge* will offer compelling examples of how innovative services are being delivered right now with enhanced quality and reduced cost. Once again, the *Reality Check Panel* will be on hand to ensure that strategy is never discussed without considering how it will be put into operation, theory never discussed without looking at practice.

If it is your responsibility to meet the challenge of improving services and increasing productivity, you cannot afford not to be at *The Cutting Edge*.

Conference Chair: Professor Chris Ham, Chief Executive, The King's Fund

Reality Check Panel:

Dr Phil Hammond, GP, Entertainer & Health Service Writer

Dr Niti Pall, GP and Chair PHD CIC

Dr Chaand Nagpaul, GP and GPC Negotiator

Yvonne Sawbridge, Head of Nursing (Medicine) Heartlands and Solihull NHS Trust, NHS Alliance Co-Vice Chair

Who should attend *The Cutting Edge*

- > Senior Primary Care Trust management and board members
- > Professional Executive Committee Chairs and members
- > General Practitioners and PBC Consortia Leaders
- > Primary Care Clinicians and Practice Managers
- > Senior management from NHS Agencies and Department of Health Teams that support Primary Care
- > Senior management from Regulatory Bodies that engage with Primary Care
- > Patient Representative Bodies and Health Policy NGOs

Pre-conference meeting for PEC Chairs and Clinical Commissioners

17th November, Bournemouth International Centre

The NHS Alliance is planning a meeting on the afternoon of the 17th November open to all PEC Chair and Clinical Commissioning delegates at *The Cutting Edge* as well as those unable to attend the annual conference.

This event will take place at the Bournemouth International Centre and conclude with a special dinner with VIP guest.

There will be a working lunch for PEC Chairs and Clinical Commissioners also on 18th November with VIP guest. Numbers will be limited so please pre-book on the event website (see below).

Programme information will be published in due course and for further information please visit www.nhsalliance2010.org.uk or contact **Chris Hanney** at channey@health-links.co.uk

About the NHS Alliance

The NHS Alliance is the only organisation that brings together PCTs with practices, clinicians with managers and board members – and NHS Primary Care with its patients. No other NHS body has PCT chief executives and other senior managers, doctors and practice managers, nurses, pharmacists and allied health professionals, along with board chairs and members, all working together to improve the health service.

It is politically independent and is happy to work with bodies outside the NHS providing its values and principles are not compromised. It recognises the value of specialist expertise and its thirteen professional networks allow all groups to benefit from their insights, ideas and experience.

If you would like to join the NHS Alliance then please contact Kaye Locke, Head of Administration at k.locke@nhsalliance.org or by phone on **01777 869080**.



Programme day 1

18 November 2010

“One of most informative and enjoyable conferences I’ve attended in recent years – really excellent speakers”

Conference Chair: Professor Chris Ham
Chief Executive, The King’s Fund

8.30 **Coffee and registration**

10.00 **Great Primary Care 24/7 – how do we do it?**
Dr Michael Dixon, Chair, NHS Alliance

10.15 **Putting others before oneself: a matter of life and death** VIP Speaker (*tbc*)

10.30 **Minding your Ps & Qs: keeping the P & Q in QIP**
Professor Sir Bruce Keogh, Medical Director, NHS England

10.50 **Primary Care in the vice: from guideline to NICE-essity**
Professor Sir Michael Rawlins, Chair, The National Institute for Health and Clinical Excellence; Cynthia Bower, Chief Executive, The Care Quality Commission

11.20 **Reality Check Panel and audience discussion**

11.40 **Coffee and exhibition**

12:15 **Mini-plenary sessions** (*see page 4 for further details*)

MP1 Quality, Productivity and Urgent Care
Professor Matthew Cooke, National Clinical Director Urgent and Emergency Care, Department of Health

MP2 Focus on productivity: delivering better care - and bankable cash!
Jim Easton, National Director for Improvement & Efficiency, NHS England; Dr Shikha Pitalia, Chair, United League Commissioning; Dr Lynne Maher, Director of Design, NHS Institute for Innovation and Improvement; Anthony Farnsworth, Chief Executive, Torbay PCT (*tbc*)

MP3 Collaborating with communities
Paul Streets, National Director of Patient Experience, Department of Health; David Gilbert, PPI Project Director, Croydon PCT & Director, InHealth Associates; Julia Cartwright, North Oxfordshire Community Partnership Forum (*tbc*)

MP4 Competition, integration or local coalition?
Dr David Jenner, GP and Senior Policy Advisor Clinical Commissioning, NHS Alliance; Kathy Doran, Chief Executive, Wirral Primary Care Trust; Dr John Coakley, Medical Director, Homerton Hospital; Bob Ricketts, Director of Systems Management and New Enterprise, Department of Health

MP5 PBC and Hard Budgets: what are they, where do you start and will they work?
Dr Judith Smith, Head of Policy, Nuffield Trust; Dr Stephen Shortt, PEC Chair, Nottinghamshire County Teaching PCT & Founder, Principia CIC (*tbc*); Dr David Morris, Chair, CAG SOCA PBC; Dee Kyne, Business Director, PHD CIC

MP6 Revalidation and Licensing: what you need to know and what you need to do
Professor Steve Field, President, Royal College of General Practitioners; Dr Janet Hall, GP, Royal College of General Practitioners and Old School Medical Centre (*tbc*)

13.15 **Lunch and exhibition**

14.45 **Innovations from abroad: insights and inspiration for England’s commissioners and providers**
Dr Harry Burns, Chief Medical Officer, Scotland; Paul Williams, Chief Executive, NHS Wales; Professor Jan de Maeseneer, Chairman, European Forum for Primary Care

15.15 **Primary Care Heads versus Secondary Care Beds**
Sir David Nicholson, KCB CBE, Chief Executive, NHS England

15.45 **Reality Check Panel & audience discussion**
with speakers from "Innovations from abroad" and Sir David Nicholson

16.00 **Tea and exhibition**

16.30 **Workshops** (*see page 4 for further details*)

- Th 1 Commissioning and quality in General Practice
- Th 2 Community Development: communities and primary collaborating to improve local health
- Th 3 Innovation and redesign: getting more for less
- Th 4 Patient Safety in Out of Hours Services
- Th 5 The how, why and what of creating your own Social Enterprise: understanding Right to Request
- Th 6 Deal or no deal. The future of practice management
- Th 7 Will electing NHS boards put local communities at the heart of decision making? A debate

17.30 **VIP Speaker** (*tbc*)

18.00 **Audience Q&A**

18.15 **Closing remarks**
Professor Chris Ham, Conference Chair & Reality Check Panel

7.30 for
8.00pm

Conference Dinner at the Bournemouth Pavilions with Dr Phil Hammond as after dinner speaker and musical delights to follow!






Day 1 mini-plenary sessions and workshops

18 November 2010

“This was an excellent balance of small meetings and larger seminars”

12.15

- MP1 Quality, Productivity & Urgent Care**
How can we ensure the consistency and quality of urgent care at all times, ensuring patient safety while also saving money?
Chair: Rick Stern, Urgent Care Lead, NHS Alliance
Speaker: Professor Matthew Cooke, National Clinical Director Urgent and Emergency Care, Department of Health
- MP2 Focus on productivity: delivering better care - and bankable cash!**
Chair: Charlotte Moar, Director of Finance & Deputy Chief Executive, Wiltshire PCT (*tbc*)
How can Primary Care provide more effective - and more effective and consistent treatment for long term-conditions?
Driving up efficiency in the treatment of long-term conditions and urgent care is a new imperative at the Department of Health. There is a clear sense that Primary Care needs to be more consistent in its approach and this session aims to identify the key areas in which efficiency gains can make a really positive impact on both outcomes and budgets alike.
Speaker: Jim Easton, National Director for Improvement & Efficiency, NHS
How to save a million – in bankable cash!
A Chief Executive, a Commissioner and an Advisor explore how to make lasting savings that do not impact on quality of service.
Speakers: Dr Shikha Pitalia, Chair, United League Commissioning; Dr Lynne Maher, Director of Design, NHS Institute for Innovation and Improvement; Anthony Farnsworth, Chief Executive, Torbay PCT (*tbc*)
- MP3 Collaborating with communities**
Exploring how working in close co-operation with patients and communities has huge potential to improve experience and outcomes as well as saving money.
Chair: Dr Brian Fisher, Patient & Public Involvement Network Lead, NHS Alliance
Speakers: Paul Streets, National Director of Patient Experience, Department of Health; David Gilbert, PPI Project Director, Croydon PCT & Director, InHealth Associates; Julia Cartwright, North Oxfordshire Community Partnership Forum (*tbc*)
- MP4 Competition, integration or local coalition?**
Which model for Provider Arms will work best for our patients? We hear from proponents of “competing” models of integration and leave you to decide!
Chair: Dr David Colin-Thomé OBE, National Director for Primary Care, Department of Health
Speakers: Dr David Jenner, GP and Senior Policy Advisor Clinical Commissioning, NHS Alliance; Kathy Doran, Chief Executive, Wirral Primary Care Trust; Dr John Coakley, Medical Director, Homerton Hospital; Bob Ricketts, Director of System Management and New Enterprise, Department of Health
- MP5 PBC and Hard Budgets: what are they, where do you start and will they work?**
Chair: Dr Shane Gordon, GP & Chief Executive, Colchester PBC Group & Associate Medical Director, NHS East of England
Speakers: Dr Judith Smith, Head of Policy, Nuffield Trust; Dr Stephen Shortt, Nottinghamshire County Teaching PCT & Founder, Principia CIC (*tbc*); Dr David Morris, Chair, CAG SOCA PBC; Dee Kyne, Business Director, PHD CIC
- MP6 Revalidation and Licensing: what you need to know and what you need to do**
What will the recent outcome-focused changes to the accruing of learning credits toward revalidation mean for GPs?, How they will best manage the new inspection regime of the CQC?
Chair: Dr Ken Aswani, PEC Chair Network Lead, NHS Alliance
Speakers: Professor Steve Field, President, Royal College of General Practitioners; Dr Janet Hall, GP, Royal College of General Practitioners and Old School Medical Centre (*tbc*)

In association with
 The Nuffield Trust
An independent think tank
for health and social care

16.30

- Th 1 Commissioning and quality in General Practice**
Chair: Julie Wood, Clinical Commissioning Federation Director, NHS Alliance
Commissioning for quality in general practice
Speaker: Ben Dyson, Primary Care Lead, Department of Health
Lessons for commissioners from the King's Fund report on Quality in General Practice
Speaker: Dr Nick Goodwin, Senior Fellow, Policy, The King's Fund
- Th 2 Community Development: communities and Primary Care collaborating to improve local health**
How Community Development can point the way to the development of better services and identify where cost reductions might be achieved.
Chair: Dr Brian Fisher, Patient & Public Involvement Network Lead, NHS Alliance
Speakers: Professor Chris Drinkwater, Trustee, HealthWORKS Newcastle; HELP Project speaker (*tbc*)
- Th 3 Innovation and redesign: getting more for less**
Chair: Dr Minoo Irani, Consultant Paediatrician, Berkshire East
Moving clinicians to the heart of the decision-making: how it made a difference
Speaker: Dr Andrew Rotheray, Member of Westmorland Primary Care Collaborative, Deputy Medical Director, NHS Cumbria
Northamptonshire Integrated Care Partnership: practical examples of real change
Nene Integrated Care Pilot, speaker (*tbc*)
A new approach to community services
Dr Linda Harris, Medical Director, Wakefield Integrated Substance Misuse service
- Th 4 Patient Safety in Out of Hours Services**
Following a series of disturbing reports and enquiries what can providers do to ensure the highest possible level of patient safety?
Chair: Rick Stern, Urgent Care Lead, NHS Alliance
Speakers: (*tbc*)
- Th 5 The how, why and what of creating your own Social Enterprise: understanding Right to Request (R2R)**
Chair: Mo Girach, Special Advisor on Social Enterprise,
Social Enterprise and R2R: current Government Policy
Speaker: Bob Ricketts, Director of System Management and New Enterprise, Department of Health
Provider arms and Right to Request
Speaker: Andrew Burnell, Founder Director, The City Health Care Partnership CIC (*tbc*)
General Practice and R2R
Speaker: Dr Omodo, GP and Bina Panday, Practice Manager, Integrated Health CIC (*tbc*)
- Th 6 Deal or no deal. The future of practice management**
Please visit www.nhsalliance2010.org for programme updates.
- Th 7 Will electing NHS boards put local communities at the heart of decision making? A debate**
Chair: Dr Ade Adeagbo, Non Executive Director of NHS Greenwich (Vice Chair and Chair of Audit), NED Network Lead, NHS Alliance
Speakers: (*tbc*)



Programme day 2

19 November 2010

'The conference attracts delegates from across the NHS at many levels and is an excellent opportunity to hear varied views'

Conference Chair: Professor Chris Ham
Chief Executive, The King's Fund

9.00 **Videos of Acorn Awards winners**

9.15 **Review of day 1, setting scene for day 2**
Professor Chris Ham and Reality Check Panel

9.30 **Hard outcomes in health improvement for local communities through radical innovations in primary care**
Hazel Stutely, Strategic Lead in Community Engagement, NHS Southwest

9.50 **Commissioning in the New Environment**
Dame Barbara Hakin, Chief Executive, NHS East Midlands

10.10 **Reality Check Panel discussion with Audience Q&A**

10.30 **Workshops** (see page 6 for further details)

- Fr 1 How do you improve the performance of local general practice?**
Mike Pringle, Professor of General Practice & Head of Health Sciences, University of Nottingham; Jacqui Smith, Chief Executive, CHEC; Professor Ali Rashid, NHS Leicester County and Rutland (tbc)
- Fr 2 Optimising GP referrals**
Dr Peter Devlin, Clinical Director, Brighton and Hove Integrated Care Sevice; Dr Peter Rudge, PEC Chair, NHS Plymouth; Nene Commissioning Community Interest Company (speaker tbc)
- Fr 3 Personal Health Budgets and integrating care around the patient**
Department of Health Lead for Personal Health Budgets (tbc); Gemma Newbery, NHS Personal Health Budget Pilot Project Manager, Nottingham City PCT; Sue Page, Chief Executive, NHS Cumbria (tbc)
- Fr 4 Breaking down the barriers: how to move secondary services into Primary Care**
Dr Anne Connolly, GPwSI, NHS Bradford and Airedale; Viv Bennett, Deputy Chief Nursing Officer, Department of Health
- Fr 5 Making Primary Care economically and environmentally sustainable: head in the sand or line in the sand?**
David Pencheon, Sustainable Development Unit Director, NHS; Alan Maynard, Professor of Health Economics, University of York
- Fr 6 Social Enterprise in action within Primary Care**
Vanessa Young, Practice Manager, Southampton PCT; John Robinson, Slough Health CIC (tbc); Ryan Irwin, Point Health CIC (tbc)
- Fr 7 A new national three digit number for urgent care**
Speaker (tbc)
- Fr 8 Effective Digital Communication for Primary Care**
Adam Harridence, Stakeholder Manager, NHS Choices

Sponsored by



11.30 **Coffee and exhibition**

12.10 **Politics, Power and Decision making**
An evident solution to a problem on the ground might not appear to be so straightforward when viewed from different perspectives. We explore how institutional structures and processes, and the political dimension, can skew decisions and lead to unintended consequences.
Mark Britnall, Head of Healthcare Europe, KPMG

12.30 **A new vision for Primary Care**
Rt Hon Andrew Lansley, MP, Secretary of State for Health

12.50 **Discussion with Reality Check Panel and audience Q&A**

13.10 **Lunch & exhibition**

14.20 **Closing Keynote: So what do people really want from their Health Service now?**
Ben Page, Chief Executive, Ipsos Mori

14.40 **Discussion with Reality Check Panel**

15.00 **Closing remarks**
Professor Chris Ham, Conference Chair and Reality Check Panel



Rt Hon Andrew Lansley



Dr David Jenner



Cynthia Bower



Dr Phil Hammond

< Conference Chair



Professor Chris Ham



Yvonne Sawbridge



Dr Michael Dixon



Sir David Nicholson



Prof Sir Michael Rawlins



Mark Britnall



Professor Mike Pringle



Day 2 workshops

19 November 2010

*"My first time.
I will come again"*

10.30

Fr1 How do you improve the performance of local general practice?
Practical results and lessons from NHS Stoke on Trent and NHS Leicester County and Rutland
Chair: Dr Ruth Chambers, GP and Clinical Lead, Practice Based Commissioning, NHS Stoke-on-Trent
Speakers: Mike Pringle, Professor of General Practice & Head of Health Sciences, University of Nottingham; Jacqui Smith, Chief Executive, CHEC; Professor Ali Rashid, NHS Leicester County and Rutland (*tbc*)

Fr 2 Optimising GP referrals
How can practices ensure they refer only when it's the best solution in terms of quality and cost? What tools are available to help them "make more and buy less"?
Chair: Dr Donal Hynes, PEC Chair, NHS Somerset & Co-Vice Chair, NHS Alliance
Speakers: Dr Peter Devlin, Clinical Director, Brighton and Hove Integrated Care Service; Dr Peter Rudge, PEC Chair, NHS Plymouth; Nene Commissioning Community Interest Company (*speaker tbc*)

Fr 3 Personal Health Budgets and integrating care around the patient
Chair: Dr Niti Pall, GP and Chair, PHD CIC
How well are Personal Health Budgets driving the development of services that place the patient at the centre of the process?
Speakers: Department of Health Lead for Personal Health Budgets (*tbc*); Gemma Newbery, NHS Personal Health Budget Pilot Project Manager, Nottingham City PCT
Using PBC to develop integrated services
Speaker: Sue Page, Chief Executive NHS Cumbria (*tbc*)

Fr 4 Breaking down the barriers: how to move secondary services into Primary Care
Exploring new ways of working that dissolve the age-old boundaries of responsibility between primary, secondary and social care.
Chair: Dr Amit Bhargava, GP & Chair, Crawley Commissioning Consortium
The Bradford Abnormal Uterine Bleeding Service
Speaker: Dr Anne Connolly, GPwSI, NHS Bradford and Airedale
Care Teams Without Walls
Speaker: Viv Bennett, Deputy Chief Nursing Officer, Department of Health

Fr 5 Making Primary Care economically and environmentally sustainable: head in the sand or line in the sand?
Unequal differentials in demand, productivity and incomes are politically, socially and economically unsustainable. We consider the keys ways in which Primary Care will need to evolve in order to continue to deliver the best care at an affordable cost for all.
Chair: Dr Chris Drinkwater, Emeritus Professor of Primary Care Development, Northumbria University in Newcastle
Speakers: David Pencheon, Sustainable Development Unit Director, NHS; Alan Maynard, Professor of Health Economics, University of York

Fr 6 Social Enterprise in action within Primary Care
With a new Government in place passionately committed to Social Enterprise, this new form of organisation is set to become very important in the provision of Primary Care services. What can we learn from the pioneers?
Chair: Mo Girach, Special Advisor on Social Enterprise, NHS Alliance
Speakers: Vanessa Young, Practice Manager, Southampton PCT; John Robinson, Slough Health CIC (*tbc*); Ryan Irwin, Point Health CIC (*tbc*)

Fr 7 A new national three digit number for urgent care
What we can learn from the national pilots so far?
Chair: Rick Stern, Urgent Care Lead, NHS Alliance
Speakers: (*tbc*)

FR 8 Effective Digital Communication for Primary Care
Chair: (*tbc*)
Speakers: Adam Harridence, Stakeholder Manager, NHS Choices



Fringe events

18th November 12.15

The Partnership Nirvana; Can they really save you money and improve quality?

Sponsored by



Practice Manager's lunchtime meeting

Come along and meet your NHS Alliance Practice Manager Regional Leads.

If you would like to discuss running a fringe event at *The Cutting Edge* please contact **Chris Hanney** of Health Links at channey@health-links.co.uk, 020 8749 6471.

The Cutting Edge exhibition & sponsorship programme

As ever, there will be a large and lively exhibition where all catering will take place with dedicated areas for networking and impromptu meetings. We will also be offering a full programme of sponsorship opportunities at the event; the prospectus may be downloaded from the website www.nhsalliance2010.org.uk.

Our offer to exhibitors & sponsors

This year, for the first time, all exhibitors will be offered 1 FREE PLACE at the conference and a FREE TRAINING DAY. This will comprise a briefing by senior NHS Alliance officers on key issues facing Primary Care and a half day session on communication skills and exhibition etiquette to help each and everyone get the most out of the two days at *The Cutting Edge*. Full details and a booking form will be available www.nhsalliance2010.org.uk

Exhibition space will cost £375 + VAT per square metre

Generous discounts are available for non-governmental not-for-profit bodies, academic institutions and SMEs.

For further information about how your company or organisation may offer a **fringe** meeting, or benefit from taking part in *The Cutting Edge* exhibition or sponsorship programme please contact **Chris Hanney** of Health Links at:

Tel: + 44 (0) 121 248 3399

Email: channey@health-links.co.uk

“Challenging, exhausting, but really enjoyable – a very lively group of people!”

the cutting edge

18 & 19 NOVEMBER 2010 > BOURNEMOUTH

venue...

The Cutting Edge venue

The conference and exhibition will take place in the Bournemouth International Centre which is a prestigious custom built conference centre easily accessible by road and public transport and surrounded by excellent accommodation and restaurants.

Social event

The conference dinner will take place at Bournemouth Pavilions on 18 November and will include a delicious four course meal and after-dinner entertainment. It will conclude with a disco party. The price for the Dinner is **£52 + VAT** and admittance to the disco that follows is free of charge.

Accommodation

Hotel bookings can be made by contacting the **Bournemouth Tourism** accommodation agency:

- > Tel: 01202 451722
- > Online at:
www.conferencebookings.co.uk/delegate/BMHNSALL2010
- > Email: deleres@bournemouth.gov.uk

Please note that Health Links will not be held responsible for hotel bookings; all reservations are made entirely between the hotel and the individual.

New for 2010!

Partner programmes

Bournemouth is the jewel on England's south coast, surrounded by many great things to see and do. To make the most of your stay why not bring your partner along to take advantage of the partner programmes available each day. A Discover Dorset Jurassic Coast day tour and a trip to Poole pottery where you can even paint your own pot! Full details and a dedicated booking form can be found at www.nhsalliance2010.org.uk

Shuttle buses

In order to make your visit as stress free as possible, a shuttle bus will run between Bournemouth Station and the venue during peak times on both days of the event.

Conference fees and group booking discounts

The conference fee includes: conference attendance, conference papers, lunch, tea and coffee. It does not include dinner, travel and accommodation.

Take advantage of our excellent group booking discounts!

GROUP BOOKING DISCOUNTS

- 4 for the price of 3** (25% discount per delegate)
- Next 4 delegates (5 to 8) – 30% discount per additional delegate**
- Next 4 delegates (9 to 12) – 35% discount per additional delegate**
- More than 12 delegates – 45% discount for each additional delegate**

GROUP BOOKING DISCOUNTS EARLY BIRD RATES – EXAMPLES

	5 DELEGATES FOR 2 DAYS with VAT		10 DELEGATES FOR 2 DAYS with VAT	
members	£1,332.00	£1,565.10	£2,556.00	£3,003.30
charities & CICs*	£832.50	£978.19	£1,597.50	£1,877.06
public	£1,776.00	£2,086.80	£3,408.00	£4,004.40
private	£2,645.50	£3,108.46	£5,076.50	£5,964.89

**Group booking discount calculated on AVERAGE cost of all tickets required

Fees and booking terms

Early Bird	members	with VAT	charities & CICs*	with VAT	public	with VAT	private	with VAT
2 day	£360.00	£423.00	£225.00	£264.38	£480.00	£564.00	£715.00	£840.13
1 day	£215.00	£252.63	£115.00	£135.13	£310.00	£364.25	£435.00	£511.13
dinner	£52.00	£61.10	£52.00	£61.10	£52.00	£61.10	£52.00	£61.10
FULL								
2 day	£440.00	£517.00	£225.00	£264.38	£575.00	£675.63	£835.00	£981.13
1 day	£310.00	£364.25	£115.00	£135.13	£415.00	£487.63	£545.00	£640.38
dinner	£52.00	£61.10	£52.00	£61.10	£52.00	£61.10	£52.00	£61.10

Early Bird = up to 30 August early bird rates will apply

FULL = rates that apply after 30 August

*CICs = community interest companies

If you are an NHS Alliance Member, you will need to enter your membership number in the appropriate box on the online booking form.

To book your group discounts download the special group booking form from www.nhsalliance2010.org.uk and email to dbrown@health-links.co.uk



13th Annual Conference and Exhibition
18 & 19 NOVEMBER 2010
BOURNEMOUTH INTERNATIONAL CENTRE

PLEASE COMPLETE **ALL SECTIONS** OF THIS FORM
 AND PRINT CLEARLY IN CAPITAL LETTERS

TITLE Professor DR MRS MS MR Other

FORENAME

SURNAME

POSITION

ORGANISATION

ADDRESS

POSTCODE

TEL NO

FAX NO

EMAIL

Special requirements (dietary, wheelchair access, hearing loop etc.)

PLEASE SPECIFY IF ADDRESS IS HQ SITE OR NOT HQ OTHER SITE

REGISTERED CHARITY NUMBER (if applicable):

We are a community interest company

I WISH TO ATTEND: FULL CONFERENCE ONE DAY ONLY DINNER

(Please tick applicable box)

THURS 18 NOVEMBER FRI 19 NOVEMBER

NHS ALLIANCE MEMBERSHIP NUMBER

NB. If no membership number is entered, the full fee will be charged and no refunds will subsequently be made.

Membership rates will only be granted if your membership number is entered in the box below.
 If you do not know your number, you can get it by calling the NHS Alliance office on **01777 869080**.
 Call this number if you would like details of membership or visit the website: www.nhsalliance.org

Return this form to Health Links or FAXBACK – +44 (0)116 264 0141

Booking
 Please book online at www.nhsalliance2010.org.uk or send your completed booking form (photocopies acceptable) along with cheques and invoice requests to the conference organiser.

Booking Conditions
 Booking is a contract therefore you are liable for delegate fees regardless of attendance. It is regretted that refunds cannot be made, however, attendees may be substituted at any time. All cancellations and substitutions must be notified to Health Links Events Ltd in writing. Final papers and joining instructions will be sent at least one week before the conference providing full payment has been made.

Payment must be received **BEFORE** the conference date or admittance will not be allowed. There will be a facility to pay upon arrival but please be aware that using this option may delay your entry into the conference.

Booking by post
 Please send completed booking forms to:
 Health Links Events Ltd
 840 Melton Road, Thurmaston, Leicester LE4 8BN

Telephone bookings
 Tel: + 44 (0) 121 248 3399, Fax: +44 (0)116 264 0141

Further Information
 For any further information about the event, please contact Angela Lyons of Health Links at:
 + 44 (0) 121 248 3399
 Email: alyons@health-links.co.uk
 Web: www.healthlinks-events.co.uk

Discounted places may be available for those in exceptional circumstances; please contact the organiser for further information.

Planning an event? Call us today on + 44 (0) 121 248 3399

BY CHEQUE
 I enclose the booking form and a cheque payable to **Health Links Events Ltd** for:

£

BY CREDIT CARD

CREDIT CARD NUMBER:

ISSUE NUMBER: START DATE: EXPIRY DATE:

CARDHOLDER'S NAME:

CREDIT CARD BILLING ADDRESS:

Mastercard Visa
 Eurocard Switch

Other – please specify

(American Express not accepted)

BY INVOICE

Please complete section below and credit card section above, as payment guarantee. This will only be enacted in case of failure to pay, and we will inform you of our intention of doing so prior to taking payment.

No invoices will be issued after **5th November**. Bookings received after this date must be accompanied by a cheque, credit card number or remittance advice.

Payment must be received **BEFORE** the conference date or admittance will not be allowed. If payment is not received, delegates will be asked to make payment with cash, cheque or credit card on the day. Please sign box below to signify your agreement with this requirement. Bookings will not be accepted unless this is completed.

PURCHASE ORDER NUMBER:

I enclose the booking form – please invoice me for:

£ ex VAT

(Please complete if different from above)

INVOICE CONTACT NAME:

ORGANISATION:

ADDRESS:

TEL NO:

FAX NO:

EMAIL:

SIGNED: I agree to abide by the booking conditions.

DATA PROTECTION
 Your details will be used for the purposes of organising this and future events. A list of delegates (name and affiliation only) will be given at the event to all attendees and will be circulated to all attending exhibitors and sponsors. It will not be used for any other purpose. If you do not wish to receive information on related items, please tick this box.