

## Service Line Management: the need to move towards a different model of service delivery

20 March 2012, London

### PROGRAMME

Following the successful Monitor/HFMA conference *Breaking down the barriers between finance and clinical leadership* held in May 2011, the HFMA and Monitor will be running another SLM conference on 20 March 2012.

This conference will cover key SLM topic areas and will highlight the importance and benefit for organisations in adopting an SLM approach. Speakers will be drawn from around the country from a variety of organisations and will include CEOs, Medical Directors and Directors of Finance.

**Who should attend?** Senior clinical, finance and management staff who have an interest or responsibility for Service-line Management

Chair: [Professor Chris Ham, CEO, The King's Fund](#)

**09:30**            **Registration and coffee**

**10:00**            **Keynote address**

The importance of creating a common language between clinicians and managers  
*Peter Lees, Founding Director of the Faculty of Medical Leadership and Management*

**10.30**            **Maximising SLM**

Why bother? Does it deliver any benefits?  
*Gill Gaskin, Medical Director – Specialist Hospitals Board, UCLH NHS Foundation Trust*  
*Richard Alexander, Director of Finance, UCLH NHS Foundation Trust*

**11:10**            **Tea/Coffee & Exhibition**

**11.35**            **Information, incentives and accountability**

Using information effectively to drive performance  
*Julie Moore, CEO, University Hospitals Birmingham NHS Foundation Trust*

**Clinically driven change**

Why clinicians should drive change - the MDs perspective on why SLM is beneficial  
*Alex Lewis, Medical Director, Central & North West London NHS Foundation Trust*

**Improving quality, patient safety and efficiency through SLM**

How SLM improves efficiency and also engages staff in quality and safety improvement  
*Jeremy Rushmer, Business Unit Director, Northumbria Healthcare NHS Foundation Trust*

**Panel Q&A**

**13.00 Lunch and exhibition**

**14.00 Medical engagement in leadership – essential or optional extra?**

Doing the right thing on a difficult day – medical leadership when times are tough

*Professor Aiden Halligan, Director of Education, UCLH NHS Foundation Trust & Chief of Safety, Brighton and Sussex University Hospitals NHS Trust*

**14.40 Master classes: enablers for success**

**1. Recruiting clinicians the new way**

Recruiting the right consultants – moving from the historical method to ensure engagement and willingness to take on medical management roles – lessons from Northumbria

*Dave Evans, Medical Director, Northumbria Healthcare NHS Foundation Trust*

**2. PbR in mental health organisations**

The specific challenges of implementing SLM in Mental Health trusts – difficult but possible

*Speaker TBC*

**3. SLM – the use of clinical quality data as a catalyst for change**

Demonstrating the UHB system and its impact on improving quality and reducing costs

*Dave Rosser, Medical Director and Director of IT, University Hospitals Birmingham NHS Foundation Trust*

**4. Where to start with SLM?**

The truth behind in implementing SLM; time, cost and resources required and the impact of organisational change

*John Headley, Director of Finance and Information, Ashford and St. Peter's NHS Foundation Trust*

**15.40 Tea/Coffee & Exhibition**

**16.00 The changing health landscape**

The need to move towards a different model of service delivery

*Dave Rosser, Medical Director and Director of IT, University Hospitals Birmingham NHS Foundation Trust, Chair Monitor's Medical Advisory Group*

**16.30 Closing remarks from the Chair**

**Conference ends**

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Booking Form - Please fill in your details and fax or post the form back to us

Fax **0117 981 6081**

Address HFMA, Albert House, 111 Victoria St, Bristol, BS1 6AX

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W [www.hfma.org.uk](http://www.hfma.org.uk)

## Method of Payment

- ( ) **Cheque enclosed** - Made payable to HFMA, quoting delegate's name and organisation on the reverse
- ( ) **BACS Transfer** - This should be made to Natwest Bank Plc, Chester Corporate Business Centre, Union Street, Chester, CH1 1UA  
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- ( ) **Credit Card** - Please contact the events team on 0117 9388988 to process your card details
- ( ) **Please Invoice**, quoting purchase order number \_\_\_\_\_

## Rates are as follows:

	Cost	VAT	Total
( ) Standard Rate	£199	£39.80	<b>£239.80</b>
( ) HFMA Partner Rate	£149	£29.80	<b>£178.80</b>
( ) Commercial Rate	£399	£79.80	<b>£478.80</b>

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## Master Class Choice – Please select one Master Class:

1 [ ] 2 [ ] 3 [ ] 4 [ ]

The fee includes all course materials, refreshments and lunch. Payment must be received no later than 30 days from the date of the invoice. We are unable to accept telephone or provisional bookings, however, faxed bookings are considered confirmed bookings.

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Job title \_\_\_\_\_

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Special Requirements (diet/access/loop system etc.). Any meals which have to be specially ordered will be charged at cost.

## Joining Instructions

You will receive an e-mail as confirmation of your place on the course. Another e-mail will be sent 2 weeks before the event confirming details of the conference including directions to the venue. If you have not received this information two weeks before the event, please contact the events team on 0117 938 8988.

## Conference Capacity

Places at this event are limited so please book well in advance. If we receive your application form and the conference is full, we will notify you and put your name on a waiting list.

## Cancellations

If you are unable to attend the event, please notify us in writing as soon as possible. Where a written cancellation is received by 28 February 2012, a full refund is offered. After this time, the full conference fee will apply. Substitutions can be made at any stage.

## Changes to Programme

HFMA reserves the right to alter timings, sessions, speakers and venue where necessary. If this event cannot run on the published date due to reasons beyond our reasonable control, e.g. terrorism, threat of terrorism, access problems caused by adverse weather or any other Act of God, HFMA reserves the right to retain the conference fee and re-schedule the event. If this has not been run within 6 months of this date all monies will be refunded minus a small administration fee.

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