



HFMA annual conference 2021

Reimagining the future

06-10 December, hybrid online and in London

Kindly sponsored by



HFMA Annual conference

6 – 10 December 2021

Hybrid – at the London Hilton Metropole and online

This year's annual conference will welcome our members back to a face-to-face setting whilst also offering a virtual option, making it our first hybrid annual conference.

The 2022 HFMA president's theme, encourages us to continue to reimagine the future, to remove the constraints of what we think is possible, and deliver a future for the NHS that provides a sustainable and effective health service for generations to come.

It is important to build on the positives of our pre-Covid experience and learn the lessons of the pandemic but work towards a future where care is accessible to all, scarce resources are used wisely and to best effect, and where our workforce is supported to be the best that it can be.

Reimagining the future is not about some distant time when everything is different. It is about reimagining the future that we are living in now, a future that looks very different to that which we imagined just two years ago. It is about building a strong NHS for future years through using our skills and knowledge now to lay the foundations for what is to come.

The presidential theme will encompass four key strands:

- Reimagining the health service of the future
- Reimagining an equal future
- Reimagining a digital future
- Reimagining the workforce of the future.

Conference programme

Monday 6th and Tuesday 7th December

10:00 – Virtual learning labs

15:00 Session titles TBC

Wednesday 8 December

10:00 Virtual learning labs

11:00 Registration opens

12:15 Lunch, networking and exhibition

13:15 Chair's welcome

Caroline Clarke, Group CEO, Royal Free London NHS FT, HFMA President 2020/ 21

13:25 Delivering value with digital technologies: reimagining care

Patrick Mitchell, Director of Innovation, Digital and Transformation, Health Education England

Dr Rishi Das-Gupta, CEO, Health Innovation Network

Facilitated by Clever Together

In this two-part session we will explore how digital healthcare technologies, such as digital medicine, genomics, artificial intelligence and robotics, provide the NHS with an opportunity to reimagine how care is delivered, and deliver better value.

These technologies can empower patients to participate actively in their care, with a greater focus on wellbeing and prevention. They also support the prediction of individual disease risk and personalise the management of long-term conditions.

14:55 Exhibition and networking

15:25 Delivering value with digital technologies: improving efficiency

Tara Donnelly, Chief Digital Officer, NHSX

Dr James Teo, consultant neurologist - stroke rehabilitation, general neurology, brain injury and clinical informatics, Kings College Hospital Foundation Trust

Facilitated by Clever Together

The second half of this session will consider the role of digital healthcare technologies in improving the value and efficiency of healthcare delivery. We will discuss the particular challenges facing the finance profession around this agenda, including how the financial and non-financial benefits are captured, measured and shared.

The purpose of these sessions is to increase awareness of digital healthcare technologies amongst NHS finance staff and to enable finance to take an active role in supporting the use of digital technology to transform services and drive value and efficiency. The audience will hear about the strategic direction of travel combined with case study examples to bring it to life, and will have the opportunity to work with each other in a

discussion-based facilitated environment so that they leave with a greater understanding of the innovations taking place in the world of digital technologies and how it applies to their role and the finance community.

16:45 Taking pride: reflections from HFMA's first 2 year president

Caroline Clarke, Group CEO, Royal Free London NHS FT, HFMA President 2020/ 21

Caroline's theme *Taking pride in our future* continued from 2020 through to 2021 as HFMA's first two-year presidency. The overarching theme transcended into three main areas: digital and innovation, workforce and learnings from Covid-19.

In this session, Caroline will not only reflect on the outputs from her presidential term and experiences in the role. She will also reference her day job, the challenges faced by her NHS staff and the wider finance community nationally as the pandemic swept through the nation.

The last two years have certainly provided many with a lot to take pride in, and as Caroline hands over the reins to this year's president we take what we have learnt and seek to re-imagine the future.

17:00 Networking, exhibition & hotel check in

17:30 Corporate partner drinks reception

19:00 HFMA Graduation and President's farewell dinner

Live in London only. This part of the conference will not be streamed online.

Thursday 9 December

9:00 AGM

9:00 Registration, networking and exhibition

09:50 HFMA President opening address

Owen Harkin, Director of Finance & Estates and Interim Deputy Chief Executive, Northern Health and Social Care Trust & HFMA President

10:00 Opening Keynote

Emily Maitlis, Broadcaster and Journalist

Emily Maitlis is an award-winning broadcaster, podcast presenter and writer. She has interviewed everyone from Donald Trump, Sheryl Sandberg, Usain Bolt and Prince Andrew.

Author of the Sunday Times best seller *Airhead* – an exploration of the imperfect art of making news, which is currently being adapted by Working Title.

11:00 networking and exhibition

11:30 HFMA Snapshot sessions: female leadership, effecting change and personal resilience

Chaired by **Caroline Clarke**, Group CEO, Royal Free London NHS FT, HFMA President 2020/ 21

1. **Bolder. Brighter. Better.**

Tammie Jackson, *Vice-President, Trans Union Healthcare & HFMA USA President*

Over the past year, healthcare finance professionals have faced multiple, simultaneous challenges, both professionally and personally. As a result, the year 2020 — much like World War II, the assassination of JFK and 9/11 — now represents a pivot in our history and our lives. Everything from this point forward will be viewed through a lens of “before” or “after.” This presentation will explore what that means for our industry, our society, and our Association as well as what we can do to ensure the “after” is bolder, brighter and better than the “before.”

In this session, Tammie will evaluate current challenges facing the healthcare industry as well as society at large, and ways healthcare finance professionals can promote both health equity and a more equitable society with a focus on HFMA initiatives and resources that can help you meet the challenges of the current environment.

2. **The importance of clinical and financial collaboration**

Celia Ingham Clark, *Medical Director for Professional Leadership and Clinical Effectiveness, NHS England & NHS England & Improvement*

In this session, Celia will provide a snapshot of her work to drive clinical effectiveness and quality improvement, paying particular attention to the importance of both finance and clinical staff working together to achieve in these areas.

With a wealth of experience in medical leadership and clinical effectiveness, this year has also seen Celia take on the role as lead medical director for the Covid-19 medical workforce which she will also reflect on.

3. **Diversifying financial leadership**

Natasha Munro, *Senior Finance Manager, NHS England & Improvement – London*

The Future-Focused Finance Sponsorship Programme provides support to high potential finance staff who are from the groups under-represented at Director level within NHS Finance, by matching them to a senior leader in their organisation or region.

In this session, Natasha will share inspirational updates in terms of overcoming adversity and building confidence during her time as a sponsee; exploring how being paired with a senior sponsor has helped her to be more visible and feel supported to achieve her goals.

4. **A patient’s perspective of the healthcare journey following chronic diagnosis’**

Charli Skinner, *health innovation and patient engagement Fellow and Consultant active community builder, speaker, writer and advocate for accessibility*

Charli is an advocate raising awareness of the effects of invisible injury, chronic illness and disability. She has a particular focus on ‘return to life’ and functional health after her patient journey through chronic illness diagnoses caused a shift the vital need to consider accessibility, access to services for long-term conditions, financial independence and stability. Charli now works as a Social Innovation Fellow and Consultant in health innovation, patient & community engagement, bridging the gap between the models of clinical and social care.

Most recently, she has been working on a number of health sector projects, including with Healthy London Partnerships on an ICS, Public Health England and Local Authority micro-funding initiative for communities; and in Tower Hamlets on Population Health and long-term condition service design. In these spaces she is reviewing service provisions and looking at social inequality in healthcare, with the aim of shifting focus towards a more holistic model of priority-making and delivery that fosters patient independence. As an active thrill-seeker prior to her injury, Charli also works in adaptive fitness for people with

chronic illness and disability, with the aim of making outdoor spaces more accessible for all.

12:30 Meet the President – Interview with Owen Harkin

*Interviewed by **Mark Orchard**, Chief Financial Officer, Portsmouth Hospitals NHS Trust & HFMA 2018 President*

12:45 Lunch, networking and exhibition

14:00 Health inequalities

***Dr Bola Owolabi**, Director – Health Inequalities, NHS England & Improvement & **Professor Sanjay Agrawal**, Consultant in Respiratory and Intensive Care Medicine, University Hospitals of Leicester NHS Trust*

15:00 A devolved nations view on system working and integration

*Director of Finance, Finance Directorate, Health and Social Services Group, Welsh Government, **Richard McCallum**, Director - Health Finance and Infrastructure, The Scottish Government, **Dr Gregor Smith**, Chief Medical Officer, Scotland and **Jennifer Welsh**, Chief Executive, Northern Health and Social Care Trust*

15:50 Networking and exhibition

16:30 NHS finance priorities for the year ahead

***Julian Kelly**, Chief Finance Officer, NHS England & Improvement*

As we emerge from the pandemic, ripples of which will continue to be felt across the sector for years to come, the pressure for financial recovery and quality of care falls heavily on the shoulders of the NHS finance community.

The NHS is embarking on a period of evolution and rapid change. *The Health and Care Bill*, once enacted, will bring the proposals set out in the white paper *Working together to improve health and social care for all* into effect.

In this session, Julian will unveil his national vision and strategy for NHS finance in the year ahead. In addition, he will explore the responsibilities and expectations nationally of finance staff in transforming the NHS both in response to the pandemic and the white paper.

17:15 Chair's closing remarks

***Owen Harkin**, Director of Finance & Estates and Interim Deputy Chief Executive, Northern Health and Social Care Trust & HFMA President*

17:20 Networking, exhibition & hotel check in

18:30 Drinks reception

19:30 Gala dinner & HFMA Awards evening

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Friday 10 December

9:00 Registration, networking & exhibition

10:00 Chair's Welcome

Owen Harkin, Director of Finance & Estates and Interim Deputy Chief Executive, Northern Health and Social Care Trust & HFMA President

10:05 **Keynote address TBC**

10:45 Networking & exhibition

11:15 **The road to recovery**

Anita Charlesworth, Director of Research, The Health Foundation

Anita Charlesworth is the Director of Research and REAL Centre at the Health Foundation, and Honorary Professor in the College of Social Sciences at the Health Services Management Centre (HSMC) at the University of Birmingham.

In this session Anita is going to be exploring the challenge of NHS recovery after the pandemic including the funding implications, elective care back log and staffing.

12:00 **Closing Address**

Jonny Wilkinson CBE, former rugby union player who represented England and the British and Irish Lions

13:00 **Chair's closing remarks**

13:10 Lunch & Exhibition prize draw

14:00 Conference close