



# HFMA, SDN & ONF Eastern annual conference 2024

Event kindly sponsored by



*'Familiar Problems; New Solutions'*

26, 27 & 28 February, Wyboston Lakes, Bedfordshire & online

## Programme

### Monday 26 February - Virtual workshop day *OPEN TO ALL*

Everyone needs to book their chosen workshops [HERE](#) or via the links below to ensure that they are sent the link(s) to join, choosing one for each time slot.

Time Slot	Session A	Session B	Session C	Session D Health Innovation East Channel
9.30 – 10.00 am				"Left Shift" - System Transformation and Shifting the Balance of Care
1: 10.00 - 10.50 am	<b>IFRS 16 and 17 – Looking Back, Looking Forwards</b>	<b>Improving Contract Management – PFI Case Study</b>	<b>HFMA Qualifications Spotlight Session</b>	
2: 11.00 - 11.50 am	<b>System &amp; Partnership Working</b>	<b>Digital Innovation and Productivity Improvement</b>	<b>East of England Rainbow Network</b>	<b>Closer To Home - New Models of Care</b>
3: 12.00 - 12.50 pm	<b>Implementing the Inclusive Talent Management Strategy</b>	<b>Cascading the National Staff Survey information via Power BI</b>	<b>Opportunities to Use AI to Deliver Innovative, Evidence-Based Preventative Services</b>	<b>Challenges and Opportunities for Implementing and Evaluating Innovation in Health and Social Care</b>
<i>Lunch Break</i>				
4: 2.00 - 2.50 pm	<b>A Glance into N365: Using MS Teams and N365 to Improve Productivity</b>	<b>Increasing Clinic Utilisation and Equitable Access to Care Using AI</b>	<b>Understanding the EVO Framework (Engagement Value Outcome)</b>	<b>Innovation To Support the NHS' Ambitions for Net Zero – Including Decarbonising Pathways and Estates</b>
5: 3.00 -3.50 pm	<b>Local Finance Innovations: Making best use of the Benchmarking Network and Vacancy Tracker</b>	<b>How Finance Teams Can Help Reduce Health Inequalities</b>	<b>Introduction to the NHS Finance System in England</b>	

CHOOSE ONE WORKSHOP FOR EACH TIME SLOT

# Tuesday 27 February

- 09.30 Arrival, registration & exhibition
- 10.00 **Chairs welcome**  
David Bacon, Director of finance, Hertfordshire Community NHS Trust  
HFMA Eastern Branch chair
- 10.10 **NHSE regional update**  
Zoe Pietrzak, Regional director of finance, NHS England – East of England
- 10.50 Coffee & exhibition
- 11.20 **Delivering efficiencies using digital and AI**  
Lisa Goldstone, Partner – healthcare and life sciences, IBM Consulting  
Kerman Jasavala, Associate partner, IBM Consulting  
Tom Newman, Senior managing consultant – Data services, IBM Consulting  
James Lewis, Managing strategy consultant, IBM Consulting
- 12.00 **Big science and big data – impact assessment**  
Dr Pat Oakley, Director, Practices made Perfect Limited
- 12.40 Lunch & exhibition
- 13.40 **Local team showcase**  
**Mid and South Essex NHS Foundation Trust - Costing award winner**  
Jenny Powell, Head of finance, costing and benchmarking  
Emma Mint, Senior finance benchmarking & reporting manager  
Amanda Weston, Costing finance manager  
**Royal Papworth Hospital NHS Foundation Trust – Diversity and inclusion award winner**  
Gerrie Powell-Jones, Clinical coding team lead  
Martha Biza, Finance business partner
- 14.20 **Productivity**  
Kaiser Malik, Consultant radiologist, Mid and South Essex NHS FT  
Darren Taylor, Deputy director of operations - radiology, Mid and South Essex NHS FT
- 15.00 Coffee & exhibition
- 15.30 **Strength through adversity**  
Darren Edwards, Adventurer, and inspirational speaker
- 16.30 **Presidents address**  
Claire Wilson Chief finance officer, Cheshire and Merseyside ICB  
HFMA President
- 16.45 **Eastern Branch awards presentation**  
Keith Wood, Senior finance manager, NHS Suffolk and North East Essex ICB  
HFMA Eastern Branch president
- 17.30 Close day two
- 18.30 Drinks reception kindly sponsored by 
- 19.15-21.45 Gala dinner kindly sponsored by **NEWTON**

## Wednesday 28 February

- 09.30-11.00 **Regional DoF's meeting** (by invite only)
- 09.30 Arrival, registration & exhibition
- 10.00 **Vice Chairs welcome**  
Daryl Cockman, Head of financial development, East Suffolk and North Essex NHS FT  
HFMA Eastern Branch vice chair
- 10.05 **Using behaviour change to enhance the impact of improving value**  
Professor Matthew Cripps, Director of Behaviour Change, NHS England
- 10.40 **Delivering a greener NHS**  
Shona Metcalfe, Director of finance, NHS Kent and Medway ICB
- 11.15 Coffee & exhibition
- 11.45 **Long term workforce plan**  
Phil Carver, Regional director of workforce, training & education, NHS England – East of England
- 12.25 **Talent management strategy**  
Andrea McGee, Finance and procurement adviser to the Ministry for Health, Care and Business, Gibraltar and Director of finance, The Care Agency, Gibraltar
- 12.55 Lunch & exhibition
- 13.55 **Diversity Networks**  
Rainbow – Maria Wheeler, Chief finance officer, Queen Victoria Hospital NHS FT
- 14.25 Coffee & exhibition
- 14.50 **Politics and priorities in the NHS**  
Sir Julian Hartley, Chief executive, NHS Providers
- 15.30 **The SUMO guide to making a difference**  
Professor Paul McGee, Managing director, PMA International Ltd
- 16.30 Close of conference