

The HFMA West Midlands Branch Annual conference 2023

8 June, Birmingham



Programme

09:00 - 09:30 **Registration**

09:30 – 09:40 **Chair's Welcome**

Haq Khan, HFMA West Midlands Branch Chair

09:40 – 10:00 **ICE BREAKER – 'getting to know you BINGO'**

10:00 – 10:45 **Digitising urgent and emergency care pathways**

Gus Miah, Partner and UK risk advisory health business lead, Deloitte

Mark Harmon, Chief Strategy Officer, eConsult

Martin Taylor, Deputy CEO, Content Guru

Deloitte's Health Tech Catalyst is transforming healthcare by bringing together connected health solutions and digital transformation, which improve access to healthcare and create better patient experiences.

Using new technologies such as 5G, IoT and Edge Computing, Deloitte's Health Tech Catalyst is working with digital innovators, health and med-tech companies, entrepreneurs and digital disruptors to help reduce risk, provide better training, boost efficiency and improve lives. The plenary session will take delegates on a transformative journey of the urgent and emergency care pathway (UCE), introduce delegates to new technologies helping to improve patient outcomes, and streamline health practices for all. From connected appointment scheduling through to a virtual hospital environment, digital innovation has the ability to transform lives and create a connected ecosystem.

10:45 - 11:15 **Refreshments, exhibition and networking**

11:15 – 12:00 **Workshops:**

1a) Building your resilience to better manage stress

Liz Lugt, principal consultant and founder, Movation Leadership

Resilience is the ability to see failure as a temporary setback that can be recovered from quickly. And it's the ability to maintain a positive and solution-focused attitude during periods of instability. Having resilience does not mean you won't experience stress, but it does mean you're able to manage it better. During this 45-minute workshop you will learn about the relationship between stress and resilience and one way you can build your resilience so you can better manage your stress.

1b) The NHS Sponsorship Programme

Hafiza Ugradar, assistant director of capital and projects (NHS England – Midlands Regional Team)

Kim da Silva, head of financial management, West Midlands Ambulance Service

Semina Hanif, assistant management accountant, Mid Cheshire Hospitals NHS Foundation Trust

Paul Brown, chief finance officer, Staffordshire and Stoke-on-Trent Integrated Care Board

This workshop is an interactive session to learn more about One NHS Finance Sponsorship Programme. The programme which helps high potential finance staff from underrepresented group advance in finance. The workshop will include speakers from across organisations in the NHS, Midlands Sponsee Lead and personal stories from Sponsors and Sponsees.

This is a great opportunity to network, raise the profile of the programme in the Midlands Region and have open discussions on how we collectively do our bit to see the network of sponsee and leaders grow.

1c) Allocative efficiency, PHM, the Hewitt review and you

Andi Orlowski, director, The Health Economics Unit

In this session we will cover how finance has a critical role in shifting resources from illness to health and the impact of the wider determinants of health. How system level decision making is fraught with difficulty and how you can best navigate and embed change this using the common language of value. As part of this session we will share work already underway in 5 ICSs in the region that address these issues using tools and approaches freely available to the public sector.

1d) Global talent trends report

Mark Johnson, senior subject manager – Public Sector, ACCA

Hear about the key public sector results from ACCA's Global Talent Trends 2023 report, based on a survey of nearly 8,500 members worldwide, and explore what these findings mean for the NHS.

The results from ACCA's inaugural annual talent-trends survey enable us to highlight the key trends, priorities and concerns amongst ACCA members and students working in the public sector. The findings also have important implications for employers, as they seek to retain and attract finance professionals to careers in the sector.

Exploring the survey findings, this session offers an opportunity to consider the implications for the NHS and your thoughts and ideas to the conversation.

12:00 – 12:45 **Regional update NHS England**

12:45 – 13:45 **Lunch, exhibition and networking**

13:45 – 14:30 **Motivational Speaker**

Donna Fraser, OBE, OLY

Donna has become a leader in equality diversity and inclusion with over 10 years of corporate experience within business, sport, leadership, well-being and PMA for both start-ups and established companies. In 2021 she was awarded an OBE (Order of the British Empire) for services to equality, diversity and inclusion in the workplace and has served as a Trustee, advisor and Board member for multiple organisations, such as the London Marathon Charitable Trust, Women's Sports Trust, British Athletes Commission, International Women's Group and Her Spirit to name a few.

Donna Fraser is a 4x Olympian and former 400m sprinter for Great Britain, with a successful athletics career which spanned over 20 years and has a host of European, Commonwealth and World medals. Donna, unfortunately, retired in 2009 due to being diagnosed with Breast Cancer. She was recognised with the Freedom of the Borough of Croydon in 2018 for services to sport and continues to be enthused to help inspire a generation through education by 'giving back' and sharing her knowledge and experience with young people aspiring to achieve their goals.

From the athletics track to the Boardroom, Donna has created a career synonymous with all the characteristics that you'd attribute to one of Britain's greats. To characterise by her sporting achievements alone is to do a great disservice to the inspiring woman that she is today as an international speaker, strategist, and charity ambassador. She dedicates much of her time to working in Business, Sport, and the charity sector to inspire and embed inclusive and diverse cultures. Donna was appointed Officer of the Order of the British Empire (OBE) in the 2021 New Years Honours for services to equality, inclusion and diversity in the workplace.

14:30 – 15:15 Workshops:

2a) Digital innovation in the NHS

Adam Carson, Managing Director, South Warwickshire University NHS Foundation Trust
Sarah Mills, Associate Director Strategic Operations and Innovation, Innovate Healthcare Services
Petra Patty-Bradly, Innovation Lead, Innovate Healthcare Services

Our Digital Hub, based in Stratford Hospital, was founded in 2020 out of the passion and collaboration of three NHS Trusts and our private sector partner, SCC. We bring together clinical and operational staff, industry, and academia to solve day-to-day healthcare challenges and to explore the use of new technology across clinical pathways. Our vision is to help transform the way we provide healthcare across our Foundation Group (George Eliot NHS Trust, South Warwickshire University NHS Foundation Trust and Wye Valley NHS Trust) and the wider NHS.

Our session will share our journey in bringing innovation to the Foundation Group: how we work and how we are different from other innovation hubs, the challenges we face with bringing new technology to healthcare and what we have learned from these, as well as what we have achieved so far and how we are planning to continue making a difference going forward. Join us for a discussion on some of the innovation sprints and ideas we have been working through.

2b) Driving Innovation in Finance through Process Mining and RPA

Amélie Bouiller, NHS Director, Celonis
Penny Houghton, Digital Transformation Directors, Northampton General Hospital NHS Trust
Umang Patel, Digital Transformation Leader, Northampton General Hospital NHS Trust
Will Mason, Value Engineer, Celonis

This workshop aims to address common financial pain points and strategic objectives by showcasing the practical application of Process Mining and Robotic Process Automation (RPA) techniques.

During the workshop, attendees will have the opportunity to learn how Process Mining and RPA can drive significant cost savings, enhance productivity efficiency, and improve working capital within their organisations. The event will feature live demonstrations that highlight real life examples of successful implementations and demonstrate the tangible results achieved through these technologies.

2c) Growing your presence and influence at work

Liz Lugt, principal consultant and founder, Movation Leadership Unit

To be effective in the workplace today, you must be able to influence people. Having influence allows you to more easily gain buy in around your ideas / projects, move projects forward faster and ultimately get noticed for the value you bring. During this 45-minute workshop you will learn three things you can do to grow your presence and influence at work.

2d) How to handle demands on your time

Michael Barker, owner and managing director, The Performance Development Group

Time is one of the most valuable resources that we have. It is often recognised that 'we never seem to have enough time' and yet we spend a significant amount of our available time dealing with low priority work.

Successful time management will lead to increased productivity and the potential to get greater results in a short period of time.

This workshop will enable you to step back from the every day 'busyness' of your job and get focused on the 'business' element of your job. This workshop will make sure that you are running your business, not the business running you!

15:15 – 15:45 Refreshments, exhibition and networking

15:45 – 16:45 Panel session

Paul Brown, chief finance officer, Staffordshire and Stoke-on-Trent Integrated Care Board

Bev Evans, partner, CF (formerly known as Carnall Farrar

Sandeep Konduru, consultant orthopaedic spinal surgeon & founding CEO, RUMI Medtech Limited – Remcare

Mish Irvine, ICS director of people, Staffordshire and Stoke-on-Trent Integrated Care System

Dominic Raymont, regional director of system improvement

Julian Kelly has made it clear that Treasury expectations are that the NHS will return and then improve upon pre-Covid levels of productivity. Most systems have found it difficult to make the required productivity improvements and have struggled to fully understand the drivers to the deterioration experienced. This session brings together experts in finance, workforce, surgery and performance improvement to discuss the challenges we face. Panel members will respond to questions from the audience to discuss the themes of productivity improvement, to help delegates understand the challenges and opportunities for productivity improvement

16:45 – 17:15 President address – strength in numbers

Lee Bond, HFMA President

17:15 – 17:30 Closing remarks

Haq Khan, HFMA West Midlands Branch Chair

Evening agenda

18:00 – 19:00 Drinks reception

19:00 – 21:00 Awards ceremony followed by the gala dinner

21:00 – 01:00 **Cassino and networking**