



medicology *conferences*



# Evolving & Optimising Private Practice in the Changing NHS Landscape

Maximising existing opportunities, capturing new opportunities

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Saturday 11<sup>th</sup> September 2010  
Victoria Park Plaza Hotel, Victoria, London  
[www.optimisingprivatepractice.co.uk](http://www.optimisingprivatepractice.co.uk)



## Maximising existing opportunities, capturing new opportunities

With the evolving NHS landscape having such far reaching consequences, we wanted to address what this means to doctors working privately and how private practice may be optimised, both in traditional form and through new opportunities. Given the importance placed on private practice by so many, the conference should attract considerable numbers and so we have ensured plenty of space in a prestigious venue. Consequently, we also want to ensure the highest possible quality of speaker faculty.

## Conference Practical Details

Date:	Saturday 11th September 2010
Start time:	10:00
Finish time:	16:30
Venue:	Victoria Park Plaza Hotel, Victoria, London
CPD Points:	5

Attendance cost: £265 +VAT

Earlybird cost: £175 +VAT

The early bird rate applies to bookings received more than 56 days before the course date.

# Conference Agenda

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1000 – 1030	<b>Changing nature of private practice in the evolving healthcare economy</b>
	<ul style="list-style-type: none"><li>• -Impact of shorter waiting times &amp; better access on traditional private practice</li><li>• Structure &amp; form of 'private practice' today</li><li>• Evolving nature of the specialist &amp; their employment</li><li>• Competing interests &amp; the Competition Panel</li><li>• Perspectives on the future of private practice in its traditional form</li></ul>
1030 – 1100	<b>Finding new opportunities arising out of the evolving marketplace</b> <i>Andrew Vincent, Managing Director, Medicology Ltd</i>
	<ul style="list-style-type: none"><li>• Understanding market-based opportunities arising from NHS evolution</li><li>• Community opportunities - from lumps &amp; bumps to medical triage &amp; treatment</li><li>• Accessing practice-based commissioning (PBC) opportunities</li><li>• Any willing provider – opportunities &amp; strategic considerations</li><li>• Opportunities arising from evolving treatment thresholds</li></ul>
1100 – 1115	Questions
1115 – 1145	Morning Coffee
1145 – 1215	<b>Successfully accessing opportunities through the PCT &amp; Primary Care</b> <i>Mark Attah, GP partner, Bretton Medical Practice, Peterborough</i>
	<ul style="list-style-type: none"><li>• What are PCTs looking for in an offer?</li><li>• Example business models – balancing risk with reward</li><li>• Partnership with primary care versus standalone services</li><li>• Effective pricing strategies &amp; creating a compelling business case</li><li>• Approaching the PCT in the most productive manner</li></ul>
1215 – 1245	<b>Critical issues in strategic marketing</b> <i>Andrew Vincent, Managing Director &amp; Head of Marketing, Medicology Ltd</i>
	<ul style="list-style-type: none"><li>• Understanding the core concepts in strategic marketing</li><li>• Understanding niches &amp; determining 'positioning'</li><li>• Establishing the brand and ensuring brand consistency</li><li>• Segmentation &amp; targeting in private practice</li><li>• Practical approaches to budgeting, promotion &amp; performance</li></ul>
1215 – 1230	Questions
1230 – 1330	Lunch

Programme continues onto the next page >

# Conference Agenda

1230 – 1330	<b>Lunchtime 15 minute workshops</b>
	<b>Evolving issues in indemnity, accountability and governance</b> <i>Medical Protection Society</i>
	<b>Minimising taxation &amp; saving time</b> <i>Private Practice Accounting Practice</i>
	<b>The virtual infrastructure versus bricks &amp; mortar</b> <i>Serviced Centre</i>
	<b>Mini-accelerator in personal effectiveness</b> <i>Dr Sara Watkin, Consultant Neonatologist, UCLH &amp; Medical Director, Medicology Ltd</i>
1330 – 1400	<b>The Impact of Well-chosen Words on Promotional Effectiveness</b> <i>Tony Woolfson, Consultant Physician, Peterborough and Stamford Hospitals NHS Foundation Trust and Director, Medical Marketing UK</i>
	<ul style="list-style-type: none"><li>• The importance of good writing in practice promotion</li><li>• Critical pitfalls into which people commonly fall</li><li>• Winning Words - the art &amp; science of convincing copy</li><li>• Optimising copy for maximum impact</li></ul>
1400 – 1430	<b>Practical &amp; productive approaches to online promotion</b> <i>Andy Wells, Head of IT Services &amp; Online Marketing, Medicology Ltd</i>
	<ul style="list-style-type: none"><li>• The necessary, the beneficial and the wasteful</li><li>• Ensuring your website is found (search strategy)</li><li>• Use of Google Adwords &amp; paid for services</li><li>• Developing an effective content &amp; article strategy</li><li>• Forums, blogs and linking strategies</li><li>• Monitoring website activity &amp; using this to improve performance</li></ul>

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1430 – 1445	Questions
1445 – 1515	Afternoon Tea
1515 – 1545	<p><b>Optimising the traditional private practice</b></p> <ul style="list-style-type: none"> <li>• Where do patients typically come from and how is this changing?</li> <li>• Developing &amp; growing a practice through major providers e.g. BUPA/ Shire</li> <li>• Increasing referrals from general practice</li> <li>• Networking &amp; developing presence</li> <li>• Developing joint initiatives with people who can refer</li> <li>• Monitoring referral sources to adjust your approach</li> </ul>
1545 – 1615	<p><b>Image, perception &amp; experience in private practice</b>  <i>Dr Taher Mahmud, Consultant Rheumatologist &amp; Physician, Kent &amp; Sussex NHS Trust</i></p> <ul style="list-style-type: none"> <li>• Your outward image – what’s the public impression you present?</li> <li>• Ensuring you deliver an impression that delivers patients</li> <li>• Developing presence and the right image as a bedrock for future growth</li> <li>• The importance of private patient experience on future growth</li> <li>• Measuring experience to improve service and growth</li> </ul>
1615 – 1630	Questions
1630	Conference close

## How to Register on this Conference

You can book online at [www.optimisingprivatepractice.co.uk](http://www.optimisingprivatepractice.co.uk)

Telephone the customer service team on 01332 821260 or email [customer.services@medicology.co.uk](mailto:customer.services@medicology.co.uk)

Complete the registration form in the brochure and fax it back to 01332 821262 or post it to Medicology Ltd, Oxford House, Stanier Way, Wyvern Business Park, Derby, DE21 6BF



## Venue Details

Victoria Park Plaza Hotel,  
Victoria, London

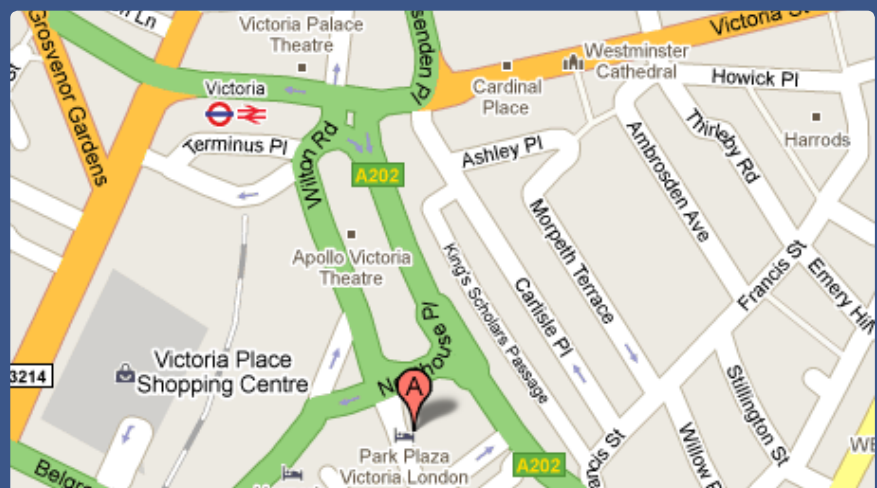
239 Vauxhall Bridge Road, London SW1V 1EQ

Tel : 020 7769 9999

Email: [ppvinfo@pphe.com](mailto:ppvinfo@pphe.com)

Web: [www.parkplaza.com/londonuk\\_victoria](http://www.parkplaza.com/londonuk_victoria)

Park Plaza Victoria London is centrally located just two minutes from Victoria Station, Gatwick Express and the National Rail station, with direct services to central London, Gatwick Airport and the South of England.



Book online at [www.optimisingprivatepractice.co.uk](http://www.optimisingprivatepractice.co.uk) or call 01332 821260

# Registration Form

## Conference Details

Conference Name: Evolving & Optimising Private Practice in the Changing NHS Landscape

Date: Saturday 11th September 2010

## Personal Details

Title: (please circle the correct one) Professor Dr Mr Mrs Miss Ms

First Name:

Surname (Family Name):

Job Title:

Clinical Speciality:

Any special diet and access requirements?

## Location/Contact Details

Hospital / Clinic / Trust:

Home Address:

Main Telephone:

Mobile Number:

Email Address:  
(Compulsory for all registrations)

## Payment details

(please ensure you send the amount **including** VAT)

I wish to pay by:  Cheque to 'Medicology Ltd'  
(please enclose with form)  Credit / Debit Card  
(we will contact you)  Invoice to Employer  
(please provide address & contact)

Medicology Ltd will issue an invoice & receipt for all payment methods so that you may reclaim your costs from your employer.  
NB Invoices declined by an employer incur a further fee of £45 + VAT, so please ensure that your employer agrees.

## Booking Signature

I understand that I am making a firm booking and that I am subject to the full terms and conditions as stated on the Medicology Ltd website

Signed

Date

Once completed please fax it back to: **01332 821262**, or post it to:

**Registrations, Medicology Ltd, Oxford House, Stanier Way, Wyvern Business Park, Derby, DE21 6BF**



Passionate about People, Performance & Health

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