

Practice survival skills

Ensuring your practice thrives in an uncertain future

Thursday
3 December
2009
Central London



**ATTENDANCE
CERTIFICATE
AWARDED –
FIVE HOURS’
CPD TIME**

Attend this seminar to:

- Give your practice a competitive edge
- Get an inside track on the challenges facing the profession
- Ensure your practice is fit enough to cope
- Gain the skills to spot opportunities and create your own
- Know how to keep your practice workforce flexible

With expert advice from:

Dr Sam Everington

Former BMA deputy chair

Dr Nigel Watson

Chief executive of Wessex LMCs and chair of the GPC commissioning and service development subcommittee

Dr Agnelo Fernandes

Chair of the Croydon Federation of GPs

Derek Bellew and Alison Graham

Senior medical specialist solicitors at Veale Wasbrough

To register

T 020 7921 8225 F 020 7921 8136 E book@pulse-seminars.com W www.pulse-seminars.com

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The next 18 months will bring new challenges for practices wanting to stay efficient, effective and profitable. Balanced scorecards, tougher access targets, threats to practice income, increased competition and the threat of rigorous 'contract reviews' by your PCT are just some of the hazards looming for GPs and practice managers.

Add to that the possibility of a new government next year and general practice looks set to stay in flux for the foreseeable future.

But those challenges can also offer opportunities and GPs and practice managers who stay flexible and plan effectively will not only survive but thrive in the coming years.

Our line-up of expert speakers – from GPC members to entrepreneur GPs to legal and business planning consultants – will brief you on the changes to come and what you need to do to make sure your practice is in the best possible shape to come through a winner rather than a loser.

Get specific answers to your key questions but also leave with new ideas to make your practice responsive to change and guarantee a profitable and effective future.

Who should attend?

- GPs
- Practice managers
- Business managers

Every delegate will receive

- A resource pack containing key take-home points
- A certificate of attendance confirming five hours' CPD time plus a record of your learning points for your appraisal folder

“ **Excellent speakers with a wealth of experience and totally relevant information, highlighting the specific areas we need to focus on**

“ **Quick, punchy and no wasted time**

“ **A really excellent day – very informative. Gave me lots to think about and kept my attention throughout**

Delegates at a previous Pulse Business Seminar

PROGRAMME

9.00 Registration

9.30 Chair's welcome
Dr Sam Everington, GP in east London and former deputy chair of the BMA

9.40 The PCT as Big Brother: meeting the challenges ahead

- What World Class Commissioning will mean for your practice
- Tougher access targets
- Patient Survey and NHS Choices feedback
- PMS reviews and their impact on GMS practices
- How trusts plan to clamp down on 'underperforming' practices

Dr Nigel Watson, GP and chief executive of Wessex LMCs and chair of the GPC commissioning and service development subcommittee

10.10 Passing all the tests: what you need to know to tackle the challenges ahead

- Maximising your patient survey score
- Getting a green-light rating
- Proving you offer good value for money from your GMS/PMS contract

Dr Nigel Watson

10.40 Question and answer session

10.50 Refreshments

11.20 Competing in a cut-throat world

- Marketing your practice
- Competing for staff
- Competing with other providers – Darzi centres, APMS, walk-in clinics

Dr Charles Alessi, GP in Kingston upon Thames, Surrey

11.50 Workforce flexibility: the legal challenges

- Managing partner performance
- 360° appraisals – what they are and how to do them
- Changing terms and conditions and avoiding the legal pitfalls
- How other practices have reconfigured staffing roles to improve profitability

Derek Bellew and Alison Graham, senior medical specialist solicitors at Veale Wasbrough

12.30 Question and answer session

12.40 Lunch

13.50 Coping with a sudden change in practice income

- The factors that might impact on income in the coming years
- Boosting NHS income
- Identifying opportunities for non-NHS income
- Deciding whether enhanced services are worth doing
- Delegating down
- Reining in expenses

Dr Richard van Maellart, GP in Bethnal Green, London

14.25 Flexible business planning

- Drawing up a medium- to long-term business plan
- Putting it into action
- Keeping it on track

Christine O'Connor, chief executive, CatchOn Group, general practice business consultants

15.00 Question and answer session

15.10 Refreshments

15.25 Safety in numbers: from joining a federation, merging with another practice or just sharing back-room functions

- Deciding which option – if any – would work for you
- Finding suitable practices to work with
- Getting the collaboration started
- Spotting and dealing with potential problems early
- Making sure you're getting what you want from it

Dr Agnelo Fernandes, chair of the Croydon Federation of GPs

16.00 What's on the horizon?

- What general practice can expect from a Conservative Government

Dr Sam Everington

16.25 Question and answer session

16.25 Closing remarks
Chair Dr Sam Everington sums up the day's top tips

16.45 Close

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Booking rates

Early bird rate Please register _____ delegate places at £195 + VAT @ 15% = £224.25 (book by 29/10/09)

Standard rate Please register _____ delegate places at £225 + VAT @ 15% = £258.75 (bookings after 29/10/09)

Ways to register

Online	www.pulse-seminars.com
Telephone	+44 (0)20 7921 8225
Fax	+44 (0)20 7921 8136
Email	book@pulse-seminars.com
Post	Pulse Seminars, CMP Medica, Ludgate House, 245 Blackfriars Road London SE1 9UY

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