Meeting the Challenges in Health Information

Thursday 7 April 2011
International Convention Centre (ICC), Broad Street, Birmingham

Topics include:
• Making the case for health information
• Evidence for the impact of health information
• Shared decision making
• Information equality
• User involvement in the production of health information

Presenting organisations include:
• The Department of Health
• East of England SHA
• Frontier Economics
• South Essex Partnership NHS Foundation Trust
• Picker Institute Europe
• University of Oxford
• ContinYou
• NHS Direct

THE must-attend event of 2011 for professionals with roles in:
• Information and Support
• Health Libraries
• Patient and Public Involvement
• Clinical Governance
• Communications
• Non-Executive Directors
• Patient Experience
• Improvement
• PALS

Lead Sponsor: MSD
Patient Information Forum
Raising the standard of consumer health information
www.pifonline.org.uk
The last year has seen many wide reaching changes for those working in health and consumer health information - a change of Government, a recession, funding cuts, a new White Paper that will fundamentally change the way health services work and, in England, talk of an ‘Information Revolution’. Shared decision making, choice and quality are on everyone’s agenda.

Health information for patients and the public has never been higher on the agenda, both at a national and local level. Yet, investment in the development and delivery of health information is often uncoordinated and in many cases simply not there. Integrating health information into service delivery, raising standards and understanding the impact that information has on patients are major challenges for health information professionals.

‘Meeting the Challenges in Health Information’, the sixth annual Patient Information Forum conference, looks at the changes that are taking place in consumer health information and the challenges and opportunities these bring for information producers and providers.

Conference sessions will help you to:

- Get an update on major policy and the outcome of the Information Revolution and Choice and Control consultations.
- Build the case for consumer health information, by exploring the evidence behind it, the economics of health information and the impact it has on both service users and services.
- Understand the factors that will help you to ‘sell’ health information to your Board or your managers.
- Learn about shared decision making, why it’s important and how to implement it. Delegates can get practical advice on developing tools to help shared-decision making work in practice.
- Explore some of the key factors in information equality, such as health literacy and digital exclusion.

"Information, combined with the right support, is the key to better care, better outcomes and reduced costs."

Equity and excellence: Liberating the NHS, Department of Health, 2010

1 PiF Survey of NHS Trusts 2010
### Registration opens at 8.45

**9.30 - 9.40**  
**Chair’s Introduction: Current challenges**  
Mark Duman, Chair, Patient Information Forum

**9.40 - 10.00**  
**Being Sarah - A true story about choice, control and breast cancer**  
Sarah Horton, Patient

**10.00 - 10.20**  
**Consumer health information: The heart of quality healthcare**  
David Colin-Thome, (former) National Clinical Director for Primary Care, Department of Health

**10.20 - 10.40**  
**The link between commissioning and health information**  
James Kingsland, National Clinical Commissioning Network Lead, Department of Health

**10.40 - 10.50**  
**Panel: Questions and Answers**

**10.50 - 11.20**  
Coffee and Exhibition

**11.20 - 11.40**  
**Information Revolution and Greater Choice and Control: Where are we going?**  
Christine Connelly, Chief Information Officer for Health, Department of Health

**11.40 - 12.00**  
**Making the economic case for health information**  
Nicholas Woolley, Consultant, Frontier Economics

**12.00 - 12.10**  
**Panel: Questions and Answers**

**12.10 - 12.50**  
**Practical Breakout Session One: Information equality**  
Choose one session from the four listed below on the day:

- **A. Making information easy to understand for people with learning disabilities and communication difficulties**  
  Jill Eddlestone, Director and Jane Higham, Consultant, Clear Consultancy

- **B. Simplifying your health information (Health literacy)**  
  Janet Solla, National Skilled for Health Programme Manager, ContinYou and Helen Baker, Skilled for Health Project Manager, ContinYou

- **C. Overcoming digital exclusion**  
  Guy Giles, Operations Manager, Looking Local

- **D. Producing information for older people**  
  Lucy Harmer, Head of Information and Advice, Age UK

**12.50 - 14.05**  
**Lunch, Exhibition and Networking**  
At the start and end of lunch, Show and Tell sessions will be running. These informal sessions allow two speakers to each spend 5 minutes sharing their experience and answering questions. This year we look at User Involvement in the production of health information:

**12.55**  
**Show and Tell (optional, limited space)**

- **Establishing Readers’ Panels**  
  Sue Pickup, Patient Experience Manager, Mid Cheshire Hospitals NHS Foundation Trust

- **When and how to use Focus Groups**  
  Andrew Vincent, Managing Director, Waves Research

**13.45**  
**Show and Tell (optional, limited space)**

- **Running a Citizen and Patient Panel**  
  Phillip Hammond, Information and Engagement Coordinator, NHS Salford

- **Our amazing Stroke facilitators**  
  Anne-Marie Laverty, Head of Patient Experience, Northumbria Healthcare NHS Trust

**14.05 - 14.25**  
**What is Shared Decision Making and what can we learn from international experience?**  
Steve Laitner, General Practitioner, Consultant in Public Health Medicine and Associate Medical Director, East of England SHA

**14.25 - 14.45**  
**Implementing Shared Decision Making in the UK: Challenges and Solutions**  
Richard Thomson, MAGIC Programme Co-Lead, The Health Foundation and Professor of Epidemiology & Public Health, Newcastle University

**14.45 - 14.55**  
**Panel: Questions and Answers**

**14.55 - 15.35**  
**Practical Breakout Session Two: Shared Decision Making in Practice**  
Choose one session from below on the day:

- **A. How to create a decision aid online**  
  Marie-Anne Durand, Development Manager, Patient Decision Aids, NHS Direct

- **B. Harnessing patient experiences to support choice and decision making**  
  Sue Ziebland, Research Director, University of Oxford

- **C. Making medicines information more usable**  
  Theo Raynor, Professor of Pharmacy Practice, University of Leeds and Executive Chairman, Luto Research Ltd

- **D. Providing advanced patient centred angina care**  
  Mike Chester, Director, National Refractory Angina Centre

**15.35 - 16.05**  
Coffee Break and Exhibition

**16.05 - 16.25**  
**Selling health information to your Board**  
Patrick Geoghegan, Chief Executive, South Essex Partnership NHS Foundation Trust

**16.25 - 16.45**  
**Does information improve outcomes: what’s the evidence?**  
Peter Cross, Associate - Patient & Public Engagement, Picker Institute Europe

**16.45 - 16.55**  
**Questions and Answers / Summing up**  
Geraldine Mynors, Development Director, Patient Information Forum

**16.55 - 17.45**  
Networking and Drinks
### Your details

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Address

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Email

Please write your address clearly as confirmation will be sent by email. Please also ensure you complete your full postal address details for our records.

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This form must be signed by the delegate or an authorised person before we can accept the booking

(By signing this form, you are accepting the terms and conditions below)

Name

Signature

Date

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### Payment

- An invoice will automatically be sent to the name and address opposite. If you would like the invoice to be sent to your Finance Department, or if a purchase order number is necessary please provide details below:

- **By invoice** Please send an invoice to

  - Name (in BLOCK CAPITALS)
  - Organisation
  - Address
  - **Postcode**
  - Email
  - Purchase order number if applicable

  - **By cheque** A cheque for __________ is enclosed

  Please make cheques payable to: Patient Information Forum Limited. Please write your name and organisation on the back of the cheque.

- **By BACS**

  - For payment: **Sort Code** 08-92-99 **Account No.** 65343896 **Bank** The Co-operative Bank
  - Please send your BACS remittance form as a confirmation of payment
  - Your BACS reference

### Online Reservations

Online reservations and credit/debit card payments can be made through the website at: [www.pifonline.org.uk/bookings](http://www.pifonline.org.uk/bookings)

### Conference CD

- I cannot attend the conference but would like a copy of the conference CD @ £49 +VAT a copy.

  The CD will be sent out a week after the conference.
  Please fill in the “Your Details” section above for delivery.

### Please send completed forms and cheques to:

Sarah Smith, Operations Director, Patient Information Forum, 500 Chiswick High Road, London W4 5RG

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### Venue

International Convention Centre (ICC), Broad Street, Birmingham.

### Date

Thursday 7 April 2011.

### Conference Fee

- £204 +VAT (£244.80) for PiF members
- £284 +VAT (£340.80) for non-members

The fee includes lunch, refreshments and a copy of the conference CD.

### Conference organiser:

[Novus](http://www.novusventures.com)

### Terms and conditions

Full payment must be received before the event or we will be unable to admit you.

A refund, less a 20% administration fee, will be made if cancellations are received, in writing, at least 4 weeks before the conference. We regret that any cancellation after this time cannot be refunded, and that refunds for failure to attend the conference cannot be made, but substitute delegates are welcome at any time.

### Confirmation of booking

You will receive confirmation of receipt of your booking form within 10 days.

Please contact us if you have not received confirmation 10 days after submitting your booking form. Full details regarding the event, including travel and accommodation details, will be sent once payment has been received for your booking.

### Exhibition

If you are interested in exhibiting at this event, please contact Carol Stevenson:

- Email: conference@pifonline.org.uk
- Tel: 07974 306 933

### General enquiries

Nicole Naylor, PiF administrator

- Email: secretary@pifonline.org.uk
- Tel: 07813 143 384