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ENT and Audiology Services 2011

Developing modern services to cope with the realities created by the new health reforms

Thursday 29th September 2011, Greater London House, NW1 7EJ

Hear from key thought leaders including:

- **Professor Valerie Lund CBE**
Professor of Rhinology and Consultant Rhinologist
University College London - School of Life and Medical
- **Ruth Thomsen**
President
British Academy of Audiology
- **Dr Ewa Ragaln**
Consultant Audiovestibular Physician and National Clinical Advisor in Audiology
St Georges Healthcare NHS Trust & Department of Health
- **Andrew W McCombe**
Honorary Secretary
ENT UK
- **Michael Oko**
Clinical Lead - ENT
United Lincolnshire Hospitals NHS Trust

Attend this conference to:

- Gain a better understanding of the **impact of recent health reforms** on Ear, Nose and Throat services
- Hear how to develop a **business case for continued investments in ENT and Audiology departments** during times of financial hardship in the NHS
- Learn how ENT departments should respond to **the future challenges presented by new commissioning structures**
- **Discover** how your trust can **deliver more effective ENT services** closer to home
- Maximize how you can **effectively illustrate the positive effects** of ENT and Audiology services in **improving the quality of life for all patients**

TO REGISTER

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ENT and Audiology

All departments and services in the NHS need to find efficiency savings as finances become tighter, and the nation's population grows older and more dependent on NHS care. With the complex and rapid pace of change caused by recent health reforms, the future of the NHS has never been more uncertain. These concerns will affect all ENT and Audiology departments and will revolutionise how services are run.

Despite providing a service that patients truly value, ENT and Audiology services may be at a greater threat from cuts than other departments. ENT has previously been criticised for providing treatments of low clinical value that are often seen to improve the quality of life of patients, rather than treatments that save lives, putting these services at a greater risk from the threat of cuts.

Is your department prepared for the future challenges you are going to face?

To help you through these changing times, *Health Service Journal* has expertly produced **ENT and Audiology Services 2011**. This timely and informative conference has been specially researched and designed to help you prepare and deliver results in 2011 and beyond.

Take this opportunity to join your NHS colleagues and peers from across the country to explore how you can:

- **Navigate the reforms** and understand how they will affect ENT audiology services
- **Develop innovative strategies** for joint working with other services and improve your service delivery
- **Learn how to do more with less** to improve the efficiency and quality of services in your area

Professionals who attended ENT Services 2010 said:

“Excellent, thought provoking content”

Matron, Oxford Radcliff Hospital

“Timely and useful conference on ENT services”

ENT Consultant, Freeman Hospital

“Informative and thought provoking”

General Manager, Sheffield Children's Hospital

“Very current, topical and forward thinking”

Deputy Director Operations, Sherwood Forest Hospitals

Who should attend?

ENT Service Managers
Clinical Directors - ENT
Heads of ENT
ENT Consultants
Clinical Nurse Specialists
Business Managers
General Managers
GP's
Directorate Managers
Heads of Audiology
Speech and Language Therapists
MDT Co-ordinators
Physiotherapists
Theatre Managers
Senior Sisters
ENT Consultant Surgeons
Service Re-design Managers
Heads of Provider Services

Sponsorship and Exhibition Opportunities

- **Gain direct access** to your key target audience of senior decision-makers
- **Demonstrate your credentials** to potential clients and partners
- **Generate new business sales leads** for instant ROI

To discuss sponsorship and exhibiting opportunities at ENT and Audiology Services, please contact

Phillip Leech on: **+44 (0)20 7728 5250** or email **phillip.leech@emap.com**

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Audiology Services 2011

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- 8.30 Registration and refreshments
- 9.30 Opening remarks from the Chair
Professor Valerie Lund CBE, Professor of Rhinology and Consultant Rhinologist, **University College London - School of Life and Medical**
- 9.40 **Exploring the recent health care reforms and their impact on Ear, Nose, and Throat services**
- How will new commissioning arrangements affect ENT services?
 - Understanding the shift from targets and the Clinical Quality indicators. How will they affect delivery of services?
 - Which ENT services are being most significantly affected by policy changes and funding restrictions?
 - What does the new NICE guidance mean for ENT and audiology services?
- 10.10 **Delivering more effective ENT and Audiology services closer to home**
- Exploring potential models for the delivery of ENT services in the community
 - Improving clinical pathways
 - Enhancing secondary care outreach programmes for outpatients in a community setting
 - Collaborating with provider sites for better delivery of care
 - Doing more with less to improve the efficiency and quality of services in your area
- Professor Ram Dhillon**, Consultant ENT & Head & Neck Surgery, **Northwick Park** and **St Mark's Hospitals** and Honorary Professor, **Middlesex University**
- 10.40 Question and answer session
- 10.50 Morning refreshments and networking opportunities
- 11.10 **Developing a business case for investing in the continued improvement to ENT services**
- Understanding the impact of the independent sector on ENT services provided by the NHS
 - Assessing the impact of "Any Willing Provider" on the business viability of ENT units in secondary care
 - Developing best practice around recording and highlighting excellent patient experiences
 - Branding and selling your services in a competitive market
- Michael Oko**, Clinical Lead - ENT
United Lincolnshire Hospitals NHS Trust
- 11.40 **Poor evidence is better than no evidence - Effectively illustrating the positive effects of ENT services in improving the quality of life for all patients**
- What is the latest research for the effectiveness of ENT services?
 - Exploring evidence that shows significant improvements in the quality of life for patients
 - Understanding national trends in elective surgery in ENT
- Andrew W McCombe**, Honorary Secretary
ENT UK
- 12.10 Question and answer session
- 12.20 Lunch and networking opportunities
- 13.20 **Managing the implications of the Health and Social Care Bill 2011 on Audiology Services**
- What is the impact of The Bill and other health reforms on Audiology and ENT services?
 - Understand the threats this will present and ways to overcome them
 - Extending the role of Audiology Practitioners to improve performance and reduce expenditure
 - Assessing the impact of direct access audiology work to manage referrals
- William Brassington**, Audiologist and Head of Audiology
Nottingham Audiology Services
- 13.50 **Panel Session: How can ENT, Speech and Language Therapy and Audiology departments effectively combine to improve service delivery?**
- Managing referrals to reduce increasing waiting lists
 - Improving communication between departments to ensure efficient and effective improvements to patient care
 - How can ENT, SLT and audiology work more efficiently together to reduce costs in times of austerity?
 - Ensuring that 'quality of life' services continue to provide first class patient experiences
- Ruth Thomsen**, President, **British Academy of Audiology**
Dr Ewa Ragalin, Consultant Audiovestibular Physician and National Clinical Advisor in Audiology, **St Georges Healthcare NHS Trust and Department of Health**
Judith Muir, Matron, Head & Neck Directorate
Gloucestershire Royal Hospital
Kate Mayer, Ear Nose and Throat Service Manager
Nottingham University Hospitals Foundation Trust
- 14.30 Afternoon refreshments and networking opportunities
- 14.20 **Direct access to Scientist Led Tinnitus Services: Case Study**
- Two of the NHS Improvement's national prototype sites will share practical examples of setting up direct access tinnitus services, discussing the practicalities of commissioning, service redesign and managing the change process. They will discuss:*
- The benefits for patients
 - How these models can help deliver the QIPP agenda
 - The potential for roll-out
 - Working in partnership with ENT
- Michelle Booth**, Clinical Lead for Adult Audiology
Sherwood Forest NHS Foundation Trust
Zena Butt, Project Lead, **Royal Free Hampstead NHS Trust**
- 15.20 **How can ENT departments respond to the new consortia commissioning structures?**
- What evidence do GP's want and require before they commission a service?
 - Addressing the balance between providing a high quality service for patients and reducing costs
 - What ENT services will commissioning consortia be looking to provide?
 - Safeguarding your base line services by effectively providing evidence of successful treatments
- 15.50 Closing remarks from the Chair and end of conference

