

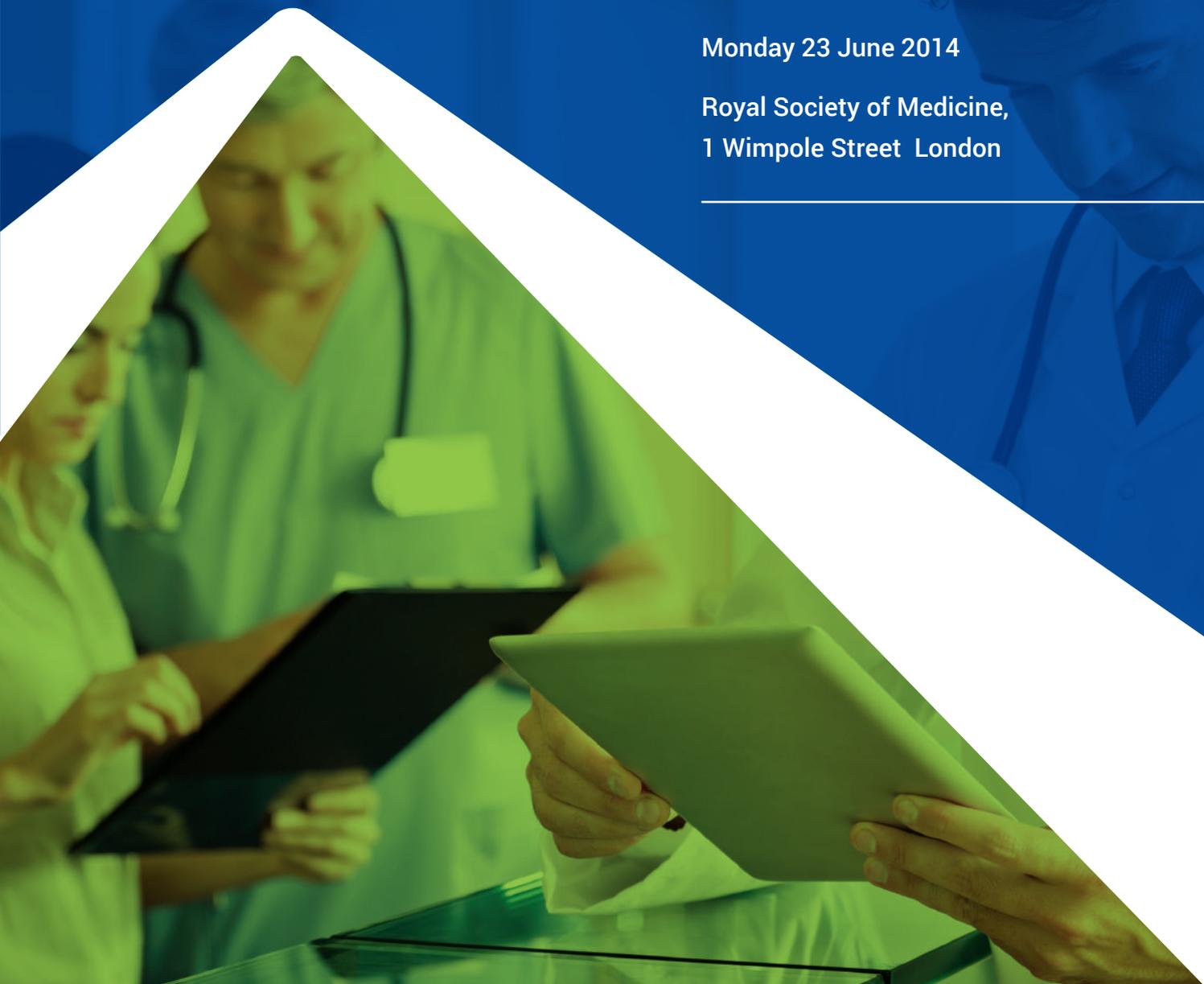


the Future of Private Healthcare Summit 2014

The business case for change:
Encouraging transparency,
competition and collaboration

Monday 23 June 2014

Royal Society of Medicine,
1 Wimpole Street London



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ENQUIRIES 01442 817817

VISIT summit.privatehealthcare.co.uk

OVERVIEW

The private healthcare market is already **under pressure** with both corporate buyers and individuals reducing their reliance on private health insurance. Consultants and specialists are being encouraged to reduce charges and insurers are pushing for 'open referral' to minimise treatment costs. Only the self-pay market is showing signs of growth.

Now, the Competition and Markets Authority has introduced measures to **increase competition** in the private healthcare market - the disposal of HCA hospitals in London, a crackdown on benefits and incentive schemes provided to referring clinicians, a drive for transparency in fees, hospital costs and outcomes, and the review of joint ventures on NHS Private Patient Units.

So, what does this all mean for the industry... and for the patient? Will this prompt change? Will the industry shrug it off and say 'So what?'

The **industry has to change...** to re-model itself to face the challenges of a new era in private healthcare. Healthcare providers and insurers will need to re-think their business strategy and operational model. All will need to adapt to a new reality.

'**The Future of Private Healthcare Summit 2014**' is a timely and innovative summit designed to examine how the Competition Commission recommendations together with market, demographic and behavioural changes, financial pressures and the impact of new technologies will shape the future of private healthcare.

The agenda will explore the ways in which **value can be created, captured, and sustained** in this changing landscape. Service delivery and pricing models will need to change; and growth opportunities such as the self-pay market will be examined in closer detail.

THE VENUE

Modern and purpose-built, the Max Rayne Auditorium at One Wimpole Street provides fixed, gently tiered leather seating for 150 delegates. The auditorium is very wheel-chair-friendly, fully air-conditioned, and has built-in audiovisual facilities and wooden acoustic 'Gustav' panelled walls.



JOIN US TO HEAR ABOUT:

- Different models and operating structures: How should you adapt to a new healthcare reality
- Hear the latest on regulation and the Competition Commission report findings and appeals
- Which key IT and distribution channels can help exceed customer relationships in a flat market
- How to drive cost efficiencies through better teamwork and communication
- Examine opportunities for expansion and inward foreign investment
- Hear how new digital communication tools can offer transparency and increase loyalty
- How to gain the most from joint ventures and partnerships from NHS and other countries and organisations

WHO SHOULD ATTEND

- Private Hospitals and Health Practices
- Private Healthcare Operators
- Private Healthcare Insurers
- Clinical Commissioning Groups (CCGs)
- NHS Acute Trusts
- NHS Foundation Trusts
- Private Patient Groups
- Commissioning Support Units (CSUs)
- Charities, Social Enterprises and Third Sector Organisations
- Central Government
- NHS England
- Corporations and Staff Benefit Agencies

PROGRAMME

- 08.15 Registration and refreshments
- 09.00 Chair's Introduction

COMPETITION COMMISSION AND UK PRIVATE HEALTHCARE INDUSTRY: BEYOND TURBULENT TIMES

- 09.05 OPENING ADDRESS: Challenges and opportunity from change: What will the private healthcare landscape look like in 2020?
- 09.30 Competition Commission Report: Key points for the UK private healthcare sector
- 09.55 Price and cost transparency: The connection to quality and value
- 10.25 Smart healthcare: Addressing future patient needs and trends in healthcare
- 10.50 Networking and refreshment break

COMPETITION, FUNDING AND NEW BUSINESS MODELS

- 11.30 Competition in the private healthcare sector: Providers' viewpoint
- 12.00 RESEARCH STUDY: Examining the UK self-pay opportunity: Current and future demand
- 12.30 KEY STAKEHOLDERS PANEL DISCUSSION: Beyond the Competition Commission investigation: Leadership through significant change
- 13.10 Lunch

THE CHANGING PATIENT JOURNEY

- 14.10 The patients' perspective: What do private patients want from hospitals and insurers?
- 14.30 Changing needs of employers in patient choice: Increasing options and trust through transparency
- 14.50 PANEL DISCUSSION: Delivering outstanding patient experiences
- 15.30 Networking and refreshment break

NEW WAYS OF WORKING WITH THE NHS

- 16.00 New models for private healthcare and NHS to work together

NEW MARKETS AND GROWTH THROUGH QUALITY CARE

- 16.25 Assessing future patient needs and trends in healthcare: Healthcare comparison sites
- 16.50 PANEL DISCUSSION: The future of private medicine from insurers, providers, patients and consultants
- 17.25 Chairman's closing remarks
- 17.35 Networking and drinks reception

LEADING INDUSTRY EXPERTS AND OPINION LEADERS

- Keith Biddlestone, Group Commercial Director, HCA International
- Fiona Booth, Chief Executive, AIHO
- Nick Bosanquet, Emeritus Professor of Health Policy Imperial College
- Don Grocott, Director of Private Patients' Forum
- Keith Pollard, CEO, Intuition Communication Ltd
- Dr Ali Parsa, Founder, Babylon Partners
- Alex Perry, Director of Health & Benefits Management for Bupa UK
- Jill Watts, CEO, Ramsay Health Care UK
- Dr Doug Wright, Medical Director, Aviva UK Health
- Pam Garside, Fellow of the Judge Business School of the University of Cambridge
- Dr Neil Bacon, Founder, iWantGreatCare
- Stephen Collier, Group Chief Executive, BMI Healthcare
- Philip Housden, Director, The Housden Group

BOOK NOW TO SECURE THE EARLY BIRD RATE

- **PRIVATE SECTOR**
Full price £495 (+ VAT @ 20%) = £594
Early bird 10% discount price
£446 (+ VAT @ 20%) = £535

- **AIHO MEMBER DELEGATES**
Full price £421 (+ VAT @ 20%) = £506
Early bird 10% discount price
£379 (+ VAT @ 20%) = £455

- **NHS AND VOLUNTARY SECTOR RATE**
Full price £330 (+ VAT @ 20%) = £396
Early bird 10% discount price
£297 (+ VAT @ 20%) = £356

The reduced rate is only available until April 30th, 2014, and places are limited so book early to avoid disappointment.

BOOK NOW to secure the early bird rate

HOW TO BOOK

You can use our online booking process and easily reserve places for multiple delegates online at: <http://summit.privatehealthcare.co.uk/>

Alternatively complete the form below and return with full payment. For multiple delegates, please photocopy this booking form and complete one form per delegate in BLOCK CAPITALS.

RATES

• PRIVATE SECTOR

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Early bird 10% discount price £446 (+ VAT @ 20%) = £535

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Additional discounts are available for multiple delegate bookings. Please contact us for further information.

VAT: Under UK Customs & Excise Regulations delegates from all countries are required to pay VAT on any event taking place in the UK.

CONTACT DETAILS

Intuition Communication Limited

3 Churchgates, Wilderness, Berkhamsted,
Hertfordshire, HP4 2UB, United Kingdom

+44 (0) 1442 817817

www.intuition-communication.co.uk

team@intuition-communication.co.uk

BOOKING TERMS AND CONDITIONS

Your registration may be transferred to another member of your organization up to 48 hours in advance of the Future of Private Healthcare Summit 2014. Cancellations received in writing before 12 May will be refunded, less an administrative charge of £125 (+ VAT). No refunds will be made after 12 May.

In the event of cancellation of the conference by the organizers, liability will be restricted to the refund of fees paid, and will not extend to indirect or consequential losses. The organizers reserve the right to make changes to the programme, speakers or venue. Intuition Communication reserves the right not to offer refunds if events outside its control, including disruption of transport, non-availability of the venue and acts of terrorism, prevent the conference from taking place or prevent delegates and/or speakers from attending on the conference date. Should such events prevent the conference from taking place on the specified date, Intuition Communication Limited will endeavor to re-arrange the same programme at a later date.

DATA PROTECTION

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Please tick the box if you do not wish to have your details passed to third party organisations.

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Delegate name
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Address
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Mobile
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Fax
Contact email <i>(if different)</i>
Contact name <i>(if different)</i>
Special dietary requirements
Other requirements <i>(e.g. wheelchair access)</i>

PAYMENT DETAILS

I understand that payment must be made at the time of booking

Total payment £

I enclose a cheque payable to Intuition Communication Ltd

I have paid by BACS and attach the remittance advice

(Please quote 'FOPH2014' on all BACS transmissions)

Account name: Intuition Communication Ltd

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Start date

Issue no. *(debit cards only)* 3 digit security number

Name on card

Card holder's signature

Date