



# Best Practice

13-14 October 2021  
Birmingham NEC

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# Why attend Best Practice?

**The Best Practice Show returns to the NEC in Birmingham on 13-14 October 2021.**

The Best Practice Show is a MUST ATTEND event, offering a series of stimulating sessions across several streams, all delivered by healthcare leaders, policymakers, service users and front-line primary care professionals.

Certified by The CPD Certification Service, the show is tailored to meet healthcare professional training requirements, with clinical content closely following the GP curriculum spearheaded by the Royal College of General Practitioners.

For a decade, more than 4,000 senior decision makers from the primary care community have been attending the Best Practice Show.

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## CONFERENCE & EXHIBITION HOURS

**Wednesday 13 October – 9:00am – 6:00pm**

**Thursday 14 October – 8:30am – 4:00pm**



## DATES

Wednesday 13 &  
Thursday 14 October 2021



**nec**  
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## LOCATION

**NEC Birmingham**  
North Ave, Marston Green,  
Birmingham B40 1NT



## CPD HOURS

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over two days



## NEED MORE?

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## Keynote Theatre

### The Future of General Practice

- 09:25 - 09:30 **Chair's Opening Remarks**
- 09:30 - 10:10 **The new NHS landscape: What legislation really means for general practice**  
**Dr Claire Fuller**, Surrey Heartlands ICS SRO | Surrey Heartlands CCG Interim AO  
**Rob Webster**, Lead Chief Executive, West Yorkshire and Harrogate ICS
- 10:25 - 11:05 **Learning the lessons of Covid-19: Where does general practice go next?**  
**Dr Farzana Hussain**, GP and PCN Clinical Director, The Project Surgery  
**Dr Kiren Collinson**, Chair of the National Taskforce, Deputy Medical Director of Primary Care at NHSE&I  
**Dr Richard Vautrey**, Chair of BMA GP Committee, British Medical Association
- 11:20 - 12:00 **Keynote: Unveiling the Care Quality Commission's new strategy and direction of travel**  
**Ian Trenholm**, Chief Executive, Care Quality Commission
- 12:15 - 13:00 **Session to be confirmed**  
*Sponsored by: MEDICAL DEFENCE UNION* 
- 13:15 - 14:00 **The GP-led digital revolution**  
**Jonathan Duffy**, Digital Practice Manager, Livi  
*Sponsored by: Livi* 
- 14:15 - 14:55 **Keynote Session: Ministerial address and panel discussion on Health Inequalities**  
**Jo Churchill MP**, Parliamentary Under Secretary of State, Department of Health and Social Care
- 15:10 - 15:50 **The next phase of the Complete Care Community (CCC) programme**  
**Dr Bola Owolabi**, Director - Health Inequalities, NHS England and NHS Improvement
- 16:05 - 16:45 **The Complete Care Community Programme - Evaluating developments to date**  
**Stephen Dorrell**, Former Health Secretary, and Chair, Public Policy Projects  
**Dr Farzana Hussain**, GP and PCN Clinical Director, The Project Surgery  
**Luan Stewart**, Practice Manager, Central West PCN  
**Dr Maggie Kirk**, GP, South Coast Medical Group  
**Simone Yule**, GP, The Vale Network  
**Stewart Smith**, GP, St Austell PCN
- 17:00 - 17:40 **DiCE: Sharing excellence from online clinical service providers**  
**Professor James Kingsland**, Independent Healthcare Adviser
- 17:40 - 17:45 **Chair's Closing Remarks**  
**Professor James Kingsland**, Independent Healthcare Adviser

## PCN Transformation Theatre

- 09:25 - 09:30 **Chair's Opening Remarks**  
**Shailen Rao**, Managing Director, Soar Beyond Ltd
- 09:30 - 10:10 **Embedding and evolving PCNs: How they have survived and thrived during Covid-19**
- 10:25 - 11:05 **Exploring the pros and cons of working at scale within a PCN**
- 11:20 - 12:00 **Boosting support for social prescribing link workers in multi-disciplinary teams**  
**Bogdan Chiva Giurca**, Lead for Social Prescribing Champion Programme, National Academy for Social Prescribing  
**Bev Taylor**, Operations Director, National Academy for Social Prescribing  
**Nicola Gitsham**, Head of Social Prescribing, NHS England & NHS Improvement
- 12:15 - 13:00 **Can small changes deliver big wins? Medicines optimisation**  
**Mohammed Ibrahim**, Clinical Pharmacist / Clinical Services Director, RX Advisor Ltd  
*Sponsored by: CONSILIENT HEALTH* 
- 13:15 - 14:00 **What next for digital first primary care?**  
**Dr Minal Bakhai**, Deputy Director and National Clinical Lead for Digital Primary Care, NHS England and Improvement
- 14:15 - 14:55 **Case Study - Exemplars for a digital first approach in primary care**  
**Dr Minal Bakhai**, Deputy Director and National Clinical Lead for Digital Primary Care, NHS England and Improvement
- 15:10 - 15:50 **Framework and case study for competency mapping your ARRS workforce**  
**Ziad Laklout**, Clinical Services Pharmacist, Soar Beyond  
**Anjna Sharma**, Director of Pharmacist Services, Soar Beyond  
*Sponsored by: SOAR BEYOND* 
- 16:05 - 16:45 **GP Connect - joining up primary care and beyond**  
**Sajjad Mushtaq**, Implementation and Business Change Support Manager, NHS Digital
- 17:00 - 17:40 **Ensuring infrastructure supports digital interactions with patients and peers**  
**Andrew Cole**, Head of Product, Person Centred Software
- 17:40 - 17:45 **Chair's Closing Remarks**  
**Anjna Sharma**, Director of Pharmacist Services, Soar Beyond Ltd

## Best Practice Workshops

- 09:25 - 09:30 **Chair's Opening Remarks**
- 09:30 - 10:10 **Managing complaints in general practice**  
**Diane Bayliss**, Clinical Risk Educator, Medical Protection  
*Sponsored by: MEDICAL PROTECTION SOCIETY* 
- 10:25 - 11:05 **Promoting effective approaches to equality, diversity, and inclusion**
- 11:20 - 12:00 **Understanding the locum mindset**  
**Dr Richard Fieldhouse**, Chairman and Founder, National Association of Sessional GPs 
- 12:15 - 13:00 **Utilising human factors and behavioural science in general practice - An introduction**  
**Matthew Cripps**, Director - Sustainable Healthcare, NHS England and NHS Improvement
- 13:15 - 14:00 **Care Navigation in a post pandemic world. It ain't what you do it's the way that you do it**  
**Charlotte Hilton**, Lead Enhanced Care Navigation, Consultant Xytal  
*Sponsored by: XYTAL* 
- 14:15 - 14:55 **The power of prescribing data**  
**Margaret Dockey**, Prescription Information Services Manager, NHS Business Services Authority  
**Paul Westrip**, Training and Engagement Manager, NHS Business Services Authority  
*Sponsored by: NHS BUSINESS SERVICES AUTHORITY* 
- 15:10 - 15:50 **Achievable, Affordable and Sustainable? The Challenges, Opportunities and Experiences of Primary Care Workforce Planning**  
**Dawn Probert**, Senior Workforce Consultant, Skills for Health  
**Andrew Lovegrove**, Senior Workforce Consultant, Skills for Health  
*Sponsored by: SKILLS FOR HEALTH* 
- 16:05 - 16:45 **Delivering the DES and supporting people with Long Covid: how video group clinics (VGCs) help**  
**Georgina Craig**, Managing Partner, The Redmoor-ELC Partnership  
**Dr David Kerbal**, GP and Digital Training Lead for LLR, Leicestershire and Rutland Training Hub  
**Jason Westwood**, Senior Programme Manager, Nursing Directorate, NHS England and NHS Improvement
- 17:00 - 17:40 **The Remote Consultation: Best Practice for GPs**  
**Georgina Craig**, Managing Partner, The Redmoor-ELC Partnership  
**Dr Rupa Joshi**, GP, Co-Clinical Director, SE Region Rep, Faculty GP 'Time for Care', Woodley Centre Surgery, Wokingham North PCN, NHS Confederation PCN Board, NHS England and NHS Improvement  
**Maggie Bradley**, General Practice Nurse, Queen's Nurse, Aughton Surgery, Sefton Training Hub  
**Cameron Booth**, The Redmoor-ELC Partnership
- 17:40 - 17:45 **Chair's Closing Remarks**

| DDA Annual Conference   | GP Clinical Theatre 1   | GP Clinical Theatre 2   |
|---|---|---|
| <p>10:00 - <b>Introduction and welcome</b><br/>10:05 <b>Matthew Isom</b>, Chief Executive, Dispensing Doctors' Association</p>  | <p>09:25 - <b>Chair's Opening Remarks</b><br/>09:30</p>   | <p>09:25 - <b>Chair's Opening Remarks</b><br/>09:30</p>   |
| <p>10:05 - <b>Session title to be confirmed</b><br/>10:45 <b>Dr David Jenner</b></p>  | <p>09:30 - <b>Expanding the Healthier You NHS Diabetes Prevention Programme</b><br/>10:10<br/>Reserved for NHS England and NHS Improvement</p>  | <p>09:30 - <b>Treating the post-pandemic mental health emergency in primary care</b><br/>10:10</p>  |
| <p>11:00 - <b>An introduction to Golden Tote – our automated repeat dispensing service</b><br/>11:45<br/><b>Jeremy Meader</b>, Sales &amp; Marketing Director, PHOENIX - PSUK<br/>Sponsored by: PSUK</p>  | <p>10:25 - <b>A PHM approach for lipid management</b><br/>11:05<br/>Sponsored by: NOVARTIS</p>  | <p>10:25 - <b>Suicide prevention is everyone's business</b><br/>11:05<br/><b>Louise Thomas</b>, Clinical Network Programme Manager, NHS England and NHS Improvement<br/><b>Neil Smith</b>, Mental Health Multi-Agency Strategic Lead, Lancashire and South Cumbria ICS</p>  |
| <p>12:00 - <b>State of the Nation (including Q and A)</b><br/>12:50<br/><b>Dr Richard West</b>, Chair, Dispensing Doctors Association</p>   | <p>11:20 - <b>Long Term Conditions: Supporting primary care to optimise clinical care, remote care, and self care post-Covid</b><br/>12:00<br/><b>Dr Matt Kearney</b>, GP and Programme Director, UCL Partners<br/><b>Helen Williams</b>, Consultant Pharmacist for CVD &amp; National Specialty Adviser for CVD Prevention, SEL CCG &amp; NHS England and NHS Improvement<br/><b>Stephanie Peate</b></p> | <p>11:20 - <b>Understanding new pharmacological and non-pharmacological interventions for the management of mental health conditions</b><br/>12:00</p>  |
| <p>12:50 - <b>DDA AGM</b><br/>12:55</p>   | <p>12:15 - <b>Session to be confirmed</b><br/>13:00<br/>Sponsored by: AMGEN</p>   | <p>12:15 - <b>Reserved for Primary Care Society for Gastroenterology</b><br/>13:00</p>  |
| <p>13:30 - <b>Green General Practice and Dispensing</b><br/>14:15<br/><b>Dr Katharine Edmonds</b></p>   | <p>14:15 - <b>CVDprevent, the new national primary care audit: Using data to support professionally-led quality improvement</b><br/>14:55<br/><b>Dr Matt Kearney</b>, GP and Programme Director, UCL Partners<br/><b>Dr Pete Green</b>, GP and Clinical Lead, UCL Partners</p>  | <p>13:15 - <b>A person-centred approach to neurosciences – what it's like to be a health professional living with a neurological condition</b><br/>14:00<br/><b>Dr Neil Bindemann</b>, Executive Director, The Primary Care &amp; Community Neurology Society<br/><b>Jonny Acheson</b>, Emergency Medicine Consultant, Leicester<br/><b>Duncan Blair</b>, Civilian Medical Practitioner (GP), Tidworth Garrison Medical Centre<br/><b>Chris Freer</b>, Patient Representative</p> |
| <p>14:20 - <b>The Route to Increase Dispensary Profitability. The DDS Experience</b><br/>15:05<br/><b>Prad Savania</b>, Director, Dispensing Doctor Solutions<br/><b>Wayne Turner</b>, Director, Dispensing Doctor Solutions<br/><b>Sandra Barfield</b>, GP Partner, Port Isaac Surgery<br/>Sponsored by: DDS</p> | <p>15:10 - <b>Emerging Care In Obesity Management</b><br/>15:50<br/><b>Rachel Pryke</b>, GP &amp; Clinical Advisor for Obesity and Nutrition, RCGP<br/>Sponsored by: NOVO NORDISK</p>   | <p>14:15 - <b>Implementing at scale community weight management to tackle obesity in adults and children</b><br/>14:55</p>  |
| <p>15:10 - <b>Session title to be confirmed</b><br/>16:00<br/><b>Roy Lilley</b></p>   | <p>16:05 - <b>The place of opioids, their problems and the practical application of new NICE guidance</b><br/>16:45<br/><b>Pali Hungin</b>, Emeritus Professor, Newcastle University<br/>Sponsored by: KYOWA KIRIN</p>  | <p>15:10 - <b>How to improve dermatology care and reduce waiting lists</b><br/>15:50<br/><b>Dr Tim Cunliffe</b>, Primary Care Dermatology Society (PCDS)</p>  |
| <p>16:15 - <b>Drinks Reception</b><br/>17:30</p>  | <p>17:00 - <b>Managing endometriosis in primary care</b><br/>17:40<br/><b>Emma Cox</b>, Chief Executive Officer, Endometriosis UK</p>   | <p>16:05 - <b>Session to be confirmed</b><br/>16:45<br/>Sponsored by: LEO PHARMA</p>  |
|   | <p>17:40 - <b>Chair's Closing Remarks</b><br/>17:45</p>   | <p>17:00 - <b>Dermoscopy Masterclass</b><br/>17:40<br/><b>Dr Tim Cunliffe</b>, Primary Care Dermatology Society (PCDS)</p>  |
|   |   | <p>17:40 - <b>Chair's Closing Remarks</b><br/>17:45</p>   |

## Best Practice in Nursing Theatre



09:25 -  
09:30 **Chair's Opening Remarks**

09:30 -  
10:10 **General Practice Nursing  
after Covid-19: What does the  
future hold?**

10:25 -  
11:05 **Exploring the National Wound  
Care Strategy Programme**

11:20 -  
12:00 **Long Term Conditions - the  
difference an aligned care  
approach can make**  
**Jo Wilson**, Co-founder, Aligned Care  
Programme  
**Annette Bradley**, Advanced Nurse  
Practitioner, Aligned Care Programme

12:15 -  
13:00 **Best practice for vaccinations  
- Adopting learning from the  
Covid-19 vaccine roll-out**

13:15 -  
14:00 **Lunch & Learn**  
*Sponsored by: SEQIRUS*



14:15 -  
14:55 **The role of nursing in reducing  
health inequalities**

15:10 -  
15:50 **How nurses can take on a  
bigger role in PCNs**  
**Beverley Bostock**, Asthma Lead for ARNS  
and a Policy Forum Member for PCRS

17:00 -  
17:40 **Prescribing update for  
practice nurses**  
**Beverley Bostock**, Asthma Lead for ARNS  
and a Policy Forum Member for PCRS

17:40 -  
17:45 **Chair's Closing Remarks**

## Practice Manager's Association Theatre



09:25 -  
09:30 **Chair's Opening Remarks**

09:30 -  
10:10 **Resilience and wellbeing for  
Practice Managers**  
**Julie Hurst**

10:25 -  
11:05 **Managing Practice Finance**  
**Steve Cosford**

11:20 -  
12:00 **Legal, HR & employment issues**  
**Ellis Whittam**

12:15 -  
13:00 **PCNs**  
**Tracy Dell**

13:15 -  
14:00 **Session title to be confirmed**  
**Sara Froud**, Practice Manager

14:15 -  
14:55 **Panel Discussion -  
Personalised Care**

15:10 -  
15:50 **Business leadership for Practice  
Managers and PCN Business  
Managers**  
**Colin Murray**

16:05 -  
16:45 **Professional Development and  
Apprenticeships**  
**Kevin Maxfield**

17:00 -  
18:00 **PMA Networking and Awards**

## Business Services Hub

09:25 -  
09:30 **Chair's Opening Remarks**

09:30 -  
10:10 **Session title to be confirmed**

**ICS - Is it the end of GP  
independence?**

10:25 -  
11:05 **Ross Clark**, Partner and GP Team Lead,  
Midlands & North of England, Hemspons  
**Kirsty Odell**, Associate,  
Hemspons  
*Sponsored by: HEMSPONS*



**Maximising the benefit of First  
Contact Physiotherapy**

11:20 -  
12:00 **Phin Robinson**, Clinical specialist  
First Contact Physiotherapist, Pure  
Physiotherapy  
*Sponsored by: PURE  
PHYSIOTHERAPY*



**How important are your  
operational staff?**

13:15 -  
14:00 *Sponsored by: THE  
DEVELOPMENT PEOPLE*



**Systems critical to prevent harm**

**Ellen Nicholson**, National Safety and  
Learning Lead - General Practice, NHS  
Resolution

14:15 -  
14:55 **Anwar Khan**, Senior Clinical Advisor/  
National Safety and Learning Lead -  
General Practice, NHS Resolution



*Sponsored by: NHS RESOLUTION*

15:10 -  
15:50 **Session title  
to be confirmed**

*Sponsored by: KLINIK*



**Session title to be confirmed**

16:05 -  
16:45 **Mike Barnes**, Neurologist and  
Rehabilitation Physician  
*Sponsored by: PUREIS@ ULTRA  
PURE CBD*



16:45 -  
16:50 **Chair's Closing Remarks**

## MSK Theatre in association with Versus Arthritis



09:55 -  
10:00 **Chair's Opening Remarks**

10:00 -  
10:45 **Examination of the knee**  
**Johan Holte**, Consultant Physiotherapist,  
Sussex MSL Partnership (SMSKP) Central  
**Christian Verrinder**, GP, Dorset, GPwSI,  
MSK Interface Service

11:00 -  
11:45 **Examination of the shoulder**  
**Christian Ellis**, GP Partner  
**Krystian Dawiec**, Advanced Clinical  
Practitioner, Primary Care and Primary  
Care Network MSK Lead

12:00 -  
12:45 **Working with First Contact  
Practitioners (FCPs)**

**David Wilson**, First Contact MSK Practitioner,  
Bridlington Primary Care Network  
**Johan Holte**, Consultant Physiotherapist,  
Sussex MSL Partnership (SMSKP) Central

13:30 -  
14:15 **Fibromyalgia diagnosis and  
management**

**Chris Ellis**, GP Partner  
**Johan Holte**, Consultant Physiotherapist,  
Sussex MSL Partnership (SMSKP) Central

14:30 -  
15:15 **Examination of the spine**

**Krystian Dawiec**, Advanced Clinical  
Practitioner, Primary Care and Primary  
Care Network MSK Lead  
**Christian Verrinder**, GP, Dorset, GPwSI,  
MSK Interface service

15:30 -  
16:15 **Chronic pain and the NICE  
guidelines**

16:30 -  
17:00 **MSK Decision Support Tools**

**David Pilbury**, Director, MSK Services &  
MSK Champion for Versus Arthritis

17:00 -  
17:05 **Chair's Closing Remarks**



# Why join us at this year's Best Practice Show?

**Amidst the chaos and confusion of the last ten years, Best Practice has been an oasis of calm. The show has offered hours of superb educational content, provided clarity and guidance on evolving national policy and has done its level best to hold leaders to account and ensure your voices are heard.**

And you've voted with your feet, with thousands of you attending each year. Not just GPs, but Practice Managers, Practice Nurses and Pharmacists as well. It is rightly recognised as the home of general practice – the largest event of its kind in the country. Providing the best practice for general practice, and all free of charge.

The next ten years will be just as tumultuous.

Covid-19 and Brexit have seen to that. Both are factors in driving a faster pace of innovation which will continue – particularly in relation to integrated care models and new technologies. In ten years' time, general practice will look very different compared to 2011, let alone 1911.

## 12 hours of CPD accredited content

Best Practice will deliver world class training and up-to-date content for primary care healthcare practitioners. The event provides an unrivalled opportunity to spend time with 4,000 of your colleagues and over 200 suppliers to network, discuss ideas and find solutions. Crucially, we also deliver 12 hours of CPD accredited content to support your revalidation where appropriate.

## Join Best Practice to hear from our fantastic group of expert speakers, including...



**Dr Navina Evans**  
Chief Executive  
Health Education  
England



**Dr Bola Owolabi**  
Director – Health  
Inequalities  
NHS England and NHS  
Improvement



**Martin Griffiths CBE**  
National Clinical Director  
for Violence Reduction  
NHS England and NHS  
Improvement



**Dr Farzana Hussain**  
GP and Co-Chair  
National Clinical Director  
PCN Network



**Dr Kiren Collinson**  
Deputy Medical Director  
for Primary Care  
NHS England and NHS  
Improvement



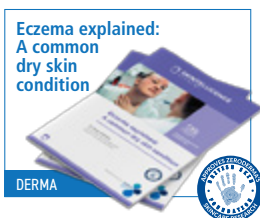
## REGISTER FOR The Best Practice Show 2021

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| Keynote Theatre<br>The Future of General Practice   | PCN Transformation Theatre   | Best Practice Workshops  |
|---|--|--|
| 08:55 - 09:00 <b>Chair's Opening Remarks</b>  | 08:55 - 09:00 <b>Chair's Opening Remarks</b><br><b>Dr Dan Alton</b> , National Population Health Management Clinical Advisor, NHS England & NHS Improvement  | 08:55 - 09:00 <b>Chair's Opening Remarks</b>   |
| 09:00 - 09:40 <b>Recovering and restoring general practice after Covid-19</b>   | 09:00 - 09:40 <b>Developing a PHM approach for your locality: Creating the right infrastructure for success</b><br><b>David Fitzsimons</b> , Lead GP for Mental Health   | 09:00 - 09:40 <b>Total triage in action: Examples of joined up urgent and emergency services</b>   |
| 09:55 - 10:35 <b>How behavioural science helped support the frontline during the pandemic</b><br><b>Professor Matthew Cripps</b> , Director - Sustainable Healthcare, NHS England and NHS Improvement   | 09:55 - 10:35 <b>PHM: Making the Concept a Reality - Lessons learned from PHM during Covid-19</b><br><b>Dr Victoria Harding</b> , Bedfordshire, Luton and Milton Keynes ICS  | 09:55 - 10:35 <b>Why it's so important to understand Parkinson's, initial assessment, referral, advanced Parkinson's and where to get free education</b><br><b>Gina Robinson</b> , Education Adviser, Virtual Learning Parkinson's UK<br><i>Sponsored by: PARKINSON'S UK</i>  |
| 10:50 - 11:30 <b>Health Education England - Outlining what new PCN roles will mean in practice</b><br><b>Dr Navina Evans</b> , Chief Executive, Health Education England  | 10:50 - 11:30 <b>Pioneering Population Management in our changing times: a case study in supporting C&amp;YP after Covid</b><br><b>Dr Oleysa Atkinson</b><br><b>Annie Anderton</b> , Social Prescriber Link Worker for Children and Young People, Central Cheltenham PCN and CCP | 10:50 - 11:30 <b>Diabetes Masterclass</b><br>Reserved for NHS England and NHS Improvement  |
| 11:45 - 12:25 <b>Breaking the cycle - Practical approaches to reducing violence in our communities</b><br><b>Martin Griffiths</b> , Clinical Director for Violence Reduction, NHS England and NHS Improvement   | 11:45 - 12:25 <b>Learning from the PHM development programme: so much more than the Emperor's new clothes</b><br><b>Edward Kunonga</b> , Director of Population Health Management, North of England Commissioning Support  | 11:45 - 12:25 <b>Session to be confirmed</b><br><i>Sponsored by: ARC HEALTH</i>   |
| 12:40 - 13:20 <b>The impact of Covid-19 on older people: Lessons learned for ageing well</b><br><b>Matthew Winn</b> , Director of Community Health and Chief Executive, NHS England and NHS Improvement and Cambridgeshire Community Services NHS Trust | 12:40 - 13:20 <b>PCN Transformation: Are GP IT Systems Friend or Foe?</b><br><b>Gianpiero Celino</b> , Clinical Director, Cegedim Healthcare Solutions<br><i>Sponsored by: CEGEDIM</i>       | 12:40 - 13:20 <b>Session to be confirmed</b><br><i>Sponsored by: MEDICAL SERVICES RESERVISTS</i>   |
| 13:35 - 14:15 <b>Disaster medicine: Future pandemic preparedness</b>  | 13:35 - 14:15 <b>Understanding the CQC's system wide approach to PCNs and integrated care</b><br><b>Dr Rosie Benneyworth</b> , Chief Inspector of General Practice and Integrated Care, Care Quality Commission  | 13:35 - 14:15 <b>Optimising your stoma care pathways in primary care</b><br><b>Shailen Rao</b> , Managing Director, Soar Beyond<br><b>Ziad Leklouk</b> , Clinical Services Pharmacist, Soar Beyond<br><i>Sponsored by: ALLIANCE PHARMA</i>                                  |
| 14:30 - 15:10 <b>Session to be confirmed</b>  | 14:30 - 15:10 <b>Making a success of multi-disciplinary teams, including new roles in general practice</b><br><b>Simon Gregory</b> , Senior Responsible Officer for Primary Care, Health Education England   | 14:30 - 15:10 <b>Cardiovascular Masterclass</b><br><b>Dr Jim Moore</b> , President, Primary Care Cardiovascular Society   |
| 15:25 - 16:05 <b>Session to be confirmed</b>  | 15:25 - 16:05 <b>Understanding the value of new roles within general practice</b><br><b>Clair Huckerby</b> , Chief Pharmacist and Consultant Pharmacist Primary Care Medicines Optimisation, Our Health Partnership  | 15:25 - 16:05 <b>Dermoscopy Masterclass</b><br><b>Dr Tim Cunliffe</b> , Primary Care Dermatology Society (PCDS)  |
| 16:05 - 16:10 <b>Chair's Closing Remarks</b>  | 16:05 - 16:10 <b>Chair's Closing Remarks</b>   | 16:05 - 16:10 <b>Chair's Closing Remarks</b>   |



**DDA Annual Conference**

**10:00 - Introduction and welcome**

10:05 **Matthew Isom**, Chief Executive,  
Dispensing Doctors' Association

**10:05 - DSQS**

10:45 **Dr Ben Burgess**, Board Member, The  
Dispensing Doctors' Association

**11:00 - Session to be confirmed**

11:20 *Sponsored by: TEVA UK LTD*


**11:30 - Session to be confirmed**

11:50 *Sponsored by: HUB AND SPOKE*


**12:00 - Session title to be confirmed**

12:50 **Charlotte Goodson**, Board Member, The  
Dispensing Doctors' Association

**13:30 - Drug Tariff and the DM+D  
made simple**

14:15 **Dr Neil Windsor-Jones**, Board Member,  
Dispensing Doctors Association

**14:20 - Sponsored Session**
**15:10 - Dispensing - past, present  
and future**

16:00 **Dr David Baker**

**GP Clinical Theatre 1**
**08:55 - Chair's Opening Remarks**

09:00 **Identifying and treating PCOS**  
09:40 **Judith Ibbison**, GP and Reader in Primary  
Care, St George's University of London

**11:45 - Best practice for treating the  
menopause and prescribing HRT**

**Sue Tranka**, Deputy Chief Nursing Officer  
for Patient Safety and Innovation, NHS  
England and NHS Improvement  
**Professor Matthew Cripps**, Director -  
Sustainable Healthcare, NHS England and  
NHS Improvement

**11:45 - CVD Prevention for PCNS:  
diagnosis and management**

12:25 **Dr Jim Moore**, Chair, Primary  
Care Cardiovascular Society


**12:40 - Detection of atrial fibrillation in  
primary care**

13:20 **Dr Jim Moore**, Chair, Primary  
Care Cardiovascular Society


**13:35 - Session to be confirmed**

14:15 *Sponsored by: CANCER  
RESEARCH GROUP*


**14:30 - Place Based Leadership –  
Escalation Training for the Care  
Sector and the Community  
Response Team GP**

**Dr Neveen Samuel**, Divisional Clinical  
Director for Community and Therapies,  
Northern Lincolnshire and Goole NHS  
Foundation Trust  
**Claire Clarke**, Quality Improvement  
Nurse, Northern Lincolnshire and Goole  
NHS Foundation Trust  
**Dr Manish Khandelwal**, Chair of  
Safecare and North Lincolnshire GP, NHS  
North Lincolnshire CCG  
**Claire Hebden**, End of Life Lead Nurse for  
Community Services, Northern Lincolnshire  
and Goole NHS Foundation Trust

**15:25 - High Intensity Use Programme  
- Concentrate on the people  
and results will follow**

16:05 **Rhian Monteith**, National Lead for High  
Intensity Use Programme, NHS England &  
NHS Improvement

**16:05 - Chair's Closing Remarks**
**GP Clinical Theatre 2**
**08:55 - Chair's Opening Remarks**
**09:00 - The role of GPs in preventing,  
diagnosing, and treating  
cancer**
**09:55 - Understanding the potential of  
genomics in cancer diagnosis**
**10:50 - Learning about new drugs and  
treatments for cancer care**
**11:45 - Best practice for rolling out  
lung health checks in general  
practice**
**12:40 - Supporting early cancer  
diagnosis: Effective screening**
**13:35 - Early diagnosis of cancer  
works - how?**

**Dr Richard Roope**, Cancer Research UK  
Primary Care Advisor, Wessex Cancer  
Alliance GP Advisor and Wessex Rapid  
Investigation Service GP  
*Sponsored by: CANCER  
RESEARCH UK*


**14:30 - PSA screening for colorectal  
cancer patients**
**15:25 - FIT testing in primary care to  
detect bowel cancer**
**16:05 - Chair's Closing Remarks**

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| Best Practice in Nursing Theatre  |  | Practice Manager's Association Theatre   | Business Services Hub   |
|---|--|--|---|
|      |  |  |   |
| 08:55 - 09:00   | <b>Chair's Opening Remarks</b>   | 08:55 - 09:00  | <b>Chair's Opening Remarks</b>  |
| 09:00 - 09:40   | <b>Implementing at scale community weight management to tackle obesity in adults and children</b><br><b>Beverley Bostock</b> , Asthma Lead for ARNS and a Policy Forum Member for PCRS   | 09:00 - 09:40  | 09:00 - 09:40   |
| 09:55 - 10:35   | <b>Developing your career as a practice nurse</b><br><b>Beverley Bostock</b> , Asthma Lead for ARNS and a Policy Forum Member for PCRS   | 09:55 - 10:35  | <b>Integrating Social Prescribing into Primary Care</b><br><b>Sameed Mahmood</b> , Director, Social Haven<br><i>Sponsored by: SOCIAL HAVEN</i>                                 |
| 11:45 - 12:25   | <b>Moving Medicine - Prescribing movement for patients with long term conditions</b><br><b>Lacey Anning</b>  | 10:50 - 11:30  | 09:55 - 10:35   |
| 12:40 - 13:20   | <b>Understanding digital innovations for long term condition</b><br><b>Cheryl O'Sullivan</b> , Practice Nurse and Digital Nurse Fellow, Dorset ICS   | 11:45 - 12:25  | <b>Session to be confirmed</b><br><i>Sponsored by: NHS BUSINESS SERVICES AUTHORITY</i>   |
| 13:35 - 14:15   | <b>Lunch &amp; Learn Panel Discussion</b><br>Speakers to be confirmed<br><i>Seqirus has funded the session but has had no input in the content or been part of any reviews thereof. Editorial and content decisions were made solely by Best Practice.</i>  | 12:40 - 13:20  | 10:50 - 11:30   |
| 14:30 - 15:10   | <b>Understanding digital innovations for diabetes prevention</b>   | 13:35 - 14:15  | <b>Session title to be confirmed</b>  |
| 15:25 - 16:05   | <b>Population Health Management in Primary Care Practice</b><br><b>Sally Rogers</b> , Practice Nurse and PHM Champion, The Stoke Road Surgery  | 14:30 - 15:10  | 13:35 - 14:15   |
| 16:05 - 16:10   | <b>Chair's Closing Remarks</b>   | 15:25 - 16:05  | <b>Session to be confirmed</b><br><i>Sponsored by: PURE PHYSIOTHERAPY</i>    |
|   |  | 16:05 - 16:10  | 14:30 - 15:10   |
|   |  |  | <b>Session title to be confirmed</b>  |
|   |  |  | 15:25 - 16:05   |
|   |  |  | <b>Session to be confirmed</b><br><i>Sponsored by: PURE PHYSIOTHERAPY</i>    |
|   |  |  | 16:05 - 16:10   |
|   |  |  | <b>Chair's Closing Remarks</b>  |
| MSK Theatre in association with Versus Arthritis                                      |  |  |   |
|  |  |  |   |
| 09:25 - 09:30   | <b>Chair's Opening Remarks</b>   | 11:30 - 12:15  | 14:00 - 14:45   |
| 09:30 - 10:15   | <b>Diagnosing inflammatory arthritis</b><br><b>Louise Warburton</b> , GP with a special interest in Rheumatology and MSK and Clinical Lead, Telford MSK Service  | 13:00 - 13:45  | <b>Examination of the spine</b><br><b>Louise Warburton</b> , GP with a special interest in Rheumatology and MSK and Clinical Lead, Telford MSK Service<br><b>Krystian Dawiec</b> , Advanced Clinical Practitioner, Primary Care and Primary Care Network MSK Lead |
| 10:30 - 11:15   | <b>Chronic pain and the NICE guidelines</b>  |  | 14:45 - 14:50   |
|   |  |  | <b>Chair's Closing Remarks</b>  |

# FIND OUT MORE ABOUT VERSUS ARTHRITIS



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- A Professional Network of over 9000 healthcare professionals
- Core Skills – our world class training in MSK care
- A wealth of resources.

## Benefits for your patients:

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# VERSUS ARTHRITIS

For more information please visit our website  
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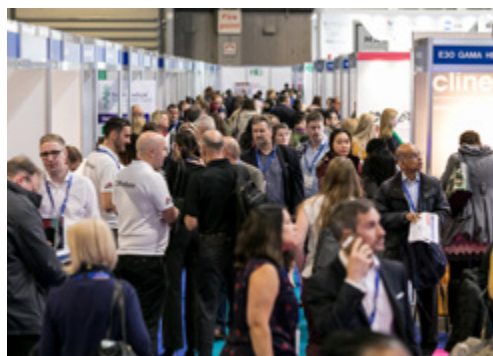
A photograph of a man in a white shirt and blue lanyard writing on a large whiteboard. The whiteboard has "PCN CLINICAL DIRECTORS SUMMIT" written on it in large letters, along with various diagrams and notes related to PCNs and clinical practice.

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