

Westminster Health Forum Keynote Seminar: Early diagnosis and prevention – saving costs, saving lives

Timing: Morning, 20th July 2010

Venue: Sixty One Whitehall, London SW1A 2ET

Draft agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Professor Alan Maryon-Davis, Honorary Professor of Public Health, Department of Primary Care & Public Health Sciences, King's College London
- 9.05 - 9.15 **Public health, early diagnosis and prevention: current issues and challenges**
Professor Alan Maryon-Davis, Honorary Professor of Public Health, Department of Primary Care & Public Health Sciences, King's College London
- 9.15 - 9.25 **Early diagnosis and prevention: the economic case**
John Henderson, Economist, Health Protection and International Healthcare, Department of Health
- 9.25 - 9.35 **Social marketing and prevention of lifestyle-related disease: building on best practice**
Themes: How are advice and social marketing campaigns changing in order to promote a healthy lifestyle? How successful have recent campaigns such as Change4life been? How do we continue to build on best practice in a value driven environment?
Dr Michelle Harrison, Chief Executive Officer, TNS-BMRB
- 9.35 - 9.55 Questions and comments from the floor
- 9.55 - 10.50 **Early diagnosis and prevention: primary care and improving the patient pathway**
Themes: What is the role of primary care in promoting a healthy lifestyle? What more can be done to make GPs and other primary care staff more alert to early signs of illness and make early diagnosis and prevention a priority in primary care? To what extent do longer opening hours and improved access to diagnostic equipment in polyclinics and GP-led health centres equate to an improvement in the early diagnosis and treatment of illness? What can be done alongside primary care to improve the patient pathway with regards to early diagnosis?
Joe Rafferty, Chief Executive, NHS Central Lancashire
Professor Kamlesh Khunti, Professor of Primary Care Diabetes and Vascular Medicine, Department of Health Sciences, University of Leicester
Dr Daniel Seddon, Head of the North West School of Public Health and Early Detection and Prevention Lead, Merseyside and Cheshire Cancer Network
Pritpal S Tamber, Publishing Director, Map of Medicine
Karen Taylor, Director, Health Value for Money Audit, National Audit Office
Questions and comments from the floor
- 10.50 - 10.55 **Chairman's closing remarks**
Professor Alan Maryon-Davis, Honorary Professor of Public Health, Department of Primary Care & Public Health Sciences, King's College London
- 10.55 - 11.15 Coffee
- 11.15 - 11.20 **Chairman's opening remarks**
Lord Soulsby of Swaffham Prior
- 11.20 - 11.30 **"The Art of the Possible" – NHS staff awareness and training**
Themes: Case study examples of how technology has been used in NHS Wales to encourage staff to adopt new technology in shaping services and improving the delivery of care and reducing costs.
Christine Bamford, Director of Leadership and Organisational Development, National Leadership & Innovation Agency for Healthcare, NHS Wales
- 11.30 - 11.40 **Technology adoption: working through the system**
Themes: What more can be done to encourage research and innovation in healthcare? How can industry overcome the main challenges surrounding the adoption of technology, such as clinical resistance and integration issues? Does more need to be done to reward innovation?
Colin Callow, Lead Associate, NHS Institute for Innovation and Improvement and NHS Technology Adoption Centre
- 11.40 - 12.25 **Panel session – innovation and technology: improving the early detection, management and treatment of disease**
Bettina Fitt, President, GE Healthcare UK and Ireland
Dr Catriona McMahon, Medical and Regulatory Affairs Director, AstraZeneca UK
Sheena Hobbs, Communications Manager, Whole System Demonstrator Programme, London Borough of Newham & NHS Newham
Questions and comments from the floor with **Christine Bamford**, Director of Leadership and Organisational Development, National Leadership & Innovation Agency for Healthcare and **Colin Callow**, Lead Associate, NHS Institute for Innovation and Improvement and NHS Technology Adoption Centre
- 12.25 - 12.55 **Next steps in the delivery of the early diagnosis and prevention agenda**
David Colin-Thomé, National Director for Primary Care, Department of Health
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's & Westminster Health Forum closing remarks**
Lord Soulsby of Swaffham Prior
Michael Ryan, Senior Producer, Westminster Health Forum

Seminar supported by:

