

A Practical Guide to Developing your Skills as an

EFFECTIVE CLINICAL DIRECTOR

*For Clinical Directors, aspiring Clinical Directors,
and Medical Directors responsible for their development*

Wednesday 10 September 2014

ICO Conference Centre, London

10% online payments discount*
15% Group booking discount**



Topics include:

- ✓ What makes an excellent Clinical Director? Qualities, skills, roles and responsibilities
- ✓ Improving Quality and Patient Safety
- ✓ Revalidation, Appraisal and Job Planning Update
- ✓ Developing and fine-tuning clinical leadership skills
- ✓ Improving team performance and effective team working: understanding and managing team behaviour and team performance
- ✓ Implementing the standards for 7 day working
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- ✓ Managing poor performance, and supporting doctors in difficulty
- ✓ Managing directorate finances: clinical budget ownership and patient level costing: a guide for Clinical Directors
- ✓ Clinically meaningful data: ensuring clinical ownership and accuracy of performance data to drive quality
- ✓ Understand what commissioners want from your service
- ✓ The highs and lows of the Clinical Director role and tips for aspiring Clinical Directors

Chair and Speakers include:

Dr Ian Starke

Medical Director for Revalidation

Royal College of Physicians, London

Professor Martin Elliott

Co-Medical Director

Great Ormond Street Hospital NHS Trust

Recognised by



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Whether you are currently a Clinical Director, or aspiring to be one, this event provides a unique opportunity to learn from the experiences of other Clinical Directors and develop your skills as an effective Clinical Director.

The event opens with an introduction to the skills and attributes required by the excellent Clinical Director and continues with an update on the Clinical Directors role in improving quality and patient safety at directorate level.

The programme will focus on developing the skills of Clinical Directors and aspiring Clinical Directors in areas including revalidation, appraisal and job planning, developing your clinical leadership skills, improving team performance, managing poor performance and supporting doctors in difficulty, improving clinical ownership and accuracy of Clinical Directorate data and information, managing directorate finances and the clinical directors role in commissioning.

There will also be an opportunity for aspiring Clinical Directors to discuss the role, how they should prepare for it, develop skills for interview and understand the highs and lows of the role on a day to day basis .

An essential, and CPD certified event for any current or aspiring Clinical Director the conference aims to support you in your role to develop a network of experience Clinical Directors who can support you to move forward in this challenging role.

**100% of attendees at our previous
Clinical Director Conference would
recommend the event to a colleague.**



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10.00 Chairs Introduction

Dr Ian Starke *Medical Director for Revalidation* Royal College of Physicians, London

10.20 What makes an excellent Clinical Director? Qualities, skills, roles and responsibilities

Professor Martin Elliott

Co-Medical Director
Great Ormond Street Hospital NHS Trust

- the Clinical Directors role
- responsibilities: strategic, directorate and individual
- leadership qualities required for the role
- accountability of Clinical Directors
- tips for aspiring Clinical Directors
- where next for current Clinical Directors?

10.50 Implementing a weekly mortality audit, and generating learning and systematic quality improvements from the problems identified

Alison Unsworth

Clinical Coding Lead
Wriglington, Wigan and Leigh NHS Foundation Trust

- identifying and focussing on priority areas for meaningful improvement
- using mortality review to engage clinicians in quality improvement
- feeding back the results to clinicians to change practice
- clinician and clinical coder joint working to validate the data
- Improving mortality data and understanding

11.20 *Question and answers, followed by coffee and exhibition at 11.30*

11.45 Implementing the standards for 7 day working provision in your directorate

Dr Mark Temple

Consultant Nephrologist and Physician
Heart of England NHS Foundation Trust
& *Acute Care Fellow* Royal College of Physicians

- implementing 7 day working provision in your directorate
- the benefits of consultant delivered care
- developments from the Academy Working Group: what this means for Clinical Directors?

12.25 Extended Session: Developing and fine tuning your clinical leadership skills

Representative

NHS Leadership Academy

- self assessment of your leadership skills
- leading culture change and empowering others
- leading the directorate: tips for success
- developing the leadership skills to move to a board level Medical Director position

12.45 *Question and answers, followed by lunch and exhibition*

14.00 Extended Session: Revalidation: the Clinical Directors role and how the system is developing

Dr Ian Starke

Medical Director for Revalidation
Royal College of Physicians

- quality assurance of appraisal and improving appraisal systems
- support from the royal colleges for appraisers and ROs
- identifying opportunities for service improvement through appraisal

14.30 Improving team performance and effective team working: understanding and managing team behaviour and team performance

Dr Megan Joffe

Chartered Psychologist
Edgecumbe Consulting Group Ltd

- improving team performance and effective team working
- understanding team dynamics within the clinical directorate
- identifying and working with dysfunctional teams or difficult colleagues

15.00 Managing poor performance and supporting doctors in difficulty

Dr Steve Evans

Adviser
National Clinical Assessment Service
& *Former Medical Director*

- identifying poor or declining clinical performance
- managing poor performance and supporting doctors in difficulty: what to do when a concern arises
- interaction between NCAS and Employment Liaison Advisers (ELA's) and the medical royal colleges
- the role of Human Resources in supporting the Clinical Director
- ensuring you have early warning systems to alert when things are going wrong in the directorate

15.30 *Question and answers, followed by tea and exhibition*

15.55 Clinically meaningful data: ensuring clinical ownership and accuracy of performance data to drive quality

John Varlow

Executive Director
Informatics Health & Social Care Information Centre

- ensuring clinical ownership of performance data
- supporting clinicians with coding and data ownership
- how can you ensure data credibility at directorate level?
- using indicators, metrics and clinical dashboards to turn data into intelligent information
- what data is available

16.20 Managing directorate finances: clinical budget ownership and patient level costing: a guide for Clinical Directors

Mr Andrew Tapp

Clinical Director
Royal Shrewsbury Hospital NHS Trust

- assessing the financial impact of clinical improvement and clinical decisions
- clinical budget ownership and patient level costing explained
- understanding service lines with clearly identified resources including support services, staff and resources
- developing a business case: tips for success
- the clinical benefits and the practicalities: examples and case studies in practice

16.45 Tips and advice for aspiring Clinical Directors: interactive session

Professor Tony Elliott

Clinical Director
South Staffordshire & Shropshire Mental Health Trust

- advice for aspiring clinical directors
- how to prepare for the role including interview planning
- my life as a Clinical Director: the highs and the lows

17.10 *Question and answers, followed by close*

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Venue

ICO Conference Centre, 22 Berners Street, London, W1T 3DD. A map of the venue will be sent with confirmation of your booking.

Date

Wednesday 10 September 2014

Conference Fee

- ☐ £365 + VAT (£438.00) for NHS, Social care, private healthcare organisations and universities.
- ☐ £300 + VAT (£360.00) for voluntary sector / charities.
- ☐ £495 + VAT (£594.00) for commercial organisations.
- ☐ £300 + VAT (£360.00) for ASGBI members.

The fee includes lunch, refreshments and a copy of the conference handbook. VAT at 20%.

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