



The Private Healthcare Summit 2015

Working together to deliver private
healthcare for the 21st century.
Meeting the needs of patients,
doctors, payors and providers of care.

Tuesday 23 June 2015

The Kings Fund
11 Cavendish Square, London

| SUPPORTED BY

| IN PARTNERSHIP WITH

| ORGANISED BY



ENQUIRIES **01442 8178187**

VISIT summit.privatehealthcare.co.uk

OVERVIEW

The private healthcare market is going through difficult times. The market for private healthcare is at an all time low, as corporate buyers and individuals reduce their investment in private medical insurance. Insurers are demanding a reduction in costs, and are pushing for 'open referral' to control costs. Private hospitals are topping up occupancy with less profitable NHS patients. Consultants and specialists are under pressure to reduce charges. The Care Quality Commission has introduced new style inspections for private hospitals. The self-pay market is showing some signs of growth.

Although the impact of the investigation by the Competition and Markets Authority is yet to be finalised, there is to be 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 re-model itself for the 21st Century. We face a new era in private healthcare. Healthcare providers and insurers will need to re-think their business strategy and operational model. Consultants will need to face up to the economic pressures of a more transparent and cost-aware market. All will need to adapt to a new reality.

The Private Healthcare Summit 2015 will examine how the market, demographic and behavioural changes, financial pressures and the impact of new technologies will shape the future of private healthcare.

THE VENUE

The King's Fund resides in a Grade II listed Georgian townhouse, overlooking Cavendish Square. The Burdett Suite at No 11 Cavendish Square provides the ideal venue to debate the key issues facing the industry. Lunch and refreshments will be served in the adjacent Orangery.



JOIN US TO HEAR ABOUT

- The changing nature of the private healthcare market and its impact on insurers, hospitals, consultants and patients
- Collaboration or conflict? Can the industry players work together to the benefit of both players and patients?
- How the recommendations of the Competition and Markets Authority are affecting the relationship between private hospitals and their consultant users
- How hospitals are handling the new inspection regime of the Care Quality Commission
- How insurers, providers and consultants can work better together to meet the changing needs of consumers?
- What the consumer wants from private healthcare – from providers, insurers and consultants
- How we can differentiate private healthcare from public healthcare, given that many NHS patients are now being treated in private hospitals

WHO SHOULD ATTEND

- Private hospitals, clinics and healthcare practices
- Private healthcare operators
- Private medical insurers and brokers
- Consultants and specialists
- Corporate purchasers of healthcare benefits
- Clinical commissioning groups
- NHS Private Patient Units
- Patient and consultant organisations
- Charities, social enterprises and third sector organisations
- Purchasers and commissioners of private healthcare services
- Healthcare policymakers and government

08.15 Registration and refreshments

09.00 Chair's Introduction

SETTING THE SCENE

09.05 OPENING ADDRESS: The shape of things to come

09.20 Creating a brighter future for private healthcare

UNITED WE STAND, DIVIDED WE FALL. DELIVERING AFFORDABLE PRIVATE HEALTHCARE

09:40 The consultant perspective

10.00 The provider perspective

10.20 The insurer perspective

10.40 Panel discussion

WHAT DOES THE CUSTOMER WANT?

11:30 The employer perspective

11.50 The patient's voice

12.10 What the patients say

12.30 The patient voice

12:50 Q&A

13.00 Lunch

THE 21ST CENTURY CONSUMER OF PRIVATE HEALTHCARE: NEW MODELS OF DELIVERY IN PRIVATE HEALTHCARE

14:00 The doctor in the driving seat - consultant driven private healthcare

14:20 Delivering private healthcare in the NHS

14:40 Informing patient choice

15:00 CQC Inspections and what they mean to the sector

15:20 Tea

THE NHS... FRIEND OR FOE?

15:40 The NHS purchaser's view

16:00 The provider's view

16:20 The Hinchingsbrooke experience

16:40 Q&A

17:00 Close

PARALLEL AFTERNOON SESSION: THE ONLINE AND E-ENABLED PATIENT

TOPICS TO BE COVERED:

- The online private patient journey
- Getting an ROI from online marketing
- What does the future hold - The impact of technology on the patient experience

OUR FACILITATOR

Sue Saville is a leading broadcast and medical journalist; for 12 years she was Medical Correspondent for ITV News. Sue has covered national and global health stories, including an award-winning campaign on MRSA, health tourism issues and the debate over increasing privatisation of healthcare.



LEADING INDUSTRY EXPERTS AND OPINION LEADERS

- Alex Perry, Bupa
- Stephen Collier, NHS Partners Network
- Ash Rama, Reach Local
- Fiona Booth, Association of Independent Healthcare Organisations
- Don Grocott, Private Patients Forum
- Matt James, Private Healthcare Information Network
- Keith Pollard, CEO Intuition Communication
- Naomi Saragoussi, PriceWaterhouse Coopers
- Spire Healthcare - speaker to be announced
- Capita - speaker to be announced
- CHKS - speaker to be announced

BOOK NOW TO SECURE THE EARLY BIRD RATE

• PRIVATE SECTOR

Full price £495 (+ VAT @ 20%) = £594
Earlybird 15% discount price
£420 (+ VAT @ 20%) = £505

• AIHO AND PPF MEMBER DELEGATES

Full price £421 (+ VAT @ 20%) = £506
Earlybird 15% discount price
£358 (+ VAT @ 20%) = £430

• NHS AND VOLUNTARY SECTOR RATE

Full price £330 (+ VAT @ 20%) = £396
Earlybird 15% discount price
£280 (+ VAT @ 20%) = £337

The reduced rate is only available until March 15th 2015 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

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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

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BOOKING TERMS AND CONDITIONS

Your registration may be transferred to another member of your organization up to 48 hours in advance of the The Private Healthcare Summit 2015. 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.

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Delegate name
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Organisation
Address
Email
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Fax
Contact email (if different)
Contact name (if different)
Special dietary requirements
Other requirements (e.g. wheelchair access)

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 'TPHS2015' on all BACS transmissions)

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