

# **The 2009 Annual Acute Healthcare Conference & The 2009 Annual Private Healthcare Insurance Conference**

**Radisson SAS Portman Hotel, London, W1  
Tuesday 12 and Wednesday 13 May 2009**

**The economic recession takes centre stage at this year's annual acute healthcare and annual private healthcare insurance conferences. As its impact becomes more transparent, independent healthcare providers and insurers will be discussing latest purchasing trends and how customers are responding to new economic and business pressures. The key challenge for the conferences will be to identify winning strategies through the recession, and emerging opportunities and market niches going forward. A host of key speakers will be offering their insights on current and future industry developments, covering customer expectations, competition and cooperation, improving delivery partnerships, NHS opportunities, regulatory developments and anti-fraud, tackling rising healthcare costs, and future product innovations. While keynote speakers on both days will cover the big question of the economy and how best to survive and beat it.**

# Annual Acute Healthcare Conference

**Chair: Charles Auld**

**09.30 Registration & coffee**

**10.00 The future of independent healthcare - growing and prospering in the current climate**

- How private healthcare and the NHS can work together
- In the current economic climate how operational efficiency underpins hospital viability
- Continued commitment to quality and customer satisfaction

**Adrian Fawcett**

**Chief Executive Officer**

**General Healthcare Group**

**10.30 Towards a genuinely plural market in healthcare - cooperation and competition in the new NHS**

- How the cooperation and competition panel is building the infrastructure to ensure fair competition
- Fair play - can a level playing field ever be achieved?
- Five years down the line, what will the healthcare market look like?

**Lord Carter of Coles**

**Chairman**

**Cooperation and Competition Panel**

**11.00 Open forum**

**11.15 Morning coffee**

**11.45 The market in primary care and community health services**

- Experience of bringing new providers into primary care
- Opportunities in relation to PCT provider services
- Challenges for commissioners and providers

**Chris Ham**

**Professor of Health Policy and Management**

**Health Services Management Centre**

**University of Birmingham**

**12.15 Are you being heard? How the Independent Provider's Forum is helping to shape the new NHS systems rules**

- Contributing to the Quality Agenda
- What contracting models can we expect to see as new NHS markets emerge?
- New system rules
- Level playing field or obstacle course? What is still standing in the way of fair play?

**Mike Parish**

**Chairman**

**NHS Partners Forum**

**Chief Executive, Care UK**

**12.45 Open forum**

**13.00 Networking Lunch**

**14.00 Regulating and improving independent healthcare**

- The new Care Quality Commission
- Regulating for quality care
- The new registration system for health and social care
- The challenge of integrating health and social care, private and public

**Baroness Barbara Young**

**Chair**

**Care Quality Commission**

**14.30 Building better relationships - an insurer's view**

- How can insurers and providers work together to keep down costs?
- What next for preferred provider networks?
- How can we better control healthcare inflation?

**Steven Pink**

**Head of Provider Relations**

**Bupa UK Membership**

**15.00 Opportunities for the independent sector working with NHS Trusts**

**David Morris**

**Senior Manager**

**PricewaterhouseCoopers LLP**

**15.30 Open forum**

**15.45 Afternoon tea and close**

## Conference objectives

Speakers at the acute conference this year include, among others, many of the leading providers of independent healthcare, the Chair of the new regulatory body, the Care Quality Commission and the Chairman of the Cooperation and Competition Panel. Speakers will discuss the impact of the credit crunch on the sector and the prospects for growth in the current climate. The conference will also consider whether a genuinely plural market in healthcare can ever be achieved and the independent sector involvement in community based healthcare.

The recession is the main focus at this year's private healthcare insurance conference, as its impact becomes more transparent, and latest purchasing trends indicate how corporate and individual customer behaviour is responding to economic and business pressures. This conference aims to identify winning strategies which can be implemented in 2009 by medical insurers to strengthen and successfully develop their businesses, and recognise opportunities to improve and innovate the private medical insurance offering going forward as healthcare expectations continue to rise. Speakers this year include the leading healthcare insurers, key private hospital partners, the sector's leading cancer specialist, a global corporate employee benefits specialist, the industry's anti-fraud representative, and the keynote comes from a pioneering 'thought leader', and acclaimed author of motivational books for business and personal development, including 'Beat the Recession'.

## The organisers

**Laing & Buisson** is the leading conference organiser, publisher and consultancy specialising in health and community care, with clients and customers drawn from the public and private sectors. Its regular conferences on acute, residential and primary care, and one-off conferences on particular topical aspects of care, are widely recognised as the principal forums for discussion and debate. Among recent publications are the annual market surveys **Laing's Healthcare Market Review 2008/2009** and **Health and Care Cover 2008**, and the company also publishes the monthly newsletters **Healthcare Market News**, **Community Care Market News** and **Nursery & Childcare Market News**.

## Exhibitor opportunities

**The Annual Acute Healthcare and Private Healthcare Insurance conferences** offer a unique opportunity for organisations wishing to present their products and services to the influential decision makers from the industry. To discuss the full range of sponsorship and promotional opportunities please call **Karen Ogilvie** on 020 7923 5343 or email [karen@laingbuisson.co.uk](mailto:karen@laingbuisson.co.uk)

## Who should attend the Acute Healthcare Conference

This conference will attract attendees from all areas of the acute sector. Delegates will include:

- Directors and senior executives of independent healthcare organisations
- Independent hospital directors
- Non UK healthcare providers
- Independent and NHS consultants
- NHS Trust and SHA chief executives
- NHS development and strategy directors
- NHS private patient and pay bed managers
- Modernisation Agency executives
- ISTC executives
- Financial institutions
- Suppliers of medical equipment
- Construction and ancillary services
- Legal and financial advisors

## Who should attend the Private Healthcare Insurance Conference

This conference will attract attendees with an interest in all areas of the private healthcare insurance sector. Delegates will include:

- Directors and senior executives of existing PMI providers
- Insurers considering market entry
- Senior executives from cash plans
- Third party administrators
- Intermediaries and distributors of PMI brokers, banks, building societies, friendly societies and affinity groups
- Private hospital groups
- Strategic Health Authority chief executives and senior managers
- NHS Trusts with an interest in pay bed facilities
- Management consultants

# Annual Private Healthcare Insurance Conference

**Chair: Mike Izzard, Chairman, Association of Medical Insurance Intermediaries**

**09.15 Registration & coffee**

**09.45 Is the current economic climate a threat or an opportunity?**

- How does the economic downturn affect perceptions of the value of private health cover?
- What are the challenges in anticipating changing customer behaviour, keeping existing customers and winning new ones?
- Which products and services will win during economic uncertainty?

**Dr Natalie-Jane Macdonald**  
**Managing Director**  
**Bupa UK Membership**

**10.10 Beating the recession**

- Key ideas to strengthen your business in the face of recession
- Getting your pricing right can make or break you?
- The importance of positive business thinking
- Are you realising your full potential?

**Nicholas Bate**  
**Strategic Edge Ltd**  
**Author of 'Beat the Recession'**

**10.35 Meeting healthcare demands of the customer through a spectrum of cover solutions during economic pressures**

- Are all healthcare cover options vulnerable in the current recession?
- What are the likely effects and actions of a recession in different distribution channels?
- What are the upsides of a downturn?

**Chris Harrison**  
**Executive Director Healthplans**  
**Simplyhealth**

**11.00 Open forum**

**11.15 Morning coffee**

**11.45 Working effectively with medical insurers to ensure best value for insured customers**

- A common goal - best value, and high quality for insured customers
- How has the delivery structure of private healthcare been changing and its impact for insurers?
- Working with consultants to deliver quality private healthcare

**Jill Watts**  
**Chief Executive Officer**  
**Ramsay Health Care UK**

**12.15 Offering better value to employers and employees, and working together to keep a lid on rising costs**

- How are employers' preferences for medical insurance likely to change in the recession?

- How can the corporate healthcare proposition offer more to employers and employees in uncertain times?

- Companies and insurers working together to reduce the scale of private healthcare costs

**Steve Clements**  
**Principal**  
**Mercer**

**12.45 Open forum**

**13.00 Networking lunch**

**14.00 Private 'top-ups' on the NHS, the future availability of expensive cancer drugs on the NHS, and the implications for private healthcare insurers**

- Are private 'top-ups' on the NHS likely to become commonplace in the future?
- Will NHS rationing and restrictions be an inevitable consequence of rising healthcare expectations?
- How should individuals be encouraged to save for future healthcare needs?

**Professor Karol Sikora**  
**Medical Director**  
**CancerPartnersUK**

**14.30 Strategies and product innovation to tackle rising healthcare/medical costs, today and in the future - an insurer's perspective**

- The impact of new drugs and medicines on PMI over time - corporate v individual cover
- Must insurers move towards more managed care and direction to deliver cost savings?
- Is 'Co-payment' the most efficient answer to rising healthcare costs?
- Private NHS 'top-ups' - a major source of new demand or just another PMI policy variant?
- Can typical PMI cover be further restricted without fatally undermining the appeal of the product?

**Laurent Pochat-Cottilloux**  
**Commercial Director**  
**Standard Life Healthcare**

**15.00 Fighting fraud within the healthcare insurance sector - progress from cooperation and ongoing challenges**

- The problem
- Progress made in tackling fraud within the sector
- Data sharing and joint working
- The future

**Dr Simon Peck**  
**Publicity Officer**  
**Health Insurers Counter Fraud Group (HICFG)**

**15.30 Open forum**

**15.45 Afternoon tea and close**

## The Speakers: Acute Healthcare

**ADRIAN FAWCET** is Chief Executive Officer of General Healthcare Group, the leading provider of independent healthcare services throughout the UK, which owns the UK's largest private hospital group, BMI Healthcare. He also sits on the Board of the Department of Work & Pensions. Previously, Adrian was the Chief Operating Officer for Punch Taverns plc. In 2006, he was recognised by the Institute of Directors as Large Company, young director of the year (43 years and under) and Business Insider – Entrepreneurial Director of the year.

**LORD CARTER OF COLES** is a Labour Peer who in addition to a career in business has advised the government on a wide range of issues. He has chaired a number of Government reviews including Commonwealth Games 2002, The English National Stadium (Wembley), National Athletics, Payroll Services, Criminal Records Bureau, Offender Management, Public Diplomacy, the Procurement of Legal Aid and Pathology. In 1985, he founded Westminster Health Care which he built into a leading health care provider which he sold in 1999. He was chair of Sport England from 2002 to 2006, and was a member of the Home Office Board.

**PROFESSOR CHRIS HAM** is a health policy analyst with extensive experience of working with health service agencies in the UK and in other countries. He joined HSMC in 1992 and was Director between 1993 and 2000 when he was seconded to work in the Department of Health's Strategy Unit. He became Director of the Strategy Unit in 2001 and worked with Ministers on the development of health policy and the reform of the NHS until June 2004. This included contributing to The NHS Plan (2000), Delivering the NHS Plan (2002), and The NHS Improvement Plan (2004).

**MIKE PARISH** was appointed Chief Executive of Care UK in 2001 following a successful career with Exel PLC, then a FTSE 100 supply chain solutions provider. During his career with Exel, Mike worked in a range of industry sectors and was responsible for activities across Europe, the Americas and Africa, culminating in a PLC director role. Mike is Chairman of the NHS Partners Network, which represents independent sector providers from the acute, primary and diagnostics sectors in discussions with Government, the NHS and more widely in the media. He also chairs the Department of Health's Independent Sector Procurement Forum.

**BARONESS BARBARA YOUNG** is Chairman of the Care Quality Commission (CQC) which is currently in the process of being set up and becomes fully operational on 1 April 2009. Barbara's early career was spent in public relations and health services management. Prior to joining CQC Barbara was Chief Executive of the Environment Agency. She has also been Chairman of English Nature, Vice Chairman of the BBC, and Chief Executive of the RSPB. Barbara Young is a non-affiliated Life Peer as Baroness Young of Old Scone.

**STEVEN PINK** joined Bupa in 2006 and is Head of Provider Relations for the company's UK health insurance business. He is accountable for the design and delivery of a new commissioning strategy across Bupa's £1.3 billion provider base. The strategy is built around customer requirements and designed to enable improvements in clinical quality, service experience and overall value for money. Prior to this, he worked at British Airways in various procurement-based roles including Head of Supplier Negotiation, Head of IT Procurement, Head of Procurement Operations and Head of Indirect Procurement.

## The Speakers: Private Healthcare Insurance

**MIKE IZZARD** trained in Business Management and accountancy, and has worked for some of the largest PMI brokerages in the UK, the Medical Insurance Agency. In 1996 Mike took the opportunity to set up his own Brokerage and, in partnership with Key employees and other insurance professionals and co-directors, Premier Choice Healthcare Ltd was formed. Mike is also an active committee member of the Association of Medical Insurance Intermediaries [AMII] and is the Chairman for 2008/09 and 2009/10.

**NATALIE-JANE MACDONALD** joined BUPA in 1994. She spent nine years working in the company's UK insurance business, most recently as its medical director and managing director of Bupa Commissioning. In 2008, she was appointed managing director of Bupa UK Membership which provides health and travel insurance, income protection and critical illness cover to more than 3 million people including employees working in 80 percent of FTSE 100 companies.

**NICHOLAS BATE** is a pioneering 'thought leader' who is passionate about supporting people in business to ensure they realise and release their true and full potential. He runs the consultancy Strategic Edge, which specialises in creating long-term competitive advantage for its clients through work on individual performance. Clients include Barclays, Marks & Spencer, Microsoft, and Saatchi & Saatchi, amongst others. Nicholas is also author of acclaimed books including 'Being The Best - how to realise and release your true potential' and 'Beat the Recession: a check-list for business building in a down-turn'.

**CHRIS HARRISON** has been Managing Director responsible for HSA, LHF, and HealthSure since 2004. More recently, following the announcement that there will be only one Simplyhealth brand, he has taken up a position as Sales and Marketing Director, Simplyhealth. He is responsible for all sales, marketing, brand, product and web development, as well as new business ventures. Chris's previous roles include Managing Director GE Travel Insurance and World Cover Direct, Business Development Director GE Financial Insurance, and Managing Director Accident and General.

**JILL WATTS** is the UK Chief Executive Officer of Ramsay Health Care. Jill took up her current position in April 2008 and was previously CEO at Ramsay's Greenslopes Private Hospital in Brisbane, Australia's largest independent hospital as well as the Chairman of the Gallipoli Research Foundation and Research Centre. Jill has over 30 years' experience in healthcare, both as a practitioner and as a senior executive.

**STEVE CLEMENTS** is a Mercer Principal and a member of the Leadership Team of the Health & Benefits business in the UK. He manages a portfolio of multinational clients, advising on their health and group benefits plans both in the UK and around Europe. He also has specific responsibilities for Practice Development and Knowledge Management in the UK business and for several pan-Europe Practice Development projects.

**PROFESSOR KAROL SIKORA** is Medical Director of CancerPartnersUK which is creating the largest UK cancer network as a series of joint ventures with NHS Trusts. He is Professor of Cancer Medicine and honorary Consultant Oncologist at Imperial College School of Medicine, Hammersmith Hospital, London. He is a Senior Adviser to the WHO Cancer Programme and the International Atomic Energy Agency.

**LAURENT PCHAT-COTTILLOUX** has 13 years experience of the PMI industry. His areas of responsibility at Standard Life Healthcare include Pricing and Underwriting, Actuarial Services, Commercial Contracts, Policy Communications and Change Management. The common theme is that all these areas have a decisive role to play in protecting Healthcare's underwriting margin.

**DR SIMON PECK** is publicity officer for HICFG which is the association for counter-fraud professionals working in the PMI Industry. He is dual qualified as a doctor and chartered accountant. Simon is Head of Provider Audit and Information - Medical, for AXA PPP healthcare.

# Reservation Form

Annual Acute Healthcare Conference

Tuesday 12 May 2009

Annual Private Health Insurance Conference

Wednesday 13 May 2009

PLEASE COMPLETE USING BLOCK PRINT

Names and job titles of those attending:

1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 **Book a third delegate at half price**

Company/Organisation: \_\_\_\_\_

Address to which conference material should be sent: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Purchase order no: \_\_\_\_\_

Please indicate which day/s you wish to attend:

- Acute conference:** £560 VAT: £84 Total: **£644**  
 **Insurance conference :** £560 VAT: £84 Total: **£644**  
 **Both conferences :** £1,050 VAT: £157.50 Total: **£1207.50**

All online orders and credit card payments receive a 5% discount

Authorised signature

## Payment options

**1** Please invoice my company:

Please enter email addresses for all delegates:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2** **Credit card payments:** Please ring 020 7923 5348 or visit [www.laingbuisson.co.uk](http://www.laingbuisson.co.uk) and pay online

**3** **BACS payments:** Please quote Ref: AHPMI8  
Barclays BankSort Code 20 65 82 A/C No. 40393711

**4** **By cheque:** Payable to Laing & Buisson Ltd

A VAT invoice will be issued. VAT Reg No 454 2637 46

Please tick here if you do not wish to receive further information from Laing & Buisson

# Administration

## Venue & location

The Radisson SAS Portman Hotel, 22 Portman Square, London W1H 7BG Tel: 020 7486 5844

Nearest underground stations – Marble Arch, served by the Central Line

## Accommodation

If you wish to book hotel accommodation close to the Portman Hotel you can get preferential rates by calling Free Booking Service on 020 8469 1900 or by visiting [freebookingservice.co.uk](http://freebookingservice.co.uk) stating that you are a Laing & Buisson delegate.

## Fees

PLEASE NOTE THAT PAYMENT MUST BE RECEIVED PRIOR TO THE EVENT

The conference fees are payable in advance in £ sterling. Fees include all refreshments (coffee on arrival, morning coffee, lunch, afternoon tea), conference documentation and other materials. The following discount on full price tickets is available: when **two delegates from the same organisation are booked at the same time, a third person can be booked at half price unless you are already benefiting from the two day rate.**

## Cancellation and refund policy

Reservation is a contract. Substitution of delegates is acceptable at any time and notification of substitution should be emailed to [irene@laingbuisson.co.uk](mailto:irene@laingbuisson.co.uk) or faxed on 020 7841 0048. Cancellations will only be accepted **prior** to Monday 13 April 2009. Written notices of cancellation received before that date will be subject to an administration fee of £75 + VAT per delegate. No refunds can be made on or after this date. In the event of cancellation of the conference by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary. Laing & Buisson reserves the right not to offer refunds for cancellations arising from events outside their control.

## Joining instructions

Joining instructions will be emailed to delegates approximately two weeks before the conference. If you have not received your joining instructions by 4 May 2009 please call conferences on 020 7923 5348 or email [conferences@laingbuisson.co.uk](mailto:conferences@laingbuisson.co.uk).

## Special requirements

Please advise us of any special requirements you may have ie, dietary requirements, wheelchair access, hearing loop.

## Contact details:

**Laing & Buisson Ltd**  
**29 Angel Gate**  
**City Road**  
**London**  
**EC1V 2PT**  
**Tel: 020 7923 5348**  
**Fax: 020 7841 0048**

## Cannot attend?

**Laing & Buisson's conference CD contains PowerPoint presentations and commentary. Available for this event @ £175 + VAT per day - please state which conference CD you require.**

**Please send me the conference CD**