

# The 2009 Annual Long Term Care Conference

Radisson SAS Portman Hotel, London, W1  
Thursday 5 March 2009

With contributions from government spokespersons, providers, commissioners and expert advisers, the conference will seek to shed light on the direction for the long term care sector at a time when 'transformation' is at the top of the government's agenda, and to highlight the opportunities as well as the threats to providers who fail to respond to a rapidly changing market place.

## **New for 2009**

The conference will feature a new 'parallel stream' format to maximise value for money. For the price of a single conference, delegates will be able to choose between the two streams – elderly care and learning disabilities/mental health – and move between them if they wish. As an added bonus all delegates will receive a CD containing integrated MP3 audio recordings and PowerPoint slides for the complete conference.

Sponsored by:



# The 2009 Annual Long Term Care Conference

## Elderly Care Stream

**Chair: Stephen Burke, Chief Executive, Counsel and Care**

**08.45 Registration & coffee**

**09.10 Plenary keynote presentation**

**The government's vision for adult social care: Can rhetoric be made into reality?**

- The agenda for older people and younger adults: Are they different, if so how?
- Would a decline in residential care be viewed as a measure of success?
- New opportunities for the independent sector: What are they and are they being communicated effectively between commissioners and providers?

**Jeff Jerome, National Director for Social Care Transformation, ADASS**

**09.40 Question and answer session**

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### ELDERLY CARE STREAM

**10.00 Market overview**

- Update on trends and future prospects: Capacity, demand, occupancy, fees and new developments
- Business confidence: Summary of results from Laing & Buisson's survey of sector leaders

**William Laing, Chief Executive, Laing & Buisson**

**10.15 Industry keynote**

- Sector prospects, during and beyond the credit crunch
- Fees, costs and margins
- Responding to the personalisation agenda

**Kamma Foulkes, Head of Elderly Care, Southern Cross Healthcare plc**

**10.45 Open forum**

**11.00 Morning coffee**

**11.30 Evolution of care homes: Are they the community hospitals of the future?**

- How wide a range of step down and intermediate care can be provided in care homes?

- What staffing cover and backup is needed?

**Dr Clive Bowman, Medical Director, BUPA Care Services**

**12.00 Open forum**

**12.05 Interactive Panel Discussion: New business opportunities in the care of older people**

**Kamma Foulkes, Head of Elderly Care, Southern Cross Healthcare plc**

**Nick Sanderson, Chief Executive, Raven Audley Court**

**David Lyon, Managing Director, Carewatch Care Services**

**(Other speakers will be invited)**

**12.50 Networking lunch**

**14.00 Funding long term care**

- Options for funding long term care
- Perspectives on the Green Paper
- Private payers

**Sue Collins, Principal Policy and Public Affairs Manager, The Joseph Rowntree Foundation**

**14.30 Open forum**

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### Plenary Session

**14.45 The regulatory agenda**

- Future of care home star ratings
- Can regulatory rules be modified to formulate a more orderly transition from care homes to supported living?
- Implications of self directed care for the wider safeguarding agenda

**Cynthia Bower, Chief Executive, Care Quality Commission**

**Response from: Frank Ursell, Chief Executive Officer, Registered Nursing Home Association**

**15.30 Asset values and investment prospects in healthcare services**

- The macro investment market
- Key drivers of activity
- Trends and values
- Impact of new financing regime

**David Brooks, Head of Mergers & Acquisitions, Grant Thornton LLP**

**16.15 Open forum**

**16.30 Afternoon tea and close**

# The 2009 Annual Long Term Care Conference

## Learning Disability and Mental Health Stream

08.45 Registration & coffee

09.10 Plenary keynote presentation

**The government's vision for adult social care: Can rhetoric be made into reality?**

- The agenda for older people and younger adults: Are they different, if so how?
- Would a decline in residential care be viewed as a measure of success?
- New opportunities for the independent sector: What are they and are they being communicated effectively between commissioners and providers?

**Jeff Jerome, National Director for Social Care Transformation, ADASS**

09.40 Question and answer session

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### LEARNING DISABILITY AND MENTAL HEALTH STREAM

**Chair: Barbara McIntosh Co-director, Foundation for People with Learning Disabilities**

10.00 Provider perspectives

- Need for coherent care pathways to support good commissioning
- The role of strategic alliances
- Is supported living laying itself open to a backlash?
- What are the barriers to developing new services (investment capital, inflexible regulatory rules, affordable property, skills shortages etc) and how can they be addressed?

**Douglas Quinn, Chief Executive Officer, Voyage**

**Jon Mann, Chief Executive, Castlebeck Group**

10.45 Open forum

11.00 Morning coffee

11.30 Interactive panel discussion:  
**New business opportunities in the care of younger adults**

**Steven Rose, Chief Executive,**

**Choice Support**

**Jonathan Teshola, General Manager,**

**Delos Community**

**Douglas Quinn, Jon Mann**

**(Other speakers will be invited)**

12.15 **The Oxfordshire experience of commissioning adult care services**

- Care pathways
- Partnering with providers
- Partnership budgets
- Personalisation

**Paul Spurnell, Head of Social Care for Adults, Oxfordshire County Council**

12.45 Open forum

12.50 Networking lunch

14.00 **Fair price, fair care: Update on the roll-out of the care funding calculator**

**Jonathan Tipler, Social and Healthcare Management Consultant**

14.30 Open forum

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## Conference Objectives

Transformation is at the top of the government's agenda for adult social care in 2009, as public sector agencies roll out personal budgets and seek to make self-directed care a reality. But while the direction of change is clear, there are rumblings that the achievement of laudable goals may be frustrated by the challenges of delivering real choice and genuinely enabling new models of care, especially within the constrained resources that are an inevitable feature of recession.

With contributions from government spokespersons, providers, commissioners and expert advisers, the conference will seek to shed light on the direction for the long term care sector, and to highlight the opportunities as well as the threats to providers who fail to respond to a rapidly changing market place.

### New for 2009

The conference will feature a new 'parallel stream' format to maximise value for money. For the price of a single conference, delegates will be able to choose between the two streams – elderly care and learning disabilities/mental health – and move between them if they wish. As an added bonus all delegates will receive a CD containing integrated MP3 audio recordings and PowerPoint slides for the complete conference.

## 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. Our 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**, **Care of Elderly People 2008**, the **Directory of Major Providers of Long Term Care 2008**, **Mental Health and Specialist Care Services UK Market Report 2008/2009** and the **Dementia Care Market Report 2009**. **Laing & Buisson** also publish the monthly newsletters **Healthcare Market News**, **Community Care Market News** and **Nursery & Childcare Market News**.

### Sponsorship and exhibition opportunities

This conference offers a unique opportunity for organisations wishing to present their products and services to 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

This conference will attract providers and purchasers from all areas of the long term care for older people and specialist services, including: Investors, service providers, professional advisors, commissioners, regulators and policy makers, senior executives and managers within any organisation committed to including for-profit, 'third sector' and public sector agencies.

Senior executives from independent and voluntary providers of long term care

Local Authority personnel including:

- Directors of Social Services
- Care Contracting Officers
- Service Provider Managers
- Joint Commissioning Units

From the NHS:

- Consultant Physicians for care of the elderly and Gerontologists
- Chief Executives and board members from Primary Care Trusts
- Elderly services and rehabilitation managers from NHS Trusts
- Strategic Health Authority registration & inspection officers

Proprietors of care homes:

- Corporate
- Individual

CSCI officers

Home care providers and agencies

Nursing agency operators

Registered Social Landlords who support older people

Long term care insurance and reinsurance companies

Banks and other institutions financing long term care schemes

Professional advisers to the private and voluntary schemes

Suppliers of medical equipment

Management Consultants

**STARTRACKERPLUS** - care home quality ratings at the touch of a button.

This brand new data product from Laing & Buisson assists:

- Care Home Groups, Care Commissioners, advisers to the care sector and investors

The spreadsheet contains:

- 18,500 quality ratings; 880 care home groups' ratings; benchmarking figures; quick links to inspection reports; care home ratings by local authority; and much more.

For more info and prices call 020 7923 5395

# Reservation Form

The 2009 Annual Long Term Care Conference  
Thursday 5 March 2009

PLEASE COMPLETE USING BLOCK PRINT

Names, job titles and emails 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: \_\_\_\_\_

Email: \_\_\_\_\_

**Conference fee: £545    VAT: £81.75    Total: £626.75**

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

Authorised signature

(all bookings must be signed)

## Payment options

Please invoice my company:

Please enter company address for invoice:

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**Credit card payments:** Please ring 020 7923 5344 or visit [www.laingbuisson.co.uk](http://www.laingbuisson.co.uk) and pay online

**BACS payments:** Please quote Ref: LTC3  
Barclays Bank Sort Code 20 65 82    A/C No. 40393711

**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 9FL.

Nearest underground station is Marble Arch served by the  
Central Line.

## Accommodation

If you wish to book hotel accommodation close to the  
conference venue you can get preferential rates by calling  
Free Booking Service on 0208 469 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.**

## Cancellation and refund policy

Reservation is a contract. Substitution of delegates is  
acceptable at any time and notification of substitution should be  
emailed to [conferences@laingbuisson.co.uk](mailto:conferences@laingbuisson.co.uk) or faxed to 020 7841  
0048. Cancellations will only be accepted **prior to**  
Wednesday 4 February 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 reserve the right not to offer refunds for  
cancellations arising from events outside their control.

## Joining Instructions

Joining instructions will be e-mailed to delegates approximately  
two weeks before the conference. If you have not received  
your joining instructions by 23 February 2009 please email  
[conferences@laingbuisson.co.uk](mailto:conferences@laingbuisson.co.uk). or call the conference  
department on 020 7923 5348.

## Special Requirements

Please advise us of any special requirements you may have  
i.e 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**

**Order conference CD**

# The Speakers

**STEPHEN BURKE** became Chief Executive of Counsel and Care in 2005. Since then he has helped raise the profile and influence of Counsel and Care in the debate about the future of care, and extended the charity's advice service to reach more older people, their families and carers. He was named as Social Care Personality of the Year 2008 at the Ceretas homecare awards. Previously Stephen was Director of the National Childcare Charity Daycare Trust from 2000. Stephen has 25 years experience in public relations, journalism and fundraising.

**BARBARA MCINTOSH** has been the Co-Director at the Foundation for People with Learning Disabilities since 2003. Barbara worked as Co-Director at the Institute for Applied Health and Social Policy, King's College and from 1994-2000 worked at the King's Fund leading "Changing Days". Barbara has also worked in the NHS and Social Services. Barbara was a member of the team working with the Department of Health to produce the national policy Valuing People.

**JEFF JEROME** has recently commenced as National Director for Social Care Transformation, having been Director of Adult and Community Services at the London Borough of Richmond for the past seven years. The new role, promoting the personalisation agenda for social care, is funded by the Department of Health and accountable also to the Local Government Association, IDEA and the Association of Adult Social Services (ADASS). Jeff started his working life in the NHS with stroke patients he has worked in local Government for 33 years in the field of social services and housing. This has included roles at Manchester City Council and six London Boroughs.

**WILLIAM LAING** is a trained economist and the driving force behind Laing & Buisson. William is viewed by many as the leading commentator on private health and community care in this country. The media regularly seeks his comments on industry events and he is frequently invited to speak at conferences.

**DOUGLAS QUINN** has spent his early career as a practitioner and manager in several social services departments. In 1991, he moved to the not for profit sector as Deputy Chief Executive to take over the management of services previously run by local authorities. In 1996, Douglas joined Court Cavendish plc as Director of Business Development and subsequently undertook a similar role in Care First plc. Prior to he joined Voyage (then Milbury) as Managing Director and then he was a Director of BUPA Care Homes.

**JON MANN** is Chief Executive at specialist healthcare provider Castlebeck. He joined the company ten years ago as a Consultant Psychiatrist, having qualified as a doctor in 1985. Jon became increasingly enthused by the potential for delivering high quality clinical and support services in the independent sector, having previously been (and remaining) a strong advocate of the NHS. After a number of Executive roles from 2002, Jon became Managing Director of Adult Services at Castlebeck, taking over as Chief Executive earlier this year.

**KAMMA FOULKES** was appointed as an Executive Director of Southern Cross in July 2008. A registered nurse, Kamma has worked within the residential and nursing care sector since the early 1990's. She was an Operations Director for Southern Cross Healthcare from 1998-2003. In October 2003 she joined Highfield Care Limited in the position of Managing Director. She returned to Southern Cross in that role in March 2005, when the Highfield Group was acquired by Southern Cross. Kamma became Group Operations Director in early 2007 with responsibility for approximately 50% of the Company's portfolio of elderly homes. She is a non-Executive Director of the English Community Care Association.

**STEVEN ROSE** is Chief Executive of Choice Support. He is a Director and founder member of the Association for Supported Living. Steven retains an active interest in the health of people with learning disabilities and recently completed five years service as a non-Executive Director of North Hampshire Primary Care Trust. He is the editor of 'Community Connecting'.

**JONATHAN TESHOLA** is the Chief Executive Officer and Member of the Delos Board of Directors for Delos Community Ltd since January 2008. Prior to this, Jonathan was consultant to service providers, a local authority day care centre manager, a local authority residential service management a county-wide local authority community services manager and service manager for a third sector provider. In addition he sits on a number of committees including the Northants Day Services Modernisation core steering group, the Northants County Council Thematic Partnership Board and the local area community regeneration group committee.

**CLIVE BOWMAN** has been Medical Director of Bupa's Care Services since 2000. Previously Clive spent time as a Consultant Physician and Gerontologist in the West Country where he was also Associate Director of the International Institute on Health and Ageing at the University of Bristol. Clive is a trustee of the UK Charity Counsel and Care and contributes to the work of the Joseph Rowntree Foundation. He chaired the CCC and has contributed to working parties from organisations such as the Royal College of Physicians and the King's Fund.

**PAUL SPURNELL** is the Head of Adult Social Care for Oxfordshire County Council. He has responsibility for the commissioning and provision of social care services in partnership with NHS Trusts, other statutory bodies, voluntary agencies, and community groups. He is a qualified social worker and has experience of senior management in local government and the voluntary sector.

**NICK SANDERSON** is CEO of Audley Court, the developer and operator of retirement villages throughout the UK. In the 1980's he founded, operated and then sold Beaumont Healthcare. Nick is also Chairman of ARVOUK, the Association of Retirement Village Operators which was founded in 2008 to promote a greater understanding of the emerging retirement village sector in the UK.

**DAVID LYON** has 18 years experience in health and social care. He was instrumental in rejuvenating and developing Clinovia, as COO and CFO between 2003 and 2006, when the company became part of BUPA. He joined Nestor Healthcare in 1991 and was Group Finance Director from 1998 to 2003. He was part of the senior management team that grew Nestor into a FTSE 250 company. After qualifying as a chartered accountant with Ernst and Whinney, he spent two years abroad with Price Waterhouse before returning to the UK where he worked at Whitbread's headquarters in their corporate finance team until 1991.

**SUE COLLINS** is the Principal Policy and Public Affairs Manager. She leads for the JRF. More recently Sue authored the report "How can funding of long-term care adapt for an ageing population? She has additionally led for JRF on the Caring Choices partnership with King's Fund, Age Concern, Help the Aged and other key stakeholders. More recently she has advised her local Learning Disabilities Partnership Board.

**JONATHAN TIPLER** worked as a residential social worker before moving into research and planning roles. His local government career concluded as Assistant Director of Social Services responsible for finance, planning, joint working with health and other sectors, quality assurance, IT and communications. For the last eleven years he has worked as an independent consultant. Currently his projects include work on a commissioning toolkit, procurement and fair pricing of services.

**CYNTHIA BOWER** worked for Birmingham Health Authority, as Director of Primary Care in 1995. In 2000 she became Chief Executive of Birmingham Specialist Community Health NHS Trust and in 2002 Chief Executive of South Birmingham PCT. In 2005 she became Managing Director of Birmingham and the Black Country SHA. In 2006 Cynthia, became Acting Chief Executive for Birmingham and The Black Country Strategic Health Authority and subsequently the interim Chief Executive for NHS West Midlands. Cynthia was appointed as the substantive Chief Executive for NHS West Midlands. In July 2008, Cynthia Bower was appointed Chief Executive of the Care Quality Commission.

**FRANK URSELL** is the Chief Executive Officer of RNHA.

**DAVID BROOKS** has been a partner at Grant Thornton since 1973 and a Corporate Finance specialist since 1990. He is Head of Mergers and Acquisitions having previously been Head of Lead Advisory. Prior to this David was the head of London Corporate Finance.