



Business Acumen for Clinicians

6 CPD
points

09.30 – 16.30 Hours

Tuesday, 1st December 2020

Venue:

Education and Clinical Skills Centre, 3RD Floor
Strayside, Harrogate District Hospital, Lancaster Park
Road, Harrogate, HG2 7SX

Who this is for: SAS doctors

Educational objectives:

- Understand principles of business and how these can be used in professional practice
- Build business acumen skills
- Be able to apply these skills to everyday professional practice

CPD approval: This programme is subject to 6 CPD points

About the trainer: Dr Mark Davies, Director Full time NHS consultant until nine years ago when left to take an MBA and work across a range of sectors including the NHS. Now director of Res Consortium as well as honorary NHS consultant. Delivers educational and service development programmes across the UK with a focus on supporting key clinical groups with extensive work with Consultants, SAS doctors, Clinical Directors and Managers on management and leadership development. Works with all levels of the NHS including providers, commissioners and primary care, delivering wider projects around organisational development, service redesign, commissioning strategy and primary care redevelopment. More specifically with clinicians focuses on key programmes including leadership in service development, appraisal, service redesign, clinical/manager joint working, negotiation, job planning, commissioning, cross agency working, and wider performance issues. Is a visiting lecturer with Nottingham University Health MBA.

To Book a place:

Please email: hdf@sasadmin@nhs.net

Tel: 01423 555478

Agenda

09.30 Registration

09.40 Setting module objectives

09.50 Brave New World – Business drivers in the new NHS

10.20 Defining local service challenges (small groups)

11.00 Break

11.15 Meeting challenges – Skill modules:

- Marketing & approaches to building service 'brands'
- Working with service lines
- Patient experience as a performance driver
- Influencing & working with commissioners & managers

13.00 Lunch

13.30 Knowing when & how to change

14.30 Models of change management – what are the options?

- Project skills in change – setting objectives & engaging stakeholders
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15.00 Break

15.15 Service performance & change – Measuring success

16.20 Business acumen action plan

16.30 Summary & close