

Join us in Birmingham on 15 October 2018

What is the future for commissioning organisations?

Putting commissioning organisations at the heart of integrated pharmaceutical care



The primary care landscape is evolving more rapidly than at any time in recent memory. If this evolutionary process is to be a success, a proactive plan must be developed which recognises and uses the positioning and skills of Commissioning Organisations and their experienced medicines management teams.

The Pharmacists' Defence Association (PDA) has developed a new strategic initiative entitled 'Wider than Medicines', which proposes a comprehensive plan for integrated pharmaceutical care, driving benefits for patients, utilising the unique skills of pharmacists, relying upon the collaboration of all sectors of the profession and coordinating with commissioning organisations.

To find out more about the possibilities and influence the future direction of integrated pharmaceutical care, please join us at this important event.

For more information and to reserve your **FREE** place now, please visit:
www.the-pda.org/events/the-future-of-pharmacy



Why attend this event?

Delegates attending this event can expect to;

- Understand and influence what is known currently in Parliament about CCG/CSU contributions to medicines optimisation and pharmaceutical care programmes.
- Understand and influence the work being done by NHS Clinical Commissioners to support the developmental agenda.
- Consider and inform the initial 'Wider than medicines' framework proposed by the PDA.
- Learn how the principles of successful collaboration are developed.
- Gain insights from successful models of integrated pharmaceutical care.
- Understand how they can work towards more effective pharmaceutical care at scale.

This event is designed for;

- Senior CCG and CSU medicines team leaders and their deputies
- Senior managers involved in primary care policy development
- Those involved in service development.

The Programme

09:30-10:00	Registration & refreshments
10:00-10:20	Welcome & Introduction – Claire Ward, PDA Director of Public Affairs How did we get here? The current state of the pharmacy sector
10:20-10:50	Political and economic challenges to investing in pharmacy – Sir Kevin Barron MP, Chair of the All-Party Pharmacy Group. An opportunity to raise parliamentary awareness of the role of medicines optimisation teams in pharmaceutical care.
10:50-11:35	Challenges in the commissioning landscape – Julie Wood, Chief Executive, NHS Clinical Commissioners. What are the challenges and opportunities?
11:35-11:50	Tea/coffee break
11:50-12:30	Commissioning medicines teams at the heart of integrated care – Mark Koziol, Chair PDA Chief Executive. The PDA Wider than Medicines strategy which places commissioning medicines teams at the heart of the solution
12:30-13:15	Exploring variation and inequality in general practice pharmacy – Dr Matthew Boyd, Associate Professor in Patient Safety and Pharmacy Practice, Faculty of Science, Nottingham University. The wider lessons from key studies and evaluations
13:15-14:00	Lunch and networking
14:00-14:45	What does good look like? – Alima Batchelor, PDA Head of Policy and Liz Brooke, PDA Primary Care Pharmacist. Pulling it all together in effective integrated pharmaceutical care – overview of recent successful initiatives
14:45-15:30	Why working together works – Lord David Evans, Chair of the Institute for Collaborative Working. How the principles of successful collaboration can be applied
15:30-15:45	Tea/coffee break
15:45-16:15	Panel: Julie Wood, Chief Executive, NHS Clinical Commissioners; Dr Matthew Boyd, Associate Professor in Patient Safety and Pharmacy Practice; Mark Koziol, PDA Chairman; Dr Duncan Jenkins, Specialist in Pharmaceutical Public Health, Dudley CCG and Dudley Office of Public Health.
16:15-16:30	Concluding remarks – Claire Ward, PDA Director of Public Affairs

Event Speakers



RT Hon Kevin Barron MP, Shadow Minister for Public Health

Sir Kevin has been the member of parliament for Rother Valley since 1983. He was the originator of a Private Members Bill to ban the advertising and promotion of tobacco products in 1993. Kevin is currently chair of the All-Party Parliamentary Groups in Pharmacy. Kevin was knighted for political and public service in the 2014 New Year Honours.



Julie Wood, Chief Executive, NHS Clinical Commissioners

Julie's NHS career spans 30 years, focused on service development and innovation in primary care and commissioning, with the last 16 years at director or chief executive levels within health authorities and primary care trusts. In her role as Chief Executive of NHSCC, Julie works at the centre of detailed policy development and implementation.



Dr Matthew Boyd, University of Nottingham school of pharmacy

Matthew has lectured in pharmacy practice at the University of Nottingham since 2007. He has been published extensively and has worked with Professor Tony Avery on several studies into the benefits of pharmacist interventions in general practice. Matthew was a co-author of the seminal PINCER trial and has contributed to a number of evaluations of NHS initiatives.



Lord David Evans, Chairman, Institute for Collaborative Working

Lord David Evans of Watford has over 50 years of senior management experience in the print, creative, technology and welfare-to-work sectors. David has been chairman of the 'Institute for Collaborative Working' for the last 10 years where the institute has developed collaborative working as a key business discipline.



Mark Koziol, Chairman, the Pharmacists' Defence Association (PDA)

After qualifying as a pharmacist in 1984, Mark became a founder of the Young Pharmacists' Group in 1985 and was instrumental in raising £250k in donations to establish the social enterprise YPG pharmacy. Elected to the RPSGB Council in 1997, his close proximity to the 'peppermint water' case prompted him to stand down and establish the PDA in 2003.



Dr Duncan Jenkins, Specialist in Pharmaceutical Public Health

Duncan's career spans 30 years, in hospital, primary care and public health. He founded Morph Consultancy in 2001 and is a Specialist in Pharmaceutical Public Health at Dudley CCG. Duncan's expertise lies in developing systems which support safe and effective use of medicines.

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Post live questions and comments on the V Wall

Delegates will be able to post live anonymous questions and comments throughout the day using V Wall technology. There will also be opportunities to use online voting to post opinions on key questions during the day. Both initiatives will capture views and concerns which will inform future policy development and lobbying activities.

Getting to the venue

Conference Aston, Aston Street, Aston University Campus, Birmingham B4 7ET

A map and directions on getting to the venue can be found online: www.conferenceaston.co.uk/howtofindus. Car parking must be pre-booked and paid for online prior to arrival. To book car parking, please visit www.conferenceaston.co.uk/carparking. New Street, Snow Hill and Moor Street train stations are all within a 10-15 minute walk of the venue or a 5 minute taxi journey.

About the PDA

The PDA is a not-for-profit membership organisation, organising trade union representation and defence association benefits. With over 27,000 members, the PDA is now the largest pharmacist membership organisation in the UK.

The primary aims of the PDA are to:

- Support pharmacists in their legal, practice and employment needs
- Represent the individual or collective concerns of pharmacists in the most appropriate manner
- Proactively seek to influence the professional, practice and employment agenda to support members
- Lead and support initiatives designed to improve the knowledge and skills of pharmacists in managing risk and safe practices, so improving patient care
- Work with like-minded organisations to further improve the membership benefits to individual pharmacists
- Arrange insurance cover to safeguard and defend the reputation of the individual pharmacist.

Getting in touch

The Pharmacists' Defence Association (PDA)

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Let's stay connected. Follow us on social media!

Find us by entering the words '**Pharmacists' Defence Association**' into the search bar on the following sites:

