

Patient Information Forum Conference

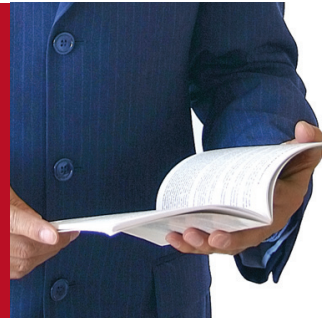
Producing Effective Information for Patients: The Key Issues

"Information is central to healthcare"

Better information, better choices, better health.
DH, 2004

"From the views of 1 million NHS patients, over half of their top 8 priorities were information-led."

Picker Institute, 2005



"48% of UK patients do not have enough information about their disease and treatments to be able to manage them confidently."

Pfizer, 2004



"Better information on accessing the NHS has emerged as a key issue in the Your Health, Your Care, Your Say consultation."

HSJ, 2005

Tuesday 28 February 2006
Manchester Conference Centre, Manchester

Providing patients with good quality information is fundamental to delivering a high standard of care. But often health information is inaccessible to or unsuitable for its intended audience.

Which is why this one day conference has been designed to outline, in practical terms, the steps that should be taken to ensure that accurate and timely information is delivered to patients, through the most appropriate channels.

CPD Accredited

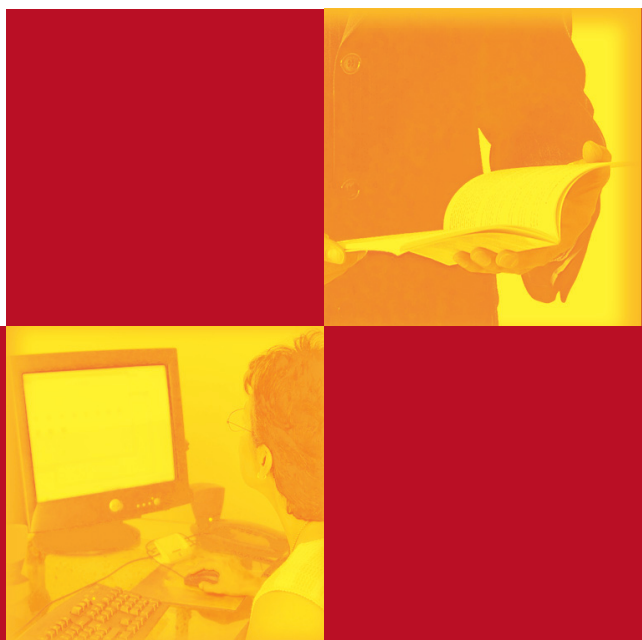
After an opening address from Sir Muir Gray, *Director of Clinical Knowledge, Process and Safety*, NHS Connecting for Health, ten presentations and workshops examine:

- ▶ what patients want from information: the results of an international survey
- ▶ information prescriptions in practice
- ▶ working with the voluntary sector to deliver effective information
- ▶ accreditation for patient and health information
- ▶ how to write with empathy
- ▶ ensuring equity of access
- ▶ the impact of design on patient information
- ▶ the importance of good communication skills
- ▶ the role of technology in delivering information
- ▶ the patient perspective.

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“Patients will need better information if they are going to improve their lifestyle, manage their disease, and participate in complex decisions about treatment. Better health-literacy education in schools will help, as will better-written health materials and well-trained educators for patients. But a great deal could be accomplished if doctors and other health professionals took time, at the end of each consultation, to make sure the patient had understood the key points discussed, and that they felt free to ask questions”

Taking health literacy seriously. The Lancet 2005; 366:85

Every patient is entitled to good quality health information – in a format which is easily accessible and readily understood. It is the basis for informed decision making and a fundamental component of a patient-centred health service – a message that was reiterated in the recent government publication ‘Creating a Patient-led NHS – Delivering the NHS Improvement Plan’.

If health professionals are to deliver care that matches the expectations of patients, carers and their families, information requirements clearly need to be addressed.

This practical one day conference will provide a step-by-step guide to developing and delivering effective health information.

From examining what it is patients want from information, to how to deliver it in practical terms, the event will explore the key components of ensuring communication and information in your organisation promotes better understanding, improved clinical outcomes and increased patient satisfaction.



www.pifonline.org.uk

The Patient Information Forum is an independent group united by a common purpose – the development, production and dissemination of high quality information for patients, carers, their families and beyond.

Established under the auspices of the King’s Fund in 1997, PiF supports the need for patients and consumers to have high quality information to enable them to become more involved in their healthcare.

PiF represents no particular group – instead looking to help organisations, individuals, source and share best practice.

10.00 Chair's Introduction

Chair: Mark Duman *Chair Patient Information Forum*

10.10 KEYNOTE OPENING ADDRESS

Sir Muir Gray
*Director of Clinical Knowledge, Process and Safety
NHS Connecting for Health*

- ▶ the constant and resourceful patient
- ▶ meeting demand through policy and practice
- ▶ 'Thrice better' and NHS Connecting for Health

10.45 What patients want from information

Ben Carrick
*Government Relations Manager
Pfizer Ltd
Results from the 'Informed Patient' information survey*

- ▶ health information dearth disregards boundaries
- ▶ the need for health literacy
- ▶ benefits of quality information provision

11.15 Questions and answers, followed by coffee and exhibition

11.45 Information prescriptions – US and UK perspectives

Don Kemper
*Chief Executive Officer HealthWise, USA, with
Angela Coulter*
Chief Executive Officer Picker Europe

- ▶ what is 'information therapy'?
- ▶ does what's over there work over here?
- ▶ information prescriptions in practice

12.15 The voluntary contribution

Joanne Rule
Chief Executive CancerBACUP

- ▶ working with the voluntary sector to deliver effective information
- ▶ how to harness the power of multi-media

12.40 Accreditation – quality mark or seal of doom?

Michael Pearson
*Head of Projects, New Product Development
British Standards Institute Product Services*

- ▶ the value of kite marking
- ▶ consumer perceptions of quality marks
- ▶ application to patient and health information

12.55 Questions and answers, followed by lunch, exhibition and 'Share Fare'

Delegates are invited to bring examples of health information to freely distribute at the 'Share Fare' tables

PIF THEMED PRACTICAL WORKSHOPS

14.10 Writing, producing & disseminating information Accessibility issues Design in health information

Through the patient's eyes

Simon Crompton
*Medical Editor
Body & Soul, The Times*

- ▶ how to write with empathy
- ▶ what is plain English?
- ▶ the power of print

Reaching the parts other information can't reach

Jane Wilson MBE
*Patient Information Co-ordinator
The Whittington Hospital NHS Trust*

- ▶ learning disabilities
- ▶ hearing and sight impairment
- ▶ translation

Putting patients in the picture

Karel van der Waarde
*Design Specialist
The Netherlands*

- ▶ design and medical errors
- ▶ what do patients get to see?
- ▶ example: information about medicines

14.35 Discussion

Each workshop will be followed by a discussion of:

- ▶ experiences you have had
- ▶ what did and didn't work for you
- ▶ what you find most challenging

15.05 Summing Up

Each workshop will conclude with a summing up and identification of the top three practical tips gained from the session

15.10 Tea and exhibition

15.30 Delivering patient information - the importance of good communication skills

Mr Bernard Ribeiro CBE
President The Royal College of Surgeons

- ▶ how to listen to, and elicit information from, patients
- ▶ the ideal consultation

15.50 Information on the move!

George Auckland
Head of Innovation BBC

- ▶ using technology to deliver the right information, at the right time, in the right place
- ▶ case studies from BBC Interactive

16.10 A real future patient

Fred Webber
Patient Hadfield Medical Centre, Derbyshire

- ▶ experiences in accessing my medical records
- ▶ what I'd like to see in the future

16.30 Drinks Reception, with an important announcement regarding future developments for PiF, kindly sponsored by Pfizer Ltd

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Fax the booking form to 020 8547 2300
Email hayley@healthcare-events.co.uk

Through our website at: www.healthcare-events.co.uk
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Your details (Please complete a new form for each delegate. Photocopies are acceptable)

Dr, Mr, Mrs, Ms

First name

Surname

Job Title

Department

Organisation

Telephone

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Please ensure you complete your full postal address details for our records.

Please specify any special dietary requirements

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By cheque A cheque for _____ is enclosed

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Conference handbook I cannot attend the conference but would like a copy of the conference handbook which includes speaker slides @ £69 a copy. The Handbook will be sent out a week after the conference, please fill in the 'Your details' section above for delivery.

This form must be signed by the delegate or an authorised person before we can accept the booking

Name

Signed

Date

Venue

The Manchester Conference Centre, UMIST, Weston Building,
Sackville Street, Manchester M1 3BB.
A map of the venue will be sent with confirmation of your booking.

Date

Tuesday 28 February 2006.

Conference fee

PIF members: £168 + VAT (£197.40)

Non members: £226.28 + VAT (£265.88) – includes individual annual membership to PIF.

The fee includes lunch, refreshments and a copy of the conference handbook.

Cancellations/substitutions

A refund, less a 20% administration fee, will be made if cancellations are received, in writing, at least 4 weeks before the conference. We regret that any cancellation after this time cannot be refunded, and that refunds for failure to attend the conference cannot be made, but substitute delegates are welcome at any time.

Confirmation of booking

All bookings will be confirmed by email, unless stated otherwise.

Accommodation

On confirmation of your booking you will receive details of accommodation.

Exhibition

If you are interested in exhibiting at this event, please contact Carolyn Goodbody on 020 8541 1399.

Credits

Approval of 5 CPD credits has been given for this conference.

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