

Ark Group's 2nd annual Mobile Healthcare event



MOBILE
Healthcare2010

One-day conference
25 November 2010

With the need to treat more patients in less time, and the need to cut overall costs, comes an increased focus on mobile technology as a means to achieve the productivity and cost-efficiency savings that are necessary in the healthcare sector, while all the time striving to improve patient care and standards.

Technological development in the mobile marketplace as a whole is fast-paced and with patients rapidly adopting smart-phone technology and applications in their personal lives, it is only a matter of time before they come to expect the same capabilities and speed of service when they access healthcare services too, whether public or private.

Ark Group's 2nd annual Mobile Healthcare event

This conference gives you the opportunity to explore with your peers the exciting possibilities for mobility in the healthcare sector. These possibilities appear endless and extend to ideas such as the diagnosis of patients by video and the regular use of smart-phones by clinicians to do their work. But we understand that in order to be fully adopted and for benefits to be realised, any mobile solution must fit the profession specific needs of the healthcare sector and must take into account factors such as patient confidentiality and ease of use; as well as urgency in the acute and emergency sector and the need for constant connectivity in a community services environment.

In the current environment, of course, solutions must first and foremost demonstrate clear and measurable cost-efficiency benefits and at this event, all speakers have been tasked with linking mobility to identifiable financial benefits.

For the second year

This event will bring together those who are leading the implementation of mobility projects in the health sector with the suppliers of the most up-to-date technology. Participants can learn from those at the leading edge of mobile healthcare provision. Accordingly, the speaker line-up includes IM&T Directors from healthcare organisations, both public and private; Central Government representatives, to give you an update on national programmes; and academics who are at the forefront of healthcare mobility research.

Each session will include a group discussion to give all participants the opportunity to ask questions and contribute their ideas and experience to the floor.

Designed for the senior IM&T professional, this is, above all, a valuable opportunity for participants to meet with each other and to learn from each other's experience of mobility project implementation, both positive and negative, success and failure, to leave the compact day of learning and networking, with a clear vision of what needs to be done.

In summary, this one day programme will help you:

- Manage business change to ensure that mobile technology is adopted
- Identify the cash releasing benefits of mobile solutions and ensure that they are realised
- Survey the market and choose the right mobile device for your clinicians and nurses
- Decide whether or not to implement unified communications technology
- Look in-depth at digital pens as an alternative healthcare mobility device
- Adopt an evidence-based approach for your mobility project

Highlights Include:

George Mac Ginnis from **PA Consulting** and **Continua Alliance** on how can we deliver affordable and approachable mobility to clinicians working in hospitals and communities

Adrian Byrne from **Southampton University Hospitals NHS Trust** on practical experience with mobile devices: identifying both the barriers to use and the cash releasing benefits

Dr. Philip Scott from **University of Portsmouth** on is your health informatics project evidence based?

Why is Mobile Healthcare 2010 'by qualification only'?

Because Mobile Healthcare 2010 is designed to enable senior directors from NHS and healthcare organisations to learn from each other's experience we apply strict qualification criteria. This ensures all delegates are of a similar level of seniority, experience and responsibility. In order to qualify you will need to be playing a key role in implementing IM&T projects in your organisation.

The programme

This has been researched with senior practitioners, experts and leading solution providers. From this in-depth research, we have isolated the key challenges and developed a programme which addresses these.

All sessions are entirely practitioner-led, meaning you hear "real-life" case studies of the challenges and benefits of IM&T projects.

A combination of presentations and interactive discussion allows you to maximise your learning and development around your own business challenges.

One-to-one meetings

The 30 minute consultative one-to-one sessions will give you the opportunity to sit down with senior representatives from leading solution providers, and quiz them on exactly how they can help you solve your challenges.

Superior networking opportunities

Our strict qualification process guarantees uniformly senior delegates at the same stages of strategic decision-making, facing the same management and implementation issues.

The structure of the event allows plenty of opportunity to discuss and debate strategies and develop business contacts.



WHY SPONSOR?

Mobile Healthcare 2010 is the premier one-to-one meeting format event for the healthcare sector

For sponsorship enquiries please contact:

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How can you guarantee the audience?

Participation at the event is by invitation only which enables us to guarantee the seniority of each delegate.

Invitations are only extended to those who:

- » Are looking to purchase solutions in the next 18 months Have decision making authority within their organisations
- » All attendees sign a detailed registration form stating that they are responsible for sourcing, shortlisting or implementing new or upgrade solutions, and that they are actively looking to do so in the next 18 months with an allocated budget.

As a sponsor at Mobile Healthcare 2010, you will have pre-event access to all delegate details including the solutions each is looking to implement, their deadlines and the budget at their disposal, so that you can identify and select those meetings most likely to result in future business.

What does our sponsorship package include?

- » Extensive branding opportunity prior to the event through email campaigns targeted at known practitioners
- » Logos included in advertisements that we run with our media partners
- » Guaranteed number of one-to-one meetings with key decision makers in healthcare organisations whose participation is on an invitation only basis

How will we work with the sponsors at Mobile Healthcare 2010?

We will give your company:

- » Guaranteed one-to-one, pre-scheduled business meetings with key decision-makers from healthcare sector organisations sourcing services and solutions, providing you with highly qualified leads
- » Informal and formal networking opportunities with up to 60 key decision makers from organisations looking at services and solutions. Your chance to meet with those delegates you do not have one-to-one meetings with through superior networking opportunities
- » Limited competition per product category - be one of a select group of solution providers attending the event
- » Brand awareness and promotion options including your company logo and URL on the Mobile Healthcare 2010 website prior to the event, maximising the exposure of your company and marketing message
- » Pre-event access to the online scheduler with all details of delegates so that you can make educated selections of who you would like to meet, and have time to research all delegates in order to maximise the success of your meetings
- » Opportunity to sit in on workshops and attend keynote presentations
- » A dedicated on-site management team to facilitate your one-to-one meetings
- » Additional sales leads to follow up after the event



VENUE DETAILS

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CONFERENCE AGENDA

25 November 2010

MOBILE
Healthcare2010
www.mobile-health.co.uk

08:30 Registration and refreshments

09:00 How can we deliver affordable and approachable mobility to clinicians working in hospitals and communities

- » Delivering mobility in a period of unprecedented change (for the NHS)
- » Working together: engaging professionals and giving them useable solutions without duplicating workloads
- » Working together: giving citizens and patients access to their records
- » Adding the ability for citizens and patients to add their own data and access knowledge

George Mac Ginnis, Director, PA Consulting and Chair of the Use Case Group, Continua Alliance

09:30 CASE-STUDY Implementing digital pens in a community healthcare services environment

- » In what healthcare circumstances do digital pens work best?
- » Integrating digital pen technology with the electronic patient record
- » Establishing workarounds and profession specific ways to record information
- » Encouraging the adoption of the technology by clinicians
- » Ensuring constant connectivity in a rural community setting
- » Demonstrating the results of digital pen implementation: What are the next steps for the project?
- » **GROUP DISCUSSION:** How could you use digital pens in your healthcare organisation? What are the barriers to implementation in your service? How could these be overcome?

Paul Chapman, Clinical Lead for Information Technology, Rotherham Community Health Services

10:00 One to one business networking meeting

10:30 One to one business networking meeting

11:00 Comparing devices in a healthcare services environment: PDAs, tablets, keyboards and mobile clinical assistants

- » Choosing your device: which model allows your clinicians to focus on medical advice and observations, not on the IT
- » Keeping keyboards clean in a healthcare environment to avoid the spread of infection
- » Ensuring you have the correct mobile operating software for your chosen device in order to provide a total mobile environment, mobility rather than portability
- » **GROUP DISCUSSION:** Which type of device does your organisation use/are you thinking of using?

Michael Gogola, Director of IT&S, HCA International Limited

11:30 Practical experience with mobile devices: identifying both the barriers to use and the cash releasing benefits

- » The difference between reviewing data and entering data
- » Local area wireless
- » Wide area (e.g. 3G) networks
- » Software applications
- » What makes a device successful in an operational environment?
- » What are the barriers to use?
- » Demonstrating the cash releasing benefits that can be achieved when mobility works
- » **GROUP DISCUSSION:** What is the impact of mobility on the staff/patient interaction

Adrian Byrne, Director of Information, Southampton University Hospitals NHS Trust

12:00 Adopting unified communications technology to cut costs

- » Detailing the cost-savings which can be achieved by adopting a unified communications strategy
- » Running voice over telephony through desktops
- » Running voice over telephony through mobile and smart-phones
- » Integrating video-calling and video-conferencing into your solution
- » What are the possibilities for treating patients using a unified communications approach?
- » **GROUP DISCUSSION:** Are you already using unified communications in your organisation? Are you thinking about deploying it? What do you consider to be the main pros and cons?

James Greenman, IT Director, Care UK

12:30 One to one business networking meeting

13:00 Lunch and one to one business networking meeting

14:00 SUPPLIER PANEL: Your chance to quiz your suppliers and ask them your most pressing questions about the mobile healthcare technology market

- » How suitable are smart-phones for use by clinicians and nurses? How can you combine personal and business use?
- » Comparing the different mobilisation platforms
- » Addressing the specific information security concerns related to mobile working in a healthcare environment
- » Ensuring the effective deletion of confidential data and wiping of systems when necessary
- » How are mobility needs different in a polyclinic environment?

Panellists from a selection of suppliers to be confirmed

14:30 One to one business networking meeting

15:00 One to one business networking meeting

15:30 Is your health informatics project evidence-based?

- » What is the state of the knowledge base?
- » Why are so few projects evidence-based?
- » How can the knowledge base be improved?
- » How can an evidence-based approach be promoted?

Dr. Philip Scott, Centre for Healthcare Modelling and Informatics, University of Portsmouth

16:00 Managing business change when introducing new technology

- » Demonstrating productivity and efficiency - addressing the clinical utility questions
- » Securing investment in the current environment - budget prioritisation and marginal analysis
- » Decommissioning outdated practices
- » Developing a systematic approach to implementation
- » **GROUP DISCUSSION:** What are the best ways of overcoming resistance to cultural and technological change in your experience?

Hadleigh Stollar, Programme Manager, NHS Technology Adoption Centre

16:30 Close of event