



**International Convention Centre Birmingham
Monday 17 November 2008**

The Community Pharmacy Conference, now in its eleventh year, is **the** event for Local Pharmaceutical Committees, Primary Care Organisations and pharmacy contractors. The Community Pharmacy Conference 2008 'Healthy People, Healthy Future' has an impressive programme with a public health theme. Alongside the conference is an exhibition with PSNC's Community Pharmacy Development Partners.

Further copies of the programme and registration form are available to download from the PSNC website:
www.psn.org.uk/events

Who should attend

- **LPC Members,**
- **Community Pharmacists and Pharmacy Contractors,**
- **PCT Chairs & CEOs,**
- **Directors of Primary Care and Public Health,**
- **Directors of Commissioning,**
- **Prescribing/Pharmaceutical Advisors,**
- **Medicines Management/Implementation Leads,**
- **SHA Primary Care & Commissioning Leads,**
- **SHA Pharmaceutical Advisors,**
- **PEC Members.**

Programme

10:30	Chairman's Introduction Dr Christopher Hodges, Chairman, PSNC
10:40	Minister Rt Hon Dawn Primarolo MP
10:55	Overview Sue Sharpe, CEO, PSNC
11:10	Q&A session
11:20	The public health challenge Dr Ruth Hussey, Regional Director of Public Health/SHA Medical Director, NHS North West. The challenge of leading public health improvement at a regional level – what role does community pharmacy play now and what potential for the future.
11:40	The National Vascular Risk Assessment Programme Dr Bill Kirkup, Associate NHS Medical Director, DH Details of the programme, rollout and how pharmacies can contribute to achieving targets.



12:00 **Breakout sessions**

Delivering Health Checks in community pharmacy – engaging with the public

Philip Banks, Pharmacy Services Manager, Tesco.

Tesco's experience of patient responses and interest in their own health. How it is promoted, what is provided and who has used it; learning points and patient responses.

Developing an NHS Vascular risk assessment – the Birmingham Heart MOT

Clare Kerr, Head of Clinical Services, Lloyds Pharmacy.

Describes the service, training requirements, skill mix, commissioning process, users, outcomes and findings.

Why healthcare can't ignore Sustainable Development

Maria Arnold, Sustainable Development Commission. (tbc)

Why sustainable development matters and how it will influence the future direction of healthcare policy and commissioning.

Changing consumer attitudes – making the case for pharmacy supported self-care

Gopa Mitra, Director of Health Policy & Public Affairs, Proprietary Association of Great Britain.

How to change consumer attitudes at a local level in order to maximise the value of pharmacy supported self-care.

13:00 Lunch

14:00 **Repeat of Breakout sessions**

15:00 **Improving public health through PCT and Local Authority collaboration**

Dr Paul Edmondson-Jones, Director of Public Health and Well-being, Portsmouth City Teaching PCT/Portsmouth City Council. Describe how Portsmouth tPCT and the City Council work together to impact on public health, including explaining how the Joint Strategic Needs Assessment process and local planning frameworks work.

15:25 **Pharmaceutical Needs Assessments – driving pharmacy engagement in public health**

Gianpiero Celino, Director, Webstar Health. The importance of PNAs, the need to update current iterations and the new standard requirements emerging from the White Paper commitment; how to use PNAs to inform the commissioning of public health focussed services.

15:45 **Q&A session**

16:00 **Close**

PSNC reserves the right to change or cancel any part of the published programme. PSNC reserves the right, at its absolute discretion and without liability, to cancel any advertised conference, in which event all fees paid to PSNC will be reimbursed.





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17 November 2008**

BOOKING FORM FAX BACK TO 01296 438427

Administration

How to make a Reservation

Simply complete the details on the right hand side of this form and return to PSNC *via fax (01296 438427)* or post to PSNC, 59 Buckingham Street, Aylesbury, Bucks HP20 2PJ. **Payment must be made at the time of booking.**

Delegate Fee

£185 (inc. VAT) – **Please note: bookings will not be processed until payment has been received.**

Fee includes delegate pack, refreshments and lunch.

Confirmation and Attendance

On receipt of your Booking Form and payment we will forward you delegate joining information providing timings for the conference, venue location and travel details.

Need a hotel?

For those who don't know Birmingham, hotels near to the conference venue include the Hyatt, Novotel (Broad Street), Holiday Inn, Crowne Plaza, Jury's Inn and the Malmaison.

We've found that the best rates can be found on the internet or alternatively call 0121 202 5005 which is a central reservations number offered by the Birmingham Convention Bureau Accommodation Service.

Cancellations

Cancellations should be notified in writing by fax or letter. If notification is received by 17 October, a full refund will be made. No refunds can be made after 17 October, but another person can be substituted at no cost providing PSNC is notified in advance in writing

Non-attendance

PSNC is unable to refund due to non-attendance.

Further Information

For enquiries relating to the conference please contact:
Events Team: **01296 432823**
email: **events@psnc.org.uk**

First Delegate Dr / Mr / Mrs / Ms / Miss / Other

NAME

ORGANISATION

POSITION

ADDRESS

Postcode

Telephone No

E-MAIL

Dietary reqs.

Second Delegate Dr / Mr / Mrs / Ms / Miss / Other

NAME

ORGANISATION

POSITION

ADDRESS

Postcode

Telephone No

E-MAIL

Dietary reqs.

No. of Delegates: @ £185 = £

Payment details:

Cheque for £ enclosed payable to PSNC

Please Invoice the Organisation

Invoicing address

Postcode

If your organisation requires a Purchase Order in order to pay our invoice, please send it with this Booking Form

OR provide the PO Reference here:

OR name of Authorising manager:

Payment by BACS: NatWest, 60-80-07, Acc No. 36275751 Quote ref: CPC/Name of your organisation (*maximum of 12 characters for the name of your organisation*)

Payment by Credit / Debit Card

Please debit my Visa/Mastercard/Maestro



Cardholder Name

Card No.

Valid from: Expiry Date: Issue No. (Maestro only):

Signature

Card billing address (if different from above)

This form must be signed by the delegate or an authorised person before the booking can be processed.

SIGNED

NAME