How to Improve and Extend your Cancer Service
Delivering Tailored, Value Based Care for Patients across Primary and Secondary Care

This event has been designed to provide cancer professionals with insight, high level discussion and best practice case studies to enable improved and extended cancer services. Attend this conference and drive forward outcomes across primary and secondary care and deliver value based care in a cost effective way.

Book now to focus on how to:
- **Improve patient flow, pathways and cancer outcomes:** focus on improving cancer outcomes, hitting targets, securing funding and the place of palliative care
- **Enable capacity to meet demand:** share best practice on driving forward multidisciplinary skills for nurses, early diagnosis and on delivering 24/7 services
- **Extend Care into the Community:** work more effectively with primary care, take away insights into living with and beyond cancer and effectively encourage self-management

**Plus: New Models of Acute Oncology Service**
Tuesday 24th March 2015, Manchester

Share case studies from:
- The Whittington NHS Trust
- The Royal Marsden NHS Foundation Trust
- University of Surrey
- The Royal Surrey County Hospital
- Hull and East Yorkshire Hospitals NHS Trust
- Southend Hospitals NHS Trust
- Lanarkshire NHS Trust
- Dorset HealthCare University NHS Foundation Trust
- North Bristol NHS Trust
- London Cancer Alliance

Tel: 01732 89 77 88  Follow on Twitter: @SBKevents
bookings@sbk-healthcare.co.uk
www.sbk-healthcare.com

NHS SPECIAL PRICES
£299 each with 2 places
£284 each with 4 places
9.00 Registration and Refreshments

9.30 Chairman's Introduction
Dr Pauline Leonard, Lead Cancer Clinician and Consultant Medical Oncologist, Whittington NHS Trust

Improving Patient Flow, Pathways and Outcomes

9.40 Designing, Piloting and Realigning your Service to Improve Cancer Outcomes: The Whittington Experience
• Why take a unique approach to designing and realigning cancer services?
• Whittington cancer service pilot: an insight into how cancer outcomes were improved
• Responding to the greater need: enabling value based care for patients
• Struggles and outputs shared: what would we do differently given another go?
Dr Pauline Leonard, Lead Cancer Clinician and Consultant Medical Oncologist, Whittington NHS Trust

10.10 Examining how Targets can be Achieved: Implementing a Dedicated Renal Cancer Service
• Implementing a dedicated nurse led service to address disease and treatment specific complications
• Putting a business case together and securing funding
• How the service was improved for better patient care and providing a return on investment
• Developing skills and creating value based care for patients
Dr Agnieszka Michael, Consultant Medical Oncologist, University of Surrey & Lucie Broome, Renal Cancer Clinical Nurse Specialist, Royal Surrey County Hospital

10.40 Networking Break

11.00 Delivering Early Diagnosis of Cancer Following Emergency Presentation
• Steps to implement in order to enable the prevention of late diagnosis
• Overcoming barriers and reassessing how patients access primary care
• Creating a meaningful approach to improve communication between primary and secondary care
• Measuring the results: can early diagnosis be achieved and make a difference?
Dr Neil Chauhan, Darzi Fellow in Clinical Leadership, London Cancer, UCL Partners

11.30 Successful Models for Developing Pathways and Integrating CUP into your Service
• Exploring the best methods for creating a sustainable partnership
• What is the impact of setting up separate MDTs?
• Should oncology be receiving direct referrals from GPs to improve the service?
• How might technology improve patient care?
Dr Rajarshi Roy, Consultant Clinical Oncologist and Clinical Director, Specialist Services Division, Hull and East Yorkshire Hospitals NHS Trust

12.00 How is Palliative Care Delivered and what Place does it have in Cancer Services?
• Update on palliative and end of life care frameworks and national standards – are they being met?
• Developing a service with no boundaries between hospices, hospitals and the community
• What does the patient want? Encouraging and enabling patient self-management
• How to manage the resource intense nature of palliative care
Dr Catherine O'Doherty, Palliative Care, Consultant Oncologist, Southend Hospitals NHS Trust

12.30 Discussion with the Morning Speakers led by Dr Pauline Leonard, Whittington NHS Trust

12.50 Networking Lunch

Enabling Capacity to Meet Demand

2.00 Share Best Practice: How to Build Multidisciplinary, Transferable Skills for Cancer Nurses
• Training for transferable skills: how to evolve the role of the cancer nurse
• Developing from CNS to ANP, taking on audits and discharges: benefits and drawbacks
• Building the right communication skills: impact of staff on patients
• Breaking bad news in a sensitive way: psychological care for cancer patients
Dr Shelley Dolan, Chief Nurse, The Royal Marsden NHS Foundation Trust and Clinical Director, London Cancer Alliance
What will you take away?

By attending this unique conference you will gain practical insight and establish the tools to enable you to develop and extend your cancer services, better monitor & measure outcomes, improve communication across networks and take home strategies to develop nurse led or community led services.

Separately bookable day:

New Models of Acute Oncology Service

Tuesday 24th March 2015, Manchester

How to Build and Manage your Service to Ensure Cost Effective and Efficient Care

This event has been specifically designed for those responsible for running and growing an acute oncology service and will give you insight to streamlining pathways and ensuring better outcomes for patients.

For further information, visit www.sbk-healthcare.com

NHS SPECIAL PRICES

£299 each with 2 places

£284 each with 4 places

SBK Healthcare are pleased to offer you a special package for NHS or public sector attendees, where you can have two places for the discounted price of £299 + VAT, or if you book four or more places then the price reduces again to £284 + VAT. That is a saving of up to £100 on each place!

Sponsorship, Exhibition and Branding

Pre, On the Day and Post Event

If you join us in 2015, you will be able to talk directly to this cancer services audience, build familiarity and take away leads. Only at this event will you achieve quality exposure, long term recognition and the opportunity to demonstrate your expertise. For further details email sarah.kemm@sbk-healthcare.co.uk or telephone Sarah Kemm on 01732 89 77 88.

CPD Available: A certificate of Continuing Professional Development will be given to each participant who completes the conference, as a record of your training and development
5 Ways to Book your Place:

1. Telephone 01732 89 77 88
2. Online at www.sbk-healthcare.com
3. Email bookings@sbk-healthcare.co.uk
4. Complete the registration form and fax to 01732 44 80 47
5. Post the completed form to SBK: Healthcare, 10 Churchill Square, Kings Hill, West Malling, ME19 4YU

Any Questions?
To register, discuss any particular requirements you may have or for further information about ways to pay, please telephone 01732 89 77 88 during office hours.

Registration Information
Venue: DoubleTree by Hilton, One Piccadilly Place 1, Piccadilly St, Manchester M1 3DG.
Tel: 0161 242 1000
Travel: DoubleTree by Hilton is less than one minute walk from Piccadilly Station. Trains run regularly from London Euston, Birmingham, Leeds, Nottingham and Liverpool to Manchester Piccadilly station.
Accommodation: Bed and breakfast is available at the specially discounted price of £115 plus VAT subject to availability. Simply tick the dates that you wish to book under fees and payment details. In order to guarantee your reservation, credit card details must be provided. We regret that bookings for bed and breakfast accommodation cannot be accepted without full credit card details. Your credit card will be charged in the event of the invoice not being settled one month following the event.
Special Needs: If you have any special needs or any particular dietary requirements, we are happy to help where possible. Please contact us with details. Vegetarians will be catered for.
Certificate of Attendance: A certificate for Continuing Professional Development will be given to each participant who completes the course, as a record of your continuing professional training and development.
Fee: Registration fees are payable in advance. The fee includes documentation, refreshments and lunch. It does not include travel costs or accommodation. If your fee has not been received prior to the event, delegates without proof of payment will be asked for a credit card guarantee on the day.
Cancellation and Substitutions: A refund of fees will be made only for cancellations received in writing 28 days prior to the event (less £90 administration charge). No refunds will be accepted after this date. Substitution of one conference attendee for another will be accepted at any time – please send us an email informing us of the change.
Data Protection: Your details will be held on our database. We are able to process your order and so you can be kept up to date with relevant details of future events. Sometimes they may be made available to external organisations for marketing purposes. If you do not wish to receive such information please write to: Database Manager, SBK (UK) Ltd, 10 Churchill Square, Kings Hill, West Malling, ME19 4YU as necessary. We will not pass your details on to any other company without your consent.

Registration Form:
For multiple bookings please photocopy this form

Event Code: 1529ON

First Attendee/Conference:  
Cancer Services  
Title:  
First Name:  
Family Name:  
Job Title:  

Second Attendee/Conference:  
Cancer Services  
Title:  
First Name:  
Family Name:  
Job Title:  

Department:  
Organisation:  
Booking Contact Name:  
Telephone:  
Mobile:  
Email:  
Address:  
Postcode:  

Fees and Payment Details:

- **Price per Delegate**

  - NHS or Public Sector for one place .......................................................... £384 + VAT
  - NHS or Public Sector for two or three places (each) ................................ £299 + VAT
  - NHS or Public Sector for four places (each) ........................................... £284 + VAT
  - Commercial organisations for one place ............................................... £684 + VAT
  - Commercial organisations for two or three places (each) ..................... £599 + VAT
  - Commercial organisations for four or more places (each) ................... £584 + VAT

  Plus VAT @ 20%, Total Price including VAT  

- Bed & Breakfast Accommodation for Monday 23rd March ........................... £115 + VAT
- Bed & Breakfast Accommodation for Tuesday 24th March ........................ £115 + VAT
- Please send me documentation only at £89 per set  
- Please send me sponsorship and exhibition information  
- Yes, I agree to all the terms and conditions of booking (signature here)  
  
  Date  

- **Credit Card Payments**  
  Credit card payments will be subject to a charge (Visa, Mastercard and Amex 2.7%). Debit cards carry no charge.
  Please charge my AMEX/CREDIT/DEBIT  
  Card No  
  Expiry Date ______/____/____ 3 Digit Security Number _________  
  Card Holder's Name  
  Signature  
  Card Billing Address  
  
  Contact Tel No for Card Holder  
  Purchase order No.  

- **BAcS Payments**  
  Please quote reference 1529ON and your family name. Santander UK PLC, Bootle Sort Code 08-01-50 A/C No. 05321152  

- **By Cheque**  
  Made payable to SBK (UK) Ltd  
  Please invoice my company  
  Address of person invoice to be emailed to:  

**Additional Documentation:** If you are unable to attend or would like to pick up an additional set of documentation on the day, the event documentation is available for purchase at £89 per set.

**Are you Registered?** You will always receive an acknowledgment of your booking. If you do not receive anything, please call us on 01732 89 77 88. All best endeavours will be made to present the programme as printed. However, SBK: Healthcare reserves the right to alter the programme, speakers, date or venue.