

# Frontiers in Laboratory Medicine 2013

**Innovate, Engage, Improve:  
Addressing the agenda of the reshaped NHS**

## **The essential meeting for senior laboratory professionals**

**International speakers and national experts,  
panel discussions, debates, and workshops.**

### **Topics to include:**

- Innovating Pathology into the future
- Financial impact of innovative change and commissioning the new NHS landscape
- Pathology – commodity or service?
- Benefiting patient care ... in Haematology, Microbiology and Genomics
- Leading for quality... in Histopathology
- Does the laboratory really understand and deliver what patients require of the service?
- Continuous quality improvement
- Adding value to healthcare by improving access
- Transitional change ... learning lessons from early adopters

**Plus ... question time, additional breakfast  
workshop session and prize for best poster**

**29th - 30th  
January  
2013**

**Austin Court,  
Birmingham**

**Register at:**  
<http://acb.org.uk/site/film.asp>

**Further information from:**  
FiLM Secretariat  
Meeting Makers  
Block 4, Unit 4  
Kelvin Campus  
West of Scotland Science Park  
2317 Maryhill Road  
Glasgow G20 OSP  
Scotland, UK

Tel: 0141 945 6880  
Fax: 0141 945 6899  
[film@meetingmakers.co.uk](mailto:film@meetingmakers.co.uk)



# Frontiers in Laboratory Medicine 2013



## FiLM 2013 Programme

### Day One: Tuesday 29th January

**Chair: Michael Thomas**, President ACB, UK

0850 **Introduction and welcome**  
**Michael Thomas**, President ACB, UK

#### INNOVATION, HEALTH AND WEALTH: PATHOLOGY'S CONTRIBUTION

0900 **View from the Department of Health**  
**Ian Barnes**, National Clinical Director of Pathology,  
Department of Health, UK

0910 **Innovating Pathology into the future –  
the commissioning perspective**  
**Graham Atkinson**, Transitional Director, North of  
England CCG Development Lead, NHS Commissioning  
Board and Commissioning at NHS North West, UK  
Graham is part of the Commissioning Development Team within  
NHS North West and across the North of England. He is seconded  
to the NHS Commissioning Board as Clinical Commissioning Group  
(CCG) Authorisation and Development Lead for the North of  
England. Graham is closely involved with emerging national  
policy and gives an insight into how the new commissioning  
arrangements effective from April 2013 will impact providers and  
Pathology services.

0930 **Innovating Pathology into the future –  
CEO perspective**  
**Mark Newbold**, Chief Executive at Heart of England  
NHS Foundation Trust, UK  
Mark Newbold has a background in Histopathology and had a  
lead role in developing the National Bowel Cancer Screening  
programme. Mark provides an insight into how Pathology will  
need to innovate to meet future challenges from a Chief  
Executive's perspective.

0950 **Innovation, Health, Wealth and its  
implementation**  
**Maggie Boyle**, Chief Executive, Leeds Teaching  
Hospitals, UK (to be confirmed)

1010 **Panel debate** with session one speakers

1100 **Morning coffee/tea break**

#### LEADING FOR QUALITY

1130 **The role of clinical senates and networks in  
leading quality**  
**John Burn**, Professor of Clinical Genetics, Institute  
of Genetic Medicine, Newcastle University, UK  
(to be confirmed)  
Newly formed Clinical Senates will help Clinical Commissioning  
Groups, Health and Wellbeing Boards and the NHS Commis-  
sioning Board to make the best decisions about healthcare for the  
populations they represent by providing advice and leadership at  
a strategic level. Understand the composition of the senates, their  
role and how this aligns with Pathology service provision.

1200 **Quality during the transition**  
**Leo Serrano**, Laboratory Director, Corporate,  
Broward Health Medical Center, Fort Lauderdale, US  
As laboratories are being reorganized it is Pathology leadership  
that allows the laboratory to stay focused on providing high  
quality test results in support of quality patient care. Learn how  
Lean methods can guide laboratory staff toward the new  
organizational structures and laboratory workflow. Explore how  
the principles of continuous improvement can energize staff and  
align efforts toward common objectives.

1230 **Improving patient care by reducing laboratory errors**  
**Richard Zarbo**, Henry Ford Medical Centre, Detroit, US  
Richard will present on how his Department is leading on quality  
in Histopathology with a system of lean transformation and con-  
tinuous improvement to monitor and minimise labelling and  
reporting errors.

1300 **Lunch**

#### INNOVATION TO BENEFIT PATIENT CARE

1345 **Benefiting patient care by implementing Improving  
Outcomes Guidance in Haematology**  
**Andrew Jack**, Head of Department, Haematological  
Malignancy Diagnostic Service, Leeds, UK  
Improving Outcomes Guidance (IOG) has improved the quality of  
cancer services. The IOG for Haematological Oncology  
recommends development of specialised integrated Malignancy  
Diagnostic Services covering a large population catchment.  
Andrew describes how the service benefits patients ensuring  
accuracy of diagnosis, thus avoiding human and financial cost.

1410 **Benefiting patient care using Genomics**  
**Angela Douglas**, NW Lead Scientist and Medical  
Genetics Laboratory Director, Liverpool, UK  
A report by the Human Genomics Strategy Group made six  
recommendations to Government in January 2012. Angela  
outlines the future for genomic technology, the implications for  
adoption in the NHS and the potential benefits to patient care.

1435 **Benefiting patient care through better engagement**  
**Peter Cowling**, National Pathology Advisor in  
Microbiology, UK  
Peter describes how improved engagement with service users to  
agree key performance indicators and clinical repertoire/  
reporting measures can optimise Microbiology service delivery to  
the benefit of patient care.

1500 **Financial impact for Organisations of  
innovative change**  
**Patrick McGinley**, Head of costing and SLR,  
Maidstone and Tunbridge Wells NHS Trust, UK  
Scientific and technological advances mean that patients are  
treated more effectively, putting greater pressure on health and  
care services to maintain quality of life for longer. How will  
Organisations manage the adoption of innovative change?

1525 **Afternoon coffee/tea break**

#### LEADERSHIP, PATIENTS AND CUSTOMERS

##### Understanding what a new generation of patients require of pathology services

This session will stimulate and challenge the audience to consider  
what patients want and need of a Diagnostics service and what  
pathology laboratories could do to meet such expectations.





## FiLM 2013 Programme

1550 **Part 1:** What patients expect of their diagnostic service and how that fits into their treatment. How patients interact using social media sites to understand and manage their medical conditions.  
**Alexandra Brownsdon**, Adult survivor of childhood cancer and member of 'SurvivorNet'

**Charlotte Hails**, member of CLIC Sargent's Survivors Taskforce /Patient Representative

1605 **Part 2:** Does the laboratory understand how a new generation of patients expect to access, utilise and understand their test results to impact their clinical care? How can the laboratory meet the requirements?

**Jonathan Kay**, Department of Clinical Biochemistry, John Radcliffe Hospital, Oxford, UK

1630 **Question time**

1645 **The choices Pathology faces**

**Ian Barnes**, National Clinical Director of Pathology, Department of Health, UK

Ian will give a personal view on the choices Pathology faces to deliver a clinical service into the future.

1715 **Close**

## Day Two: Wednesday 30th January

**BREAKFAST WORKSHOP** (breakfast will be provided)

0745 This session explores the learning lessons from the early adopters of transitional change straight from the teams leading the change. A chance to hear the outcomes of strategies to drive Pathology redesign, with examples of

- market testing
- establishing a tariff based reimbursement system
- collaboration with commissioners

**Chair: Robert Michel**, Dark Report, US

### **PATHOLOGY – COMMODITY OR SERVICE?**

0900 **Background and global perspective**

**Robert Michel**, Dark Report, US

It is widely-predicted that tomorrow's ideal healthcare system will be proactive and personalized. That is a prime motivation behind encouraging the integration of physicians, hospital, and other healthcare providers in many countries across the globe. The central question for pathology is whether laboratory tests will be treated as a commodity, to be paid at the lowest price that can be negotiated. Or, will government health programmes be willing to pay for the value of the test results they deliver to clinicians. This thought-provoking session looks at the ways that different nations are reimbursing laboratory testing and the consequences for the availability and quality of services provided.

0930 **The International perspective**

**Khosrow Shotorbani**, Senior Vice President, Director of Business Innovations, ARUP Laboratories, US

In the US, new models of integrated clinical care are being developed. Accountable care organizations (ACO) and medical homes encourage primary care and specialist physicians, hospitals, and other healthcare providers to integrate clinical care pathways and patient services. Will such organisations want to buy pathology services at the lowest cost or be willing to pay more for an

interpretive service to improve patient outcomes and lower the overall cost per healthcare encounter? Early models of integrated care in the US will be presented. Understand how progressive pathology laboratories are offering sophisticated diagnostic consultations in support of laboratory test results.

1000 **The UK perspective**

**Tim Wreghitt**, Clinical Lead for Pathology, Strategic Projects Team, NHS Midlands and East Strategic Health Authority, UK

In the UK, different models are being adopted to drive and reshape Pathology service delivery, including market testing, tariff reimbursement approaches and systems encouraging collaborative working. This session will give an overview of the process of tendering for direct access pathology.

1030 **Discussion**

1100 **Morning coffee/tea break**

### **STIMULATING INNOVATION**

1130 **Implementing innovation, health and wealth**

**Doris Ann Williams**, Chief Executive of the British In Vitro Diagnostics Association, UK (to be confirmed)

As a member of the Innovation, Health and Wealth implementation Board Doris Ann is well placed to provide an overview of the activities of the twenty Task and Finish groups that have been charged with providing solutions to the problems associated with the recognised barriers to innovation. She will also describe the work of an in vitro diagnostic subgroup focusing on aligning financial incentives to drive innovation.

1155 **Understanding Value and Innovation**

**Christopher Price**, Department of Primary Care Health Sciences, University of Oxford, UK

The NHS does not have a good record of recognising value and encouraging innovation, including laboratory medicine. If this is to change there has to be a culture that understands and champions value; the starting point is more patient centred care and a focus on outcomes. This depends on integrating laboratory medicine more deeply into the care team, as well as learning to use some of the tools discussed at previous FiLM meetings, but with a broader care pathway perspective.

1220 **Understanding and Using Incentives to Promote Innovation**

**Phil Hudson**, Managing Director, Beeston Consulting, UK

How best can pathologists and diagnostic companies make the case for calculating the value to – patients, clinicians, trust boards and tax payers – of diagnostic innovation and ensure that the benefits occurring from rapid adoption and diffusion of proven innovation can be achieved?

1245 **Questions and discussion**

1300 **Lunch**

### **CONTINUOUS QUALITY IMPROVEMENT**

1340 **Understanding the constraints impacting patient care in the emergency care pathway**

**Kate Silvester**, Clinical Systems Engineer, Parasol Ltd, UK

Kate's presentation will outline the relationship between poor emergency flow, mortality and cost. Understand how to diagnose and tackle the constraints to patient flow and the fundamental part that pathology has to play. How does the balance of 'economies of scale' versus 'economies of flow' impact on delivering safe, efficient patient care.



## FiLM 2013 Programme

### 14.05 Emergency care on the front line

**Tracey Smith-Straney**, Clinical Scientist and Haematology Department Manager, University Hospital Aintree, Liverpool, UK

Tracey is a Major in the reserve army in Liverpool and has had two operational tours of Afghanistan. Understand how all UK laboratory standards for POCT have been applied on the front line and how crucial the use of POCT devices are to aid the massive transfusion protocol and how multi-national healthcare professionals are working together to provide expert standards of care.

### LEADERSHIP IN CONTINUOUS IMPROVEMENT

#### 1425 What are the qualities of leadership required to deliver Continuous Quality Improvement (CQI)?

**Richard Zarbo** and **Rita D'Angelo**, Henry Ford Medical Centre, US

#### 1445 CQI Leadership programme: what why how?

**David Clark**, National Clinical Lead, NHS Improvement, Director, Path Links, UK

**Experience as a participant on the CQI Leadership programme**

**Roger Start**, Clinical Director, Chesterfield Royal Hospital, UK

**The role of exemplar network to support CQI**

**David Hamer**, National Clinical Lead, NHS Improvement, Professional Lead for Laboratory Medicine, Bolton NHS Foundation Trust, UK

#### 1525 Afternoon coffee/tea break

### ADDING VALUE TO HEALTHCARE BY IMPROVING ACCESS

#### 1545 Improving access by NHS innovation and reform

**Richard Smale**, PCT Programme Director for Bristol

#### 1605 Diabetes

**Saravan Ponnusamy**, Consultant Endocrinologist & Associate Clinical Professor, Warwick Medical School, UK  
Saravan has developed systems in order to deliver high quality individualised diabetes care at low cost. Collaboratively working with the local Pathology service a database for individual and population based care has been established and a laboratory based patient call/recall service developed.

#### 1620 Health checks in mosques

**Martin Myers**, Clinical Director for Pathology, Lancashire Teaching Hospitals FT, UK

Martin has worked with ethnic communities in Lancashire to introduce one-stop diagnostic testing in a local mosque. Martin explains how the scheme has helped improve health outcomes in difficult to reach communities by earlier diagnosis and lifestyle advice.

#### 1635 Health checks in a pharmacy setting

**Linda Bracewell**, Pharmacist, Baxenden Pharmacy, Lancashire, UK

Linda's pharmacy is one of 13 across East Lancashire to deliver a health check assessment service. Understand Linda's role as part of a multidisciplinary team that set up the service delivery model in conjunction with Primary and Secondary Care Clinicians, Commissioners and the local Pathology Laboratory. Hear her experience of how the service is benefitting patient care.

#### 1650 Summary and close

**Robert Michel**, Dark Report, US

## REGISTRATION FEES

### FiLM 2013

#### NHS/Public Sector/Laboratory Professionals

On or before 31st Dec 2012: £358.80 (£299 + VAT at 20%)

From 1st Jan 2013: £414.00 (£345 + VAT at 20%)

#### Commercial Organisations

£594 (£495 + VAT at 20%)

For those attending FiLM 2013, fees include all sessions, refreshments, lunch on the 29th and 30th January 2013, conference literature (including online access to presentations after the event) and the Dinner on the evening of 29th January.

Shared registrations are available to split one registration between two members of staff, each attending one day.

### FiLM Dinner

The FiLM 2013 Dinner will take place at Bank Restaurant at 4 Brindley Place, Birmingham. The evening will begin with pre-dinner drinks at 1930 hours, followed by a three course dinner and drinks.

### Accommodation

Accommodation is available at the following hotels. Prices are per room, per night.

HOTEL	STARS	ROOM ONLY	B&B SINGLE OCCUPANCY	B&B DOUBLE OCCUPANCY
Jurys Inn	3	£75.00	£80.00	£90.00
Holiday Inn Express	3		£90.00	£90.00
Hilton Garden Inn	4	£99.00	£109.00	£119.00
Malmaison	4	£115.00	£125.00	£135.00

### Hotel Bedroom Booking Procedure

#### Online card payments –

accommodation costs to be paid for at the time of booking.

#### Payment by cheque/bank transfer –

an accommodation invoice will be sent on receipt of booking and payment is due within 28 days. Any extra charges incurred during your stay must be settled directly to hotel before departure. If provision for accommodation payment has not been made then monies will be collected onsite at the Finance Desk.

### Hotel Amendments and Cancellations

No refunds will be given after 21st December 2012. All cancellations must be received in writing – by email, fax or hardcopy mail. Any reduction in nights after this date will be treated as a cancellation and no refund will be given.

Any accommodation refunds issued will be subject to a charge of £20.00.

# Registration

## Please register on-line at [www.acb.org.uk/site/film.asp](http://www.acb.org.uk/site/film.asp)

or complete the booking form below and return to:

FILM Secretariat, Meeting Makers, Block 4, Unit 4, Kelvin Campus,  
West of Scotland Science Park, 2317 Maryhill Road, Glasgow G20 0SP, UK

Fax: 0141 945 6899

### DELEGATE INFORMATION

Title (Prof/Dr/Mr/Ms/Mrs/Miss etc) \_\_\_\_\_

First Name \_\_\_\_\_

Family Name \_\_\_\_\_

Job Title \_\_\_\_\_

Organisation \_\_\_\_\_

Building/House Name \_\_\_\_\_

Street Address (1) \_\_\_\_\_

Street Address (2) \_\_\_\_\_

City \_\_\_\_\_

State/Province/County \_\_\_\_\_

Zip/Postcode \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Member of associations \_\_\_\_\_

Membership number (if known) \_\_\_\_\_

Personal Requirements (Please give details of any dietary requirements or concerns relating to visual or hearing difficulties, access or allergies, etc):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### REGISTRATION FEES

#### FILM 2013

NHS/Public sector/Laboratory Professionals

On or before 31st December 2012

£358.80 (£299 + VAT at 20%)                   £ \_\_\_\_\_

From 1st January 2013

£414.00 (£345 + VAT at 20%)                   £ \_\_\_\_\_

Commercial Organisations

£594 (£495 + VAT at 20%)                   £ \_\_\_\_\_

For those attending FILM 2013, fees include all sessions, refreshments, lunch on the 29th and 30th January 2013, conference literature (including online access to presentations after the event) and the Dinner on the evening of the 29th January.

### BREAKFAST WORKSHOP

I plan to attend the Breakfast Workshop: Yes  No

### SHARED REGISTRATION

To select the shared registration option, please tick here

Please provide the name of the person sharing the registration  
\_\_\_\_\_

(please note that confirmation will only be sent to the individual completing the booking form)

### CONFERENCE NOTES

**Additional** copies of the conference notes and online access to the presentations are available to purchase. The notes are also available to buy if you are unable to attend the meeting and online access will be available after the meeting.

Conference Notes      £95.00      No of copies \_\_\_\_\_      £ \_\_\_\_\_

**Total Fees**   £ \_\_\_\_\_

### SOCIAL PROGRAMME

The Dinner on the evening of Tuesday 29th January 2013 is included in the FILM 2013 fee, please confirm if you will be attending.

I will attend the dinner  Yes  No

### PANEL DEBATE

Please submit a question for the Tuesday morning panel debate session:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT DETAILS

#### PAYMENT BY CREDIT CARD

If you wish to pay by credit card please tick the box and you will be sent a link to enter your credit card details into the on-line system

#### PAYMENT BY CHEQUE

If paying by cheque, please ensure that your cheque is drawn on a UK bank, and made payable to the ACB.

#### PAYMENT BY BANK TRANSFER

The bank account details for FILM 2013 are as follows:

**Account Name:** Association for Clinical Biochemistry

**Account Number:** 70116211   **Sort Code:** 40-02-12

**Name of bank:** HSBC Bank plc

**Address of bank:** 281 Chiswick High Road, Chiswick, London, W4 4HJ

Please quote your name and invoice no. or delegate ID no. as a reference.

Please send remittance advice to [film@meetingmakers.co.uk](mailto:film@meetingmakers.co.uk)

### ACCOMMODATION

To select accommodation please indicate your chosen hotel.

**PLEASE NOTE: ALL ROOM COSTS ARE PER ROOM PER NIGHT AND INCLUDE VAT.**

Hotel	Rm. only	Single	Double	Arr. Date	Depart. Date	No. Nights
Jurys Inn	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Holiday Inn Express	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Hilton Garden Inn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Malmaison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

### HOTEL BEDROOM BOOKING PROCEDURE

Online card payments - accommodation costs to be paid for at the time of booking.

Payment by cheque/bank transfer – an accommodation invoice will be sent on receipt of booking and payment is due within 28 days. Any extra charges incurred during your stay must be settled directly to hotel before departure. If provision for accommodation payment has not been made then monies will be collected onsite at the Finance Desk.

### CANCELLATION POLICY

All cancellations must be notified in writing.

#### Cancellation of Registration

Cancellations must be received in writing on or before 21st December 2012 and will be subject to an administration charge of £65. After this date there will be no refunds for cancellation of registration.

#### Cancellation of Hotel Accommodation

No refunds will be given after 21st December 2012. All cancellations must be received in writing – by email, fax or hardcopy mail. Any reduction in nights after this date will be treated as a cancellation and no refund will be given. Any refunds issued will be subject to a charge of £20.00

### DECLARATION

I have read and accepted the cancellation terms as contained within this booking form.

Signature \_\_\_\_\_ Date \_\_\_\_\_



# Frontiers in Laboratory Medicine 2013

## Your personal invitation to FiLM:

It's a time of unprecedented change in healthcare – not just in the United Kingdom, but in every developed country across the globe!

To help you keep your pathology laboratory at the front edge of clinical excellence and financial stability, FiLM 2013 will present you with essential sessions, led by distinguished experts and innovators. This is your opportunity to get the latest on new clinical care delivery models, changes in payment and commissioning, new automation technologies, and all the latest in molecular diagnostics, quality improvement, and more.

**Book today to ensure your participation at FiLM 2013!**



**Robert Michel**  
The Dark Report, US



**Michael Thomas**  
The Association for  
Clinical Biochemistry, UK

## Experiences of FiLM delegates:

- “ Excellent agenda and stimulating presentations”**
- “ There is nowhere else you can meet the major players in laboratory medicine in a congenial and interactive learning environment. I came away energized and enthused”**
- “ If there is only one meeting you get to in a year, this has got to be top of the list...current, relevant and thought provoking”**
- “ My first choice on the conference calendar”**

## A3 Problem Solving NHS Improvement prize for best poster

- **Have you solved a problem using A3?**
- **Would you like to share your approach with others?**
- **Can you quantify your outcomes and impact?**
- **Is it worthy of national recognition?**

For the second year FiLM will have an A3 room demonstrating the use of A3 in problem solving. A prize will be awarded for the best poster demonstrating a structured approach to problem solving, methodology, use of improvement tools, user engagement and outcomes.

Submissions in A3 format ONLY.

Please email your submissions in PDF format to [film@meetingmakers.co.uk](mailto:film@meetingmakers.co.uk)

FiLM 2013 is sponsored by:

