



South West Primary Care Academy
Practice Managers Conference 2022
The changing face of General Practice
27th April 2022
Engineers House, Bristol,
The Promenade, Clifton Down, Clifton,
Avon, Bristol BS8 3NB

General Practice continues to change at pace – with digitisation and transformation of GP service delivery all accelerated by the Covid-19 Pandemic. At practice level, primary care has altered dramatically in the past year, with staff both clinical and administrative, adapting to new ways of working. This has heightened the skills requirements, for GPs, clinicians and for all members of the non-clinical teams. The continued transitioning to the PCN model presents its own challenges around changing business models, funding challenges, an increasing governance burden, all coupled with a now digital population with changing expectations.

These pressures are driving the fundamental transformation in general practice services with our focus now firmly on general practice services that will be able to work at scale within the framework of the PCNs and Integrated Care Services. We are witnessing development and expansion of the healthcare workforce and improved practice environments – clinical pharmacists, link workers, physiotherapist, dieticians, mental health practitioners, paramedics amongst others are all part of the new PCN frameworks. Improving our ability to signpost patients to the most appropriate service or where more appropriate supporting them to self-care.

General practice working as part of a more joined up primary care workforce that will be able devote the greatest amount of time to quality and health improvement for patients and local communities. What matters now is getting on and delivering it so that practices can start to make a difference and patients can start to feel the difference. The Pandemic has enabled many PCNs to come into their own in the crisis, collaborating well and sharing workforce and developing their thinking around localised decision making.

How do we best continue to develop a mind-set that sees its transformative future as progressive and opportunistic, skills focussed on core competences of a practice manager will need investment and development. Practice Managers have a pivotal role to play ensuring all aspects of risk and governance, operational efficiency, resource planning and management - and in ensuring that the conflicts are managed effectively. To maximise business impact in today's NHS and drive future success, PMs must become more responsive and flexible, to drive change effectively – 'it's not about doing more with less, it's about doing more but, doing it differently' and better! It's equally important to involve patients in improving service levels and communication is a vital and sometimes, often overlooked role of the practice.

There is no doubt the role of the PM is changing – you have become a much more strategic part of the Practice. Core skills will always focus on the financial management of the practice but will shift increasingly towards – business planning, change management, leadership, influencing skills, facilitation and coaching skills. PMs will increasingly be central to the leadership of the practice and your ability to manage and lead change will be critical to the essential transformation of General Practice. Successfully implementing multidisciplinary team working within general practice means not only new roles, but also a big shift in mindset. Will this solve the challenges facing primary care?

One general consensus is that, whenever this crisis finally passes, the landscape of how General Practice functions may have changed forever – and for the better. It may also have changed the way the patients think and act in terms of seeking help for their health.

The one fact remains and that is that we will continue to evolve.

Conference 2022

Conference 2022 will enable you to discuss and explore how to meet these new challenges. We hope you have a good day, with some excellent and thought-provoking speakers and some excellent workstreams plus the opportunity to network with the exhibitors and of course, with fellow delegates for 2022 we have also added a number of elements that will enable you to invest some time in your own wellbeing and resilience.

The South West Primary Care Academy Practice Managers Conference 2022 will help answer some of your most pressing issues and concerns, as well as providing practical tips for improving your practice.

The conference offers multiple opportunities to learn, knowledge share with peers, and to generate real momentum for change in your practice, partnership or PCN. The programme has been developed through research across the region.

The Practice Managers Conference 2022 has been created to provide General Practice health professionals with access to new ideas, new ways of doing things, to build new relationships and create new partnerships. Our goal was to create a programme that is relevant and timely, offering practical insights.

Delegates will:

- ❖ Obtain updates on the strategic plans and updates on PCN development across the South West Primary Care region
- ❖ Learn and share best practice outcomes with peers and understand what makes a good leader
- ❖ Knowledge share with peers and leading healthcare professionals from across the UK
- ❖ Access to exhibitors – a selection of leading healthcare suppliers, including technology companies, associated suppliers, consultants, and others from the sector
- ❖ Take away real advice and guidance – practical solutions and new initiatives that can be applied within your Practice, Partnership or PCN
- ❖ Attend a Health and Wellbeing session

Programme

- 8.45 – 9.30 **Exhibition & Conference opens**
Tea & coffee and networking...
- 9.30 – 9.40 **Chairperson’s opening address**
Dr. Martyn Hewett, Head of School for Primary Care Peninsula
- 9.40 – 10.05 **Opening Keynote – The Future of General Practice across the South West Region**
NHSE&I
- 10.05 – 10.50 **Leading Primary Care for non-clinical staff; Resilience, Team Culture & Innovation**
Dr Craig Newman, CEO www.aimyourteam.com & CEO www.project5.org (not-for-profit)
- 10.55 – 11.15 **BREAK** - Tea & coffee and networking
- 11.20 – 12.05 **Workstreams (Breakout rooms)**

Each work stream will run for approximately 45 minutes and will be for up to 40 delegates.... The sessions will be repeated once again in the afternoon – so you will get chance to attend 2 streams.

| Session A | Session B | Session C |
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| <p>Primary Care Networks – 2022 update By Jan Rimmer</p> <p>This session will provide an update on the Primary Care Network DES and the delivery requirements within – and also provide useful templates for evaluation of PCN services. Delegates will be encouraged to share challenges, issues and concerns they may have. Jan will also share her experiences and challenges of working supportively across 70 PCNs within varied roles.</p> <p>The session will also include discussion of the funding for the provision of additional workforce roles (ARRS roles that are increasing year on year) and services that the PCN will be required to provide.</p> <p>Jan Rimmer Jan has worked within the NHS for over 40 years and is passionate about the development of primary care services; ensuring all patients receive the best possible care and ensuring that all staff have their development and training needs</p> | <p>Stress Management, Resilience and staff wellbeing By Colin Murray</p> <p>This session focuses on issues that regularly arise in medical practice; they are often difficult to deal with. We will cover how manage stress and build resilience into your practice, in an interactive way with practical guidance to enable participants to manage more effectively their human resource and deal with any staffing challenges.</p> <p>Delegates will explore new approaches for improving health, increased creativity, resilience, flexibility and coherence both personally and professionally and will start to develop skills and strategies for reducing and preventing stress and burnout, both in personal and professional situations and in helping and supporting others.</p> <p>Colin Murray</p> | <p>State of the Nation - Practice Management Survey 2021... and the perspective across the South West region By Ian Jones</p> <p>There are significant and growing strains in General Practice, with rising demands on GPs, practice nurses and the Practice Managers and admin teams – GP surgeries across the UK are experiencing severe pressures. Practice Managers and frontline healthcare providers are facing increasing challenges – and practices are struggling to both retain and recruit staff. General Practice morale appears to be at an all-time low. Hear the latest insights from the PMA membership survey conducted in Sept-Oct 2021.</p> <p>This will be an interactive session and delegates will be given to raise issues / challenges that they are facing on the frontline that will be taken back to NHSE, PCSE, LMCs, etc.</p> <p>Ian Jones</p> |

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| <p>identified and supported</p> <p>Jan has worked across many areas within the NHS, including Primary, Secondary and Community Care and PCNs. She was also as a Senior Commissioner within Primary Care and Head of Primary Care. Jan has also worked within CCGs / CSU's and NHSEI as a Primary Care advisor</p> <p>She has also been an advisor to the RCGP / CQC and other regulatory bodies, ensuring compliance within all primary care elements</p> <p>Jan is keen to share her experience of working within all the above NHS areas and hopes that discussing the challenges she has faced and the tools she has utilised to overcome these help delegates to drive, deliver and consolidate change within the current Primary Care landscape.</p> | <p>Colin is a leadership and team coach. He provides expert knowledge, experience, and qualifications to support and challenge individuals and teams towards their potential.</p> <p>Colin has over two decades of operational experience, 10 years of coaching experience, and MSc level coaching expertise, helping him understand the challenges that leaders face and what's needed to overcome them and move forward. With a mixture of skill, curiosity, intuition, and humour, you'll find that Colin's ability to get straight to the heart of things is always focused on adding value to you, and your potential.</p> | <p>Ian is the PMA's operations director with the responsibility for programme design, development and delivery. Working closely with primary care providers, Ian brings management and analytical skills honed over 25 years working in large public, private sector and non-profit organisations in technology, publishing and healthcare. This experience has proved invaluable in his role with the PMA as technology is playing an ever more prominent part in the delivery of efficient and effective care for patients.</p> |
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12.10 – 13.05 Workstreams (Breakout rooms)

| Session A | Session B | Session C |
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| <p>Engaging the additional roles By Denise Smith</p> <p>This session will address the most pressing issues across Primary Care at present relating to the planning, deployment and design of the workforce at Practice level. The update to the GP Contract Agreement 2022/23 brings enhancements to the ARRS scheme.</p> <p>Additional workforce will be introduced and funded through the PCN. Denise will share her experience of engaging all of the new roles into General Practice, what works, what doesn't and how to approach to integration from a patient and practice perspective.</p> <p>Denise Smith Denise is a Practice Manager at Merepark Medical Centre in Alsager, Cheshire, and has over 16 years of healthcare management experience within general practice. Prior to</p> | <p>Development of Primary Care: The transition of CCGs to ICSs By Jan Rimmer</p> <p>Integrated care systems (ICSs) are partnerships bringing together providers and commissioners of NHS services across a geographical area with LAs and other local partners. The central aim of ICSs is to integrate care across different organisations and settings, joining up hospital and community-based services, physical and mental health, and health and social care.</p> <p>ICSs will bring about major changes in how health and care services are planned, paid for and delivered, and are a key part of the future direction for the NHS as set out in the NHS Long Term Plan. A key driver is that they will enable us to achieve greater integration of health and care services; improving population health and reducing</p> | <p>Stress Management, Resilience and staff wellbeing By Colin Murray</p> <p>This session focuses on issues that regularly arise in medical practice; they are often difficult to deal with. We will cover how manage stress and build resilience into your practice, in an interactive way with practical guidance to enable participants to manage more effectively their human resource and deal with any staffing challenges.</p> <p>Delegates will explore new approaches for improving health, increased creativity, resilience, flexibility and coherence both personally and professionally and will start to develop skills and strategies for reducing and preventing stress and burnout, both in personal and professional situations and in helping and</p> |

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| <p>working in Primary care, Denise worked in the banking industry for 10 years. Alongside her role as Practice Manager, Denise is also Practice Manager Lead for the local Primary Care Network (PCN). The PCN consists of 7 practices and covers the areas of Sandbach, Middlewich, Alsager, Scholar Green and Haslington with a patient population of approximately 70,000. This collaboration is known locally as the SMASH PCN.</p> <p>Denise has a deep-rooted passion for teamwork and leadership and believes communication and networking are key to achieving ongoing successful outcomes.</p> | <p>inequalities; supporting productivity and sustainability of services; and helping the NHS to support social and economic development.</p> <p>We will explore what this means for primary care during this transition and in the future.</p> <p>Jan Rimmer Jan has worked within the NHS for over 40 years and is passionate about the development of primary care services; ensuring all patients receive the best possible care and ensuring that all staff have their development and training needs identified and supported</p> <p>Jan has worked across many areas within the NHS, including Primary, Secondary and Community Care and PCNs. She was also as a Senior Commissioner within Primary Care and Head of Primary Care. Jan has also worked within CCGs / CSU's and NHSEI as a Primary Care advisor</p> <p>She has also been an advisor to the RCGP / CQC and other regulatory bodies, ensuring compliance within all primary care elements</p> <p>Jan is keen to share her experience of working within all the above NHS areas and hopes that discussing the challenges she has faced and the tools she has utilised to overcome these help delegates to drive, deliver and consolidate change within the current Primary Care landscape.</p> | <p>supporting others.</p> <p>Colin Murray Colin is a leadership and team coach. He provides expert knowledge, experience, and qualifications to support and challenge individuals and teams towards their potential. Colin has over two decades of operational experience, 10 years of coaching experience, and MSc level coaching expertise, helping him understand the challenges that leaders face and what's needed to overcome them and move forward. With a mixture of skill, curiosity, intuition, and humour, you'll find that Colin's ability to get straight to the heart of things is always focused on adding value to you, and your potential.</p> |
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13.10 - 14.00 LUNCH – Networking & Exhibitors

14.05 - 14.40 Panel Discussion - The Challenges facing Primary Care and the role of the Practice Manager

14.40 – 15.10 **Leading Change in Primary Care – Practice to PCN and integrating MDTs**
Denise Smith, Practice Manager, Merepark Medical Centre, Alsager

15.10 – 15.30 **BREAK** - Tea & coffee and networking

15.30 – 16.30 **Motivational Keynote**

Julie Hurst, Work Life Balance Centre



What Kipling said – join Positive Psychologist Julie Hurst as she takes a practical and humorous look at the realities of resilience in the NHS. Find out how you can boost your resilience in a matter of seconds, and the simple daily trick that actually changes your brain to help you stay calmer in a crisis. You'll also never look at your colleagues in quite the same way again.