

Returning
for the eighth
in the highly
successful
series...

Frontiers in Laboratory Medicine 2010

Focusing on Quality in Lean Times

Registration is now open for FiLM 2010

26th – 27th January 2010

Austin Court, Birmingham

Sessions on pathology's most important topics:

- Responding to the challenges for healthcare
- Effect of transformation in the German Healthcare System
- What would Lean Healthcare look like?
- Using customer feedback to drive improving lab value
- Benefits of clinical leadership
- Developing effective clinical leadership
- Changing service delivery in Histopathology and Microbiology
- Engaging with Commissioners in Cumbria and Lancashire, Kent and Medway, Guys and St Thomas'
- What is quality?
- Governance and accountability

And of course...

- Robert Michel of Dark Report
- Masterclasses

The conference with an international dimension!

28th January

Optional third day in
partnership with NHS
Improvement

Practical examples of Lean to...

- Improve productivity
- Improve efficiency by workcell design
- Plan staffing capacity
- Reduce inappropriate demand
- Improve quality and patient safety
- Improve transport
- Deliver 14 day cytology targets
- Support QIPP agenda
- Support accreditation



Frontiers in Laboratory Medicine is organised by the
Association for Clinical Biochemistry and the Dark Report



The Association for
Clinical Biochemistry

THE DARK
REPORT

Frontiers in Laboratory Medicine 2010

FiLM 2010 Programme

Day One: Tues 26th January

0915 **Morning Coffee**

0945 **Introduction**

Julian Barth, President ACB, UK
Robert Michel, Dark Report, USA

0950 **Why Global Underfunding Is Eroding the Integrity of Pathology and Laboratory Medicine Testing**

Robert Michel, Dark Report, USA

Is pathology in the UK at risk? The Irish experiment of outsourcing cervical cytology screening to an American laboratory company is just one example of radical approaches some governments are using to spend less on pathology services. Hear about the latest monopoly lab contracting debacle in New Zealand, along with insights into ways the government health programmes in Australia and Canada are being used to rein in what is spent on pathology testing. Understand how patient care has been compromised in several countries because of what some industry experts believe is underfunding of laboratory testing services.

1045 **What would Lean healthcare look like?**

Daniel Jones, Founder and Chairman, Lean Enterprise Academy, UK

Across the globe healthcare organisations are using Lean Thinking to transform their services to deliver improvements in quality, safety and cost. The NHS is increasingly looking at lean approaches to deliver improvements in services to patients and reduce costs by identifying and eliminating waste and cope with the coming funding crisis. But what could a Lean healthcare system look like and what new challenges would it give to diagnostic services? Professor Jones is a leading management thinker and author who introduced Lean thinking to a wider audience in the West in a series of influential books written with James Womack. He is the co-author of the NHS confederation paper 'Lean thinking for the NHS' and publisher of the book *Making Hospitals Work*. His work has catalysed lean transformations in manufacturing and service organisations (including healthcare) throughout the world.

1130 **Using 'Voice of the Customer' as a Way to Improve the Lab's Value Proposition with Physicians and Patients**

Joyce B Santis, Sonora Quest, Arizona, USA

Patients' expectations about the quality of healthcare they receive are increasing, and this creates a threat and an opportunity for pathology laboratories. The threat is reduced funding if the laboratory is viewed by payers as a commodity with lab tests reimbursed at the cheapest price. The opportunity is to demonstrate a compelling added value to patients and physicians. One effective way to boost the laboratory's value position is to carefully listen to the 'Voice of the Customer.' At Sonora Quest Laboratories, over the past five years, they have used satisfaction surveys of patients, physician, and laboratory staff to understand expectations and used this to improve services and generate top satisfaction scores from their customers, thereby earning premium funding from health payers.

1215 **Lunch Break**

1300 **Clinical Leadership: Useful Lessons on How Pathologists Can Foster Close Clinical Collaboration to Improve Health Outcomes**

Jeffrey L. Myers, MD, University of Michigan, USA

Tomorrow's healthcare requires pathologists and laboratory scientists to take an active and collaborative role with clinicians in the patient's care team. Get an inside peek at what the University of Michigan Medical School is doing to engage laboratory

specialists with physicians to achieve high patient outcomes while enhancing patient safety. A key element in this effort was positioning the laboratory's diagnostic expertise as an added value resource. Learn why physicians became advocates for more engagement with pathologists and laboratory scientists—an alliance that helped justify funding for laboratory testing services.

1345 **Developing Pathology Leadership: Colleagues - You are urgently needed out of the Lab!**

Dr Jag Dhaliwal, GP and Director of Health Services Management, University of Warwick, UK

£20 billion to find. Will this mean a cut in quality? Or a cut in waste? Cutting waste means radical change. The success of this will depend upon our effectiveness as clinical leaders. We'll debate the need for pathologists to 'step up' and have a stronger outward focus, engage with different groups and 'fill in' the unconscious incompetence of commissioners to provoke new thinking and we'll examine emergent findings from the DoH national pathology leadership pilot programmes.

1430 **Afternoon Coffee Break**

1500 **Synchronizing Diagnostics with Patient Journeys**

Marc Baker, Senior Research Fellow, Lean Enterprise Academy, UK

The co-author of *Making Hospitals Work*, with past Lean and quality experience in diagnostics at Johnson & Johnson, will talk about the importance of synchronizing Lean diagnostics with the critical steps in the emergency and elective patient journeys in order to reduce length of stay and improve hospital wide performance.

1530 **Transforming Histopathology: Seeking Pathology's Holy Grail of Faster Turnaround Time, Better Quality, and Reduced Costs**

David Clark, Clinical Director, Path Links, UK

Histopathology is on the cusp of the arrival of a bonanza of new technologies. Automated solutions in rapid tissue processing and staining, molecular-based diagnostic assays to enrich the information produced by morphological analysis and faster, cheaper digital scanning and digital pathology systems promise faster, more accurate histopathology services. However, the risk is new technologies are used to automate poor processes. The Path Links story is how the application of Lean methods can empower the people at the front line of service delivery to achieve major gains in productivity and quality while simultaneously reducing costs and effectively utilising new technologies.

1600 **Lean and Lab Automation: Pursuing the New Paradigm in Modern Microbiology**

Leo Serrano, Avera McKennon, USA

It's a revolution in workflow and diagnostic capabilities in microbiology. This exciting session gives you a ring-side seat at how Avera McKennon combined these resources to create the 'Modern Microbiology Laboratory.' Part of the secret is the effective use of recently introduced automated microbiology solutions. The other part of the secret is workflow redesign that dramatically cut waste which improves the speed and quality of microbiology testing. Discover approaches and solutions that you can easily introduce into your own microbiology laboratory.

1630 **Laboratory Services 2020 – high value, low carbon**

Sir Muir Gray, Chief Knowledge Officer for the NHS National Library for Health, UK

1715 **Interactive discussion and close**



FiLM 2010 Programme

Day Two: Weds 27th January

0900 Introduction

0905 Clinical Leadership and Using the Right Metrics to Improve Outcomes

Chris Wood, Intermountain Health System, Salt Lake City, USA

Back in the 1980s, Intermountain Health System (IHS) was one of the first major American hospital groups to adopt quality management methods across the breadth of its organization. It is now internationally recognized for its effective use of the right metrics to guide improvements and raise patient outcomes. This is an opportunity to hear first-hand, what IHS has learned about the best way to use metrics to improve patient outcomes, to understand what works and what doesn't and to learn how IHS uses laboratory test data as a metric to help clinicians to achieve significant gains in patient care, while at the same time producing substantial reductions in the cost per healthcare encounter.

0950 Laboratory Medicine in Germany: How Health System Policies Are Reshaping Pathology Testing Services

Gregor Rothe, Bremen, Germany

As in the United Kingdom, Germany's health system is trying different approaches to control spiralling costs while maintaining the quality of services provided to patients. This revealing session will identify the consequences of different government health policies that directly affect pathology testing services. Explore how and why these different policies triggered change that, in many cases, was the opposite of what was expected.

1035 Morning Coffee Break

1105 Issues in Commissioning

At a time when World Class Commissioning appears to be ruling the discussion between PCTs and hospital providers what is the approach being taken with respect to commissioning pathology services? Carter requested the Department of Health to provide some guidance on commissioning of pathology service but nothing has been forthcoming to date. This session will explore three experiences with commissioning of pathology services – giving both the commissioners and the providers perspective. How will commissioners approach pathology services when looking at clinical service reconfiguration? Will they be looking for the cheapest service or will they be looking to see how pathology can help them in their wider goals?

Cumbria and Lancs - Chris Price and Martin Myers

Kent and Medway - Peter Huntley and Ruth Lapworth

GSTS Pathology LLP - Robert Hangartner and Kevin Cox

1245 Lunch Break

1330 Masterclasses

35 minutes each with 10 minutes for changeover.

Choice of two (preferences to be made at the end of Day One):

Clinical Leadership

Jeffrey L. Myers, MD, University of Michigan Medical School, USA

Practical Lessons in Clinical Leadership for Lab Scientists and Pathologists. Building on the experiences gained at the University of Michigan Medical School, Meyers will address clinical leadership and the most effective ways that laboratory scientists can interact with general practice physicians and consultants. Gain a step-by-step appreciation of leadership's role in advancing clinical care while enhancing professional collaboration with other healthcare providers.

Metrics in Clinical Leadership

Chris Wood, Intermountain Health System, USA

Intermountain Health System has more than two decades of experience at collecting data and using it to help physicians achieve improved patient outcomes. In this session, you'll learn how to identify the right clinical and operational data. Learn about the successes and disappointments that resulted from different approaches to providing specific metrics to caregivers and support staff. Come away with a useful list of the 'do's and don'ts' when working with metrics and health data.

Using the 'Voice of the Customer'

Joyce B Santis, Sonora Quest, Arizona, USA

At Sonora Quest Laboratories, over the past five years, management of the laboratory has used satisfaction surveys of patients, physicians, and laboratory. Learn how to discover and take the opportunities to add value.

Lean Histopathology

David Clark, Clinical Director, Path Links, UK

Here's a practical 'how to' on achieving stretch goals in histopathology. Master the secrets about why Lean can energize a histopathology lab staff to embrace continuous improvement. Gain insights into the right way and the wrong way to organize implementation projects and pursue performance improvement. Appreciate the role that process improvement can play in streamlining workflow and reducing turnaround time.

Microbiology Automation

Leo Serrano, Avera McKennon, USA

In this high-energy session, you'll get a primer on the essential steps required to achieve the 'Modern Microbiology Laboratory.' Understand the adage 'never automate bad work processes' and how that applies to automation in the microbiology laboratory. Acquire practical wisdom about quick gains you can achieve in your microbiology laboratory. Appreciate how Lean techniques can be integrated with automated solutions to create a high-performance microbiology operation.

1445 Afternoon Coffee Break

1515 Defining Quality, Identifying the Right Metrics, and Encouraging Health Outcomes Improvement

Cindy Ottone, Director of Policy, National

Committee for Quality Assurance, Washington, USA

The Healthcare Effectiveness Data and Information Set (HEDIS) is a tool used by more than 90 percent of America's health plans to measure performance on important dimensions of care and service. Hear how NCQA has used HEDIS data to encourage improvement in patient outcomes. Gain insights into how the most appropriate measurement criteria were identified, and how both health payers and providers were encouraged to use this data to improve patient care.

1600 The Quality and Productivity Challenge

Mr Jim Easton, NHS National Director for Improvement and Efficiency, UK

Jim Easton's role is to help drive major efficiency savings whilst improving the quality of service. What does the Quality and Productivity Challenge mean for Pathology and what are the implications (if any) of the change from QIPP?

1645 Summary and closing remarks



FiLM 2010 Programme

Day Three: Thursday 28th January

Satellite Meeting

NHS Improvement Team - techniques and case studies in improvement

Delivering business objectives in Pathology will be challenging in the next few years. This satellite session is designed to provide pathology managers and clinical pathology staff with an insight into how Lean techniques, applied as part of the day job, support improvements in Quality, Safety, Productivity and Efficiency. These practical examples will demonstrate how Lean methodology is being applied in Pathology services to benefit patients and staff.

0900 **Welcome and Introduction**

Robert Michel, Dark Report

0915 **Pathology and QIPP agenda** – Understanding the impact and opportunities Pathology Services have on the wider healthcare system and future challenges of QIPP agenda

Lesley Wright, NHS Improvement Team

0945 **Delivering Cytology 14 day target** – Clinical Leadership the essential component in embedding and sustaining change

Dr Tanya Levine, Director of the London Regional Cytology Training Centre

1015 **Reducing inappropriate demand** – In Microbiology to support expansion of MRSA screening

Mr Kevin McLachlan, Service Manager, Medical Microbiology, St Helens & Knowsley NHS Trust

1045 **Coffee Break**

1115 **Transportation** – Someone else's problem! – But we need to embrace it.

Zoe Smith, University of North Staffordshire

1145 **Small is beautiful** – How work cell design improves productivity

Robert Hughes, Histopathology Laboratory Manager, Path Links

1215 **Discussion Forum**

1230 **Lunch and Networking**

1330 **Is Good Enough?** – Video Presentation

1340 **Patient Safety** – Supporting the findings of NPSA report – Working towards Zero tolerance of defects

Dr Simon Knowles, Musgrove Park Hospital, Taunton

1410 **Planning Staff Capacity** – Evidence based capacity, using Takt time to define staff capacity

Katie Littler Adamson, Blood Science Laboratory Manager, Bolton Hospital

1440 **Accreditation and Lean** – Using Lean techniques to support the delivery of CPA standards.

Susie Peachey, NHS Improvement, supported by Bolton, St Helens and Pennine NHS Trusts

1510 **Discussion**

1530 **Close**

REGISTRATION FEES

FiLM 2010

NHS/Public Sector/Laboratory Professionals

On or before 31st Dec 2009: £299 +VAT

From 1st Jan 2010: £345 +VAT

Commercial Organisations

£495 +VAT

For those attending FiLM 2010, fees include all technical sessions, refreshments, lunch on 26th and 27th January 2010, conference literature (including online access to presentations after the event) and the Dinner on the evening of 26th January.

Satellite Meeting only

On or before 31st Dec 2009: £130 +VAT

From 1st Jan 2010: £145 +VAT

FiLM 2010 plus Satellite Meeting

NHS/Public Sector/Laboratory Professionals

On or before 31st Dec 2009: £400 +VAT

From 1st January 2010: £450 +VAT

Commercial Organisations

£600 +VAT

For those attending the Satellite Meeting, fees include technical sessions, refreshments, lunch on 28th January 2009, and the Satellite Meeting literature (including online access to presentations after the event).

FiLM 2010 Dinner

The FiLM 2010 Dinner will take place at The Living Room Restaurant at 2 Regency Wharf, Broad Street in the centre of Birmingham. Join us in the private members' area for a chic dining experience in this exceptional venue. 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 and include breakfast.

HOTEL	STARS	SINGLE	DOUBLE
City Inn	4	£145.00	£155.00
Novotel	3	£110.00	£120.00
Express by Holiday Inn	3	£75.00	£75.00
Nite Nite	2	£61.90	£67.85

To secure your accommodation you must provide a credit card number, expiry date and security code. Your credit card details will be forwarded to the hotel prior to your arrival to secure your reservation. In the event of non-arrival or cancellation after Friday 11th December 2009, the hotel will charge to the card an amount up to the equivalent of the full stay booked. Please note that any reduction in room nights will be treated as a cancellation by the hotel and the hotel will be entitled to take payment from the card provided.

Please ensure that your credit card is valid at the time of the conference otherwise your accommodation cannot be guaranteed. Delegates must settle their accounts on the day of arrival or departure. Accommodation should be reserved by Friday 11th December 2009 - after this date availability and rates cannot be guaranteed.

Registration

Please register on-line at www.acb.org.uk/site/film.asp

or complete the booking form below and return to: FiLM Secretariat, Meeting Makers, Jordanhill Campus, 76 Southbrae Drive, Glasgow, G13 1PP, Scotland, United Kingdom Fax: 0141 434 1519

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 _____
Please advise if you have any special requirements (e.g. dietary):

REGISTRATION FEES

FILM 2010 only

NHS/Public sector/Laboratory Professionals
On or before 31st December 2009 £299 + VAT £ _____
From 1st January 2010 £345 + VAT £ _____
Commercial Organisations £495 + VAT £ _____

For those attending FiLM 2010, fees include all technical sessions, refreshments, lunch on 26th and 27th January 2010, conference literature (including online access to presentations after the event) and the Dinner on the evening of 26th January.

Satellite Meeting Only

NHS/Public sector/Laboratory Professionals
On or before 31st December 2009 £130 + VAT £ _____
From 1st January 2010 £145 + VAT £ _____

FILM 2010 plus Satellite Meeting

NHS/Public sector/Laboratory Professionals
On or before 31st December 2009 £400 + VAT £ _____
From 1st January 2010 £450 + VAT £ _____
Commercial Organisations £600 + VAT £ _____

For those attending the Satellite Meeting, fees include technical sessions, refreshments, lunch on 28th January 2009 and the Satellite Meeting literature (including online access to presentations after the event).

SOCIAL PROGRAMME

The Dinner on the evening of 26th January 2009 is included in the FiLM 2010 fee, please confirm if you will be attending.

I will attend the dinner Yes No

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 _____ £ _____
Satellite Meeting Notes £45.00 No of copies _____ £ _____
Total Fees £ _____

PAYMENT DETAILS

All payments must be in GB Pounds Sterling. Credit card payments are recommended.

PAYMENT BY VISA / MASTERCARD

Please debit my VISA/Mastercard* for the total conference fees shown above (*delete as applicable)

Card Number

□□□□ / □□□□ / □□□□ / □□□□

Security Digits† □□□

Expiry Date □□ / □□

(†the last three numbers on the paper strip on the reverse of your credit card)

Address of Card Holder (if different from address in registration section)

Signature _____

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 2010 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: 2 Chiswick High Road, Chiswick, London, W4 1TH

Please quote your name and invoice number or delegate ID number as a reference.

ACCOMMODATION

To select accommodation please indicate your chosen hotel.

PLEASE NOTE: ALL ROOM COSTS ARE PER ROOM PER NIGHT, ARE INCLUSIVE OF BREAKFAST AND VAT AT 15% AND BASED ON SINGLE OCCUPANCY.

Hotel	Single <input checked="" type="checkbox"/>	Double <input checked="" type="checkbox"/>	Arrival Date	Departure Date	No. of Nights
City Inn					
Novotel					
Express by Holiday Inn					
Nite Nite					

To secure your accommodation you must provide a credit card number. Your credit card details will be forwarded to the hotel prior to your arrival to secure your reservation. Please ensure that your credit card is valid at the time of the conference otherwise your accommodation cannot be guaranteed. **Bookings made without card details will not be valid.**

Delegates must settle their accounts on the day of arrival or departure.

Please complete VISA/Mastercard* details below (*delete as applicable)

Card Number

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Security Digits† □□□

Expiry Date □□ / □□

(†the last three numbers on the paper strip on the reverse of your credit card)

Address of Card Holder (if different from address in registration section)

Signature _____

CANCELLATION POLICY

All cancellations must be notified in writing.

Cancellation of Registration

Cancellations must be received in writing on or before 11th December 2009 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

Cancellations received before 11th December 2009 – no penalty. Cancellations received after 11th December 2009 or non-arrival – hotels will deduct from your credit card an amount up to the value of the duration of the stay booked. I have read and accepted the cancellation terms as contained within this booking form.

Signature _____ Date _____

Frontiers in Laboratory Medicine 2010

As a result of attending this conference delegates will:

- ◆ Network with policy makers and leaders who are shaping reforms in Laboratory medicine
- ◆ Understand the changing priorities of the NHS of the future
- ◆ Share the experience of Global expertise in laboratory services
- ◆ Understand the practical changes required to deliver your key business objectives
- ◆ Implement simple cost effective solutions to common problems and improve quality and efficiency with minimal investment
- ◆ Be able to influence key stakeholders of the strategic benefits effective Pathology services can have on the wider healthcare community
- ◆ Have access to expertise in strategic business, operational management and improvement skills

What last year's FiLM delegates have said:

- “Great meeting - Just the right size and setting too!”
- “An exciting mixture of topical and high quality presentations, an excellent opportunity to network nationally and internationally.”
- “A very balanced meeting conveying a range of current topical issues.”
- “An absolutely inspiring and beneficial event, knowledge wise, organisationally and type of speakers. It was really enjoyable and interesting.”
- “An effective meeting for evaluating different approaches to issues in pathology laboratory medicine.”
- “Excellent variety of speakers and topics, thought provoking and enjoyable.”

FiLM 2010 is sponsored by:

