



3rd South Yorkshire Practice Managers Conference 2021

The changing face of General Practice

30th September 2021

Crowne Plaza Royal Victoria, Sheffield S4 7YE

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 2021

Conference 2021 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 2021 we have also added a number of elements that will enable you to invest some time in your own wellbeing and resilience.

The third South Yorkshire Practice Managers Conference 2021 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 third South Yorkshire Practice Managers Conference 2021 has moved to Sheffield – and 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 South Yorkshire
- ❖ 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 wellness session and a specialist workshop

Programme

- 8.45 – 9.30 **Exhibition & Conference opens**
Tea & coffee and networking...
- 9.30 – 9.40 Chairperson's opening address
Louise Berwick, Primary Care Workforce & Training Hub (TBC)
- 9.40 – 10.05 A Perfect Storm! Managing Workforce-the Art of the Impossible... or is it?
Dr Pete Lane FRCGP, HEE Primary Care School Clinical Lead for Wider Workforce and Training Hubs across Yorkshire and the Humber
- 10.05 – 10.35 CQC Monitoring, Inspection and Future Strategy
Beverley Boal, Inspection Manager, PMS South Yorkshire & Bassetlaw, North & North East Lincs, Care Quality Commission (North) and Katherine Haggart, Inspector, PMS South Yorkshire & Bassetlaw, North & North East Lincs, Care Quality Commission (North)
- 10.45 – 11.30 **Workstreams (Breakout rooms)**

Each work stream will run for approximately 45 minutes and will be for up to 30 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
New Consultation types – Group Consultations by Nick Sharples This session will provide an Introduction to Group Consultations, with the objective of providing you with all of the information and guidance needed to start using Group Consultations in your own Practice. Group Consultations are a Win-Win for all stakeholders – patients receive an extended personal consultation with their GP or clinician in a supportive group environment, whilst clinicians free up consultation time by providing education and guidance just once, rather than many times to successive patients. We will explore the many patient cohorts for whom Group Consultations are beneficial, discuss the different Practice roles needed to conduct Group Consultations and how the whole process works. We will also share tips and best practice from other Practices using Group Consultations on a regular basis.	Workforce Development – the new roles in Primary Care (ARRS) by Tracy Dell 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 2020/21-2023/4 brings enhancements to the Additional Roles Reimbursement Scheme (ARRS). Additional workforce will be introduced and funded through the Network. Tracy 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. Tracy Dell Tracy has been employed as a Practice Business Manager since 2003. She has over twenty years of healthcare management experience in general practice,	Caring for Carers By Campbell McNeill, NHS England / NHS Improvement's North East & Yorkshire Region This workshop will look at ideas that can improve the experience of unpaid carers in Primary Care and to highlight the importance of collaborative working across the system to achieve this aim CQC highlight the significant contribution that carers make to the health and care system and highlight the evidence from Carers UK on the growing numbers of carers in the UK (6.5 million) and the increased burden through longer hours caring as a result of the pandemic To address these issues The NHS long Term Plan has set out a series of ambitions for carers including improved identification, support for vulnerable communities and the use of Quality Markers - a set of practical ideas aimed at Primary

With the pandemic still constraining group meetings, we will also discuss the different approaches needed when conducting an online Group Consultation via Zoom or Teams. Nick Sharples Nick is the Managing Partner at DNA Insight, a specialist Healthcare training consultancy providing training and resources to Primary Care and the Voluntary sector in support of NHS England's Long-Term Plan. Nick works with Practices, PCNs, CCGs and ICSSs to help them introduce and train all the Personalised Care roles as well as offering training in Care Navigation and Active Signposting, Group Consultations and Personalised Care and Support Planning. DNA Insight are a fully Accredited Personalised Care Institute training provider and DNA Insight's Health and Wellbeing Prism is an accredited platform for Supported Self-management evaluation and Patient Activation Assessment.	primary care, secondary care and the voluntary sector. Tracy works as an associate manager for the CCG, GP Alliance and LMC leading on GPFV, practice management development and the Releasing Time for Care programme. She provides independent management consultancy services and training. Her main areas of interest include collaborative working, practice management development, optimising the use of IT systems, improving efficiencies and streamlining work processes. Tracy is also a trustee for the Calderdale Carers Project and an advocate for the support and care of our military veterans. And is Chair of the PMA Members Council.	Care that provide a framework around which the support offer to carers can be enhanced In the workshop we will discuss the benefits to Primary Care of supporting carers and will share ideas of practical actions that can be taken to improve this support Campbell McNeill. Hello, my name is Campbell and I work in NHS England / NHS Improvement's North East & Yorkshire Region on the agenda to support unpaid carers. I am a psychiatric nurse by background (24years working mainly working with people with substance misuse issues) and through this clinical experience I am aware of the significant impact that carers provide to the system.
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11.30 – 11.50 **BREAK** - Tea & coffee and networking

12.00 – 12.45 **Workstreams (Breakout rooms)**

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New Consultation types – Group Consultations by Nick Sharples, Managing Partner at DNA Insight	Workforce Development – the new roles in Primary Care (ARRS) by Tracy Dell	Caring for Carers By Campbell McNeill, NHS England / NHS Improvement's North East & Yorkshire Region

12.45 - 13.45 **LUNCH – Networking & Exhibitors**

13.50 - 14.20 **Dispute Resolution** – the Dr's perspective of the PMs role in managing the dispute and conflict challenges in Primary Care... from a GP & Mediator, **Dr Clare Sieber**

14.20 – 15.00 **Panel Discussion:** Sharing Good Practice Outcomes (COVID Vaccination roll-out) & Lessons Learnt

- **Tracy Dell, Practice Manager, Trainer & Independent Consultant, NAPC Practice Manager of the Year 2019/20**
- **Nick Nurden, Business Partner, The Ridge Medical Practice and Lead Manager Bradford South PCN and West Yorkshire Primary Care Workforce & Training Hub**
- **Blake Foster, Practice Manager, Chapelgreen Practice**

- 15.00 – 15.10 SYB Heath & Wellbeing programme
Brigitte Kaviani, Head of Health and Wellbeing, South Yorkshire and Bassetlaw ICS
- 15.10 – 15.35 **BREAK** - Tea & coffee and networking
- 15.35 – 16.35 **Wellness session:** The Art of Increasing Resilience and Cultivating Wellbeing in Practice Managers and their staff'
Dr Karen Forshaw MA MB BChir MRCGP and Chrissie Mowbray BSc MCSP AACP HCPC CHyp CHT PNLP, Resilience Practice
This session will provide you all you need to know about building resilience. You will take away practical accessible tools and techniques to weave into your working day and strategies to consider for improving morale within your team.
- 1. Pranic Breathing**
Pranic breathing couples deep diaphragmatic breathing with a visualisation technique to get rid of negative emotions and foster wellbeing. This is very useful after conflict
- 2. Empathy Bubble**
This guided meditation allows you to protect yourself. The imagery you will take away can be used regularly to filter out anything that drains or irritates you throughout the working day.
- 3. Power Retrieval**
Throughout the day we inevitably give away some of our energy or have it taken from us. When this happens on a regular basis we are at risk of burnout. This guided visualisation allows you to reclaim that energy leaving you fully recharged. Use this before leaving work as part of your daily routine and whenever you are feeling depleted.
- 16.35 – 17.00 **The 'Simon Kirby' Inspirational Award Ceremony & Drinks reception**
This award ceremony is to recognise those in our industry who have inspired others, gone above and beyond and excelled in their field. We want to honour and celebrate you and your successes.