

Practice Managers Conference
Building Resilience and Driving Success
Thursday, 20th November at Bet365 Stadium

DIRECTORY OF SPEAKERS

Katie Woods, Senior Primary Care Manager, Staffordshire and Stoke-on-Trent ICB

Katie Woods is an experienced Senior Primary Care Manager with over 14 years of service in the NHS, spanning operational provider roles and strategic commissioning. For the past seven years, Katie has worked within primary care, leading key portfolios focused on quality improvement, improving access, and patient safety.

Katie leads the implementation and roll-out of the Primary Care Patient Safety Strategy across Staffordshire and Stoke-on-Trent Integrated Care Board. She also leads on the delivery of the Patient Safety Incident Response Framework (PSIRF) within primary care, supporting practices and Primary Care Networks (PCNs) to embed a culture of continuous learning and system-based safety improvement. Working in partnership with the Health Innovation Network, Katie is currently supporting a pilot PCN to test and evaluate the practical application of PSIRF principles within general practice.

Alongside this, Katie leads the ICB's work on improving access to primary care, developing and delivering a range of evidence-based campaigns and behavioural-science-informed toolkits to support practices in enhancing patient access and experience. Her work has included targeted out-of-home advertising and communications campaigns to raise awareness of local services and promote appropriate access routes within communities.

Katie has extensive experience supporting practices through CQC inspections, developing improvement action plans, and managing quality concerns through collaborative multidisciplinary working. She has overseen a care-taker contract for an underperforming practice, leading rapid improvement and the successful relocation to two new premises within tight timeframes. Katie has also led on APMS contract procurements and mobilisations, ensuring smooth transitions and service continuity. Katie is passionate about ensuring that primary care services are safe, accessible, and responsive to the needs of local populations. Her work is characterised by collaboration, innovation, and a commitment to supporting practices to achieve their best for patients and communities.

Antoinette Bourne Project Support Officer, Staffordshire and Stoke-on-Trent ICB

Antoinette Bourne is a Primary Care Commissioning Support Officer at Staffordshire and Stoke-on-Trent Integrated Care Board. She works closely with practices and stakeholders to support the delivery of high-quality primary care services across the region. Antoinette's role involves coordinating commissioning activities, ensuring compliance with NHS standards, and facilitating improvements that enhance patient outcomes.

The role supports the Quality & Contracting Variation Oversight Group (QC VOG) whereby she attends the Quality Visits with a member of the Senior Management Team.

Over the years she has led on the Education of General Practice and supported the Protected Learning Time by sourcing consultants from our main hospitals in the area.

With 28 years of NHS Service in healthcare administration and a passion for collaborative working, she plays a key part in driving initiatives that strengthen local health systems.

Andy Brand, Deputy Director of Operations, Midlands Network, CQC

Andy has been with the Commission for 17 years, joining as an Assessor with the Healthcare Commission in 2008, before the establishment of CQC. He has inspected across a variety of sectors, including Primary and Secondary Care, Adult Social Care and Mental Health, as well as healthcare provided in secure settings such as prisons. He became an Inspection Manager in 2013, specialising in GP practices for seven years, before becoming an Interim Head of Inspection in 2020, still specialising in GPs.

In January 2023 he became Deputy Director for CQC's Midlands Network and oversaw the inspection and assessment activity for all health and social care sectors across Shropshire, Staffordshire and the Black Country. Since 3 November 2025, in line with CQC's move into sector specific inspectorates, he has been Deputy Director for Primary and Community Care in the Central region, covering the West and East Midlands areas.

Katy Drew, Head of Primary Care Development, Sandison Easson

Accountants

Katy Drew is a Chartered Accountant who has a wealth of knowledge at the forefront of Primary Care Management and Finance.

As Head of Primary Care Development at Sandison Easson Specialist Medical Accountants she helps Practices to be resilient in the current climate through practical help and advice leading to strong financial management.

Having spent part of her career in practice management she is keen to support managers in translating financial information so they are able to present data in an accessible and understandable way to GP partners.

She is a motivational and enthusiastic trainer who inspires confidence in those she works with at both individual practice level and through courses and conferences.

Emma Fay, Director, HR Department

Emma Fay is an experienced and Level 7 qualified HR professional, leading two HR Dept franchises and managing a dedicated team of HR specialists. Since beginning her career in 2008 within children's services, Emma has built a strong reputation for delivering practical, business-focused HR support to small and medium-sized businesses across the North West.

Emma brings a wealth of hands-on experience in people management and employee relations, enabling her to offer pragmatic, real-world advice within training sessions.

Michelle Carmichael, Business Development / Practice Manager, Beacon Primary Care and Independent Consultant / PMA Trainer

Michelle is an experienced healthcare leader, currently serving as a Business Development/Practice Manager in a GP practice while also working as an independent consultant and trainer. With a deep understanding of primary care operations, strategy, and business management, Michelle specialises in improving practice efficiency, enhancing patient services, and continuous improvement in health care settings.

A strong advocate for staff wellbeing, Michelle believes that a thriving workforce is essential to delivering high-quality patient care. She is enthusiastic about creating positive workplace cultures, supporting resilience in healthcare teams, and

implementing wellbeing initiatives that benefit both staff and leadership. Through her consultancy work, she also guides organisations in strategic planning, workforce development, and operational excellence.

Paul Gordon, Medical Specialist Wealth Planner Atomos

Paul leads the healthcare care team at Atomos and has over 20-years' experience in advising the medical sector in all aspects of financial planning. He is very much an NHS Pensions expert and regularly liaises with medical specialist accountants and solicitors to ensure he and his team have an ongoing understanding of the issues being faced.

Ben Scorer, Primary Care IT Consultant, Perfect Your Practices

Ben is passionate about harnessing digital innovation in NHS Primary Care to benefit both practices and their patients. With a background as a Practice Manager, he has first-hand experience of the real-world pressures of balancing daily operational demands with the need to drive improvement. In 2024, he founded Perfect Your Practices to provide GP practices with practical and accessible support through tailored consultancy, and digital tools, including the widely used National & Local Returns Calendars. Ben now works with practices across the country, both in-person and remotely, supporting teams to enhance their digital presence, streamline processes, and strengthen patient engagement.

Laura Hampson, Director of Hampson Coaching Ltd, Trainer, Coach and Workplace Mediator and Founder of The Wellbeing Service

Laura is the Director of Hampson Coaching and the Director of Learning and Development at Dedici, bringing a unique blend of expertise as a trainer, coach, and mediator. A Fellow of the Academy of Medical Educators, she holds a degree in Psychology and Law, a master's in Change Management and Human Factors, and a PGC in coaching. For years, she has dedicated her work to supporting NHS professionals, drawing on a deep understanding of organisational change and human behaviour to help them succeed in a demanding healthcare environment.