

Steve Brown - Director of Pharmacy - University Hospitals Bristol NHS Foundation Trust,
and Associate Director, Medicines Management, NHS South West

Covering:

The Future NHS - Investing in Medicines?

Heather Simmonds – Director Prescription Medicines Code of Practice Authority

Covering:

APBI Update

Julian Ashley - Managing Partner, Jenzyme Consulting Associates

Covering:

To be Key or not to be Key, that is the question?

The Future NHS - Investing in Medicines?

Steve Brown - Director of Pharmacy - University Hospitals Bristol NHS Foundation Trust, and Associate Director, Medicines Management, NHS South West

The NHS is in the midst of the largest overhaul in its history and also needing to respond to the most challenging austerity measures it has seen.

The use of high cost drugs, implementation of NICE guidance and development of value based pricing is therefore challenging. Pharmacy is also engaged in transformational change towards a more patient focused perspective across the whole spectrum of the profession; this is encapsulated in the phrase ‘medicines optimisation’. Optimum medicines use is crucial to deliver the healthcare goals defined in the NHS Outcomes Framework.

We also need to reconsider our definition of the QIPP agenda – should we focus more on delivery of ‘quality’ rather than using QIPP as a pseudonym for cost improvement?

Speakers Credentials

Steve has been Director of Pharmacy in UHBristol/UBHT since 1997 and is also Associate Director of Medicines Management at NHS South West (now part of NHS South of England). He has varied professional interests including clinical governance, patient safety, technical services, critical care, NICE implementation and the cost-effective use of medicines.

He has contributed to numerous national strategic developments including being a member of the Modernising Manufacturing Board (South), a member of the advisory group for the Healthcare Commission review ‘The Best Medicine’ (2007), and as a member of the Pharmacy Reference Group supporting work for the ‘NHS Next Stage Review’.

Currently a member of the ‘NHS Casemix High Cost Drugs Steering Group’ with the NHS Information Centre and Department of Health, and the expert panel Chair of the NICE Patient Access Scheme Liaison Unit.

APBI Update

Heather Simmonds – Director Prescription Medicines Code of Practice Authority

Heather Simmonds will be updating the PSMG on recent developments within the ABPI and discussing how the changes affect Pharma

- What do YOU need to know

Speakers Credentials

Heather Simmonds is the Director of the Prescription Medicines Code of Practice Authority, which was established by The Association of the British Pharmaceutical Industry (ABPI) in 1993 to administer the ABPI Code of Practice for the Pharmaceutical Industry.

Heather has a degree in pharmacology and joined the ABPI in 1984. Heather has been working full time on the Code of Practice since 1989 and has been Director of the Authority since 1997.

To be Key or not to be Key, that is the question?

Julian Ashley - Managing Partner, Jenzyme Consulting Associates

Julian will be continuing the PSMG's theme of reviewing Key Account Planning by facilitating an interactive workshop, which will help PSMG members identify a quantitative process to go through, to help sales teams decide which accounts should be selected as "Key Accounts".

Speakers Credentials

Julian has been Managing Partner for Jenzyme Consulting Associates for the last 15 years. He was previously in various senior sales and marketing management positions within the pharmaceutical industry.

He now specialises in consulting on pharmaceutical salesforce effectiveness issues including salesforce business planning, resource allocation and tactical implementation.

Historically, Julian has lectured to MBA students at University College London and at various industry conferences on strategic sales management. His thought leading work on salesforce business planning has been published in the UK pharmaceutical national press.

He is also well known to the majority of the PSMG membership, as he has been our Treasurer for the last 11 years.