Masterclass: Impact! New perspectives for Management and Leadership in clinical practice

17-19 September 2013

Programme Outline (draft)

Day 1: Service Quality and Improvement

8h30	Registration	
9h15	Welcome & Introduction	*Priya Singh, UCL Ear Institute*
09h20	Welcome from Ear Institute Director	*Prof David McAlpine, UCL*
9h30	CPD and Service Quality	*Vassi Naidoo, Deloitte LLP*
10h15	Benefits of academic and Industry Collaborations	*Denise Goldman, Ear Institute*
11h15	**Coffee Break**	
11h35	*TBC*	
13h00	**Lunch**	
13h45	Service Improvement Tools and Techniques Workshop	*Robin Davis, NHS Elect*
15h30	**Coffee Break**	
16h00	Patient-Centered Care: What can we learn from the Behavioural Economists? (**Pre-recorded video presentation)**	*Barry Freeman*
17h00	Reflection and Close	*Melanie Gregory, IDA Institute*

Short-Courses Administrator
The UCL Ear Institute | 332-336 Gray's Inn Road | London WC1X 8EE
Tel: +44 (0)20 7679 8909 |Fax: +44 (0)20 7837 9279
Email: a.kelly@ucl.ac.uk

Masterclass Impact! New perspectives for Management and Leadership in clinical practice

17-19 September 2013

Programme Outline (draft)

Day 2: Creativity in Management and Leadership

8h30	Registration	
9h15	Welcome & Introduction	*Cherilee Rutherford, UCL Ear Institute*
9h30	Introduction to Creativity, Problem solving and Critical thinking: Role in Entrepreneurship and Innovation: PART ONE	*Sarah Harvey, UCL Dept of Management Science & Innovation*
11h00	**Coffee Break**	
11h30	Individual Creative thinking skills: PART TWO: Workshop	*Sarah Harvey, UCL Dept of Management Science & Innvoation*
13h00	**Lunch**	
13h45	Marketing in Healthcare	*Joe Vincent, Marketing Manager, King Edward VII Hospital London*
14h15	Audiology Demographics: Facing a crisis of capacity **(Pre-recorded video presentation)**	*Barry Freeman,*
14h45	Managing clinical innovation	*Patricia Wynn, The Advisory Board Company*
15h30	**Coffee Break**	
16h00	Speed Networking	*TBC*

Networking opportunity and reflection of the day over canapés and drinks in the Atrium!

Short-Courses Administrator
The UCL Ear Institute | 332-336 Gray's Inn Road | London WC1X 8EE
Tel: +44 (0)20 7679 8909 |Fax: +44 (0)20 7837 9279
Email: a.kelly@ucl.ac.uk

Masterclass Impact! New perspectives for Management and Leadership in clinical practice

17-19 September 2013

Programme Outline (draft)

Day 3: Management and Leadership Tools and Concepts

8h30	Registration	
9h15	Welcome & Introduction	*Priya Singh, UCL*
9h30	Market Drivers in Audiology today	*Trevor Andrews, Siemens*
10h15	Strategy, Leadership and Change: A Case Study	*Paul Flaherty, Kent Fire Service*
11h00	**Coffee Break**	
11h30	Management and Leadership Tools and Resources	*Cherilee Rutherford, Ear Institute*
12h30	**Lunch**	
13h30	Decision-making and Risk Analysis: An interactive Workshop	*Prof De Reyck, UCL Dept of Management Science & Innovation*
15h30	**Coffee Break**	
16h00	Enterprise and UCL Advances	*Prof Steve Moss,UCL Vice-Dean Enterprise*
16h45	Reflection & Close	

Short-Courses Administrator
The UCL Ear Institute | 332-336 Gray's Inn Road | London WC1X 8EE
Tel: +44 (0)20 7679 8909 |Fax: +44 (0)20 7837 9279
Email: a.kelly@ucl.ac.uk