



How to **innovate** in the NHS

10am-4pm, Wednesday 23 September 2009

London Art House, Islington, London N1 8PA

An inspirational and uplifting one day event for healthcare professionals who have ideas, see opportunities and want to create change.

Innovation is high on the healthcare agenda. At a time of economic recession and stringent public service cutbacks, we have to increase the returns on our health investment and produce greater health gains. In other words, we have to learn to achieve more for less without risking damage to front line services. Contrary to popular myth, NHS organisations are full of people with great ideas who are neither resistant to change nor risk averse. But we know that it's just not that easy to turn an idea into a service improvement or a new venture –especially in a complex organisation like the NHS with a long memory of 'how things should be done'.

How to Innovate in the NHS will give delegates unique insights into how to bring the skills and flair of the entrepreneur into the heavily managed business environment of the NHS. They are two very different worlds that operate by different rules, currencies and languages, and **How to Innovate in the NHS** will provide you with practical advice and tools to help you navigate between these worlds.



How to Innovate in the NHS is based on the experience and vision of **Ann Porter**. A former freelance social entrepreneur in Scotland, Ann spent 10 years working at Director level in the NHS where she was appointed to achieve change. As a social entrepreneur in Scotland, she successfully built up a number of social ventures from the good idea stage with projects ranging from community initiatives to a national health-related charity. As an innovator in the NHS in London and the South, she learned how to 'deconstruct' the entrepreneurial process and she grounds her innovative work in the reality of organisational life in the NHS.





This event will be **different...**

Six reasons to attend:

- 1.** Find out how innovation happens- it's what entrepreneurs do.
- 2.** Turn problems into ideas for change that will work. Expressing your frustration is OK. This is where the entrepreneurial process begins.
- 3.** Take away unique insights on how to navigate between conditions essential for innovation and the day to day business environment of the NHS. These are two different worlds with two different sets of rules. You have to be 'bi-lingual'.
- 4.** Understand and deal with barriers to innovation.
- 5.** Learn how to become an NHS Entrepreneur.
- 6.** Develop the skills to move yourself and your organisation into the world of the social entrepreneur.

Expert contributions from:

Ann Porter

Social entrepreneur and NHS leader. Driving change.

Dr Liz Archer

Clinical innovator. Expertise in moving from problem to idea.

Charlotte Goldsmith

Psychologist, former investment banker and social innovator. Understanding behaviours that inhibit innovation.

Chris Harrison

Designer and branding expert. Inspiring exercises to unleash creative behaviour.

Mike Smith OBE

NHS Foundation Trust Non Executive Director and founder of innovative social enterprises. Navigating the system.

The venue

The London Art House is an unusual and stimulating venue that will help you escape the pressures of work.

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Easy ways to register

Online: Register online at
www.sodainnovation.com

Email: events@sodainnovation.com

By post: Soda, One Church Road, Hove, BN3 2HA

By phone: 0845 5190636

Fax: 01273 716748

Delegate fees

	Early Booking by 31 August	Full rate
Public sector	£350	£395
Private sector	£565	£595
Voluntary sector	£260	£295

Delegate details

Title: _____

First Name: _____

Surname: _____

Job Title: _____

Department: _____

Organisation Name: _____

Address: _____

Post Code: _____

Telephone: _____

Fax: _____

Email: _____

Please photocopy this form to register further delegates

How to Pay

CHEQUE

Please find enclosed a cheque for £ _____
made payable to Soda Innovation Ltd. Please
send to Soda, One Church Rd, Hove, BN3 2HA

INVOICE

Purchase order number: _____

Email for accounts contact: _____

Invoice address if different from one above: _____

BANK TRANSFER

Account name: Soda Innovation Ltd

Sort code: 72 00 01

Account number: 09673182

Signature

A confirmation email will be sent within 3-5 working days of your booking. Please note that payment must be made before the event date. There will be a charge for cancellations after September 1st. There will be a vegetarian option for lunch at the event but please inform us if you have any other dietary requirements.

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