

# Agents for change: collaborating for quality



Wednesday 10th November



## Join us in Second Life as we collaborate for quality

Providing high quality care for patients needs a strong partnership between junior doctors and managers. On 10th November 2010 at The King's Fund in London we're bringing junior doctors and senior managers together as we improve how we collaborate for quality in the future.

In parallel with the physical conference we'll be holding a virtual parallel event in Second Life and streaming the live event via the web. You'll also be able to attend workshop sessions online.

For junior doctors this is your opportunity to understand the structure of healthcare, learn how to develop a business case, and find out how to ensure your ideas get noticed. Senior managers will gain a better understanding of junior doctors, learn how to develop training opportunities alongside service delivery, and engage this key group in quality and productivity improvement.

The virtual event is extended to doctors and managers globally. Join us for a day of high profile speakers, discussion on how junior doctors and senior managers can work better together, and contribute your experience of how managers and doctors work in your country.

There is no need to register for the virtual events. Simply join us at 10:00GMT. If you are attending in Second Life please ensure you have downloaded and tested your software in advance and Teleport to this location: <http://tinyurl.com/agents4change>

Note: If this is your first event in Second Life please refer to this information in advance: <http://healthlands.wordpress.com/getting-to-healthlands/>

**Imperial College  
London**

The Second Life event is hosted by Imperial College London's Medical Media and Design Laboratory - <http://tinyurl.com/medmedia>

Second Life SLURL - <http://tinyurl.com/agents4change> or watch on the web - <http://agentsforchange.bmj.com>

# Programme

09:30–10:00	REGISTRATION AND COFFEE	
10:00–10:15	<b>Introduction</b> Dr Fiona Godlee, Editor in Chief, BMJ	
10:15–10:45	<b>Junior doctors as an intellectual resource</b> Tim Smart, Chief Executive, King's College Hospital	
10:45–11:15	<b>A business partnership for collaborative working</b> Rob Collins, Human Resources Director, Waitrose	
11:15–11:30	COFFEE BREAK	
11:30–12:15	<b>Power and influence in the NHS</b> Liz Saunders, Senior Consultant - Leadership Development, The King's Fund	
12:15–12:45	<b>Collaborative leadership in the NHS</b> Naaz Coker, Chair, St George's Healthcare NHS Trust	
12:45–13:45	LUNCH, POSTERS AND NETWORKING	
13:45–14:30	<b>Workshop 1</b> A: How can the NHS be a better employer? B: How can junior doctors be better employees? C: How can service provision and training opportunities be improved at the same time? D: What are the barriers to collaborating for quality?	* Workshop B will be the streamed session in Second Life
14:30–15:30	<b>Workshop 2</b> A: Tools for designing and executing your improvement project Dr Mark Jennings, Director of Healthcare Improvement, The King's Fund B: Being a change agent Dr Helen Bevan, Chief of Service Transformation, NHS Institute for Innovation and Improvement C: Dealing with disruptive behaviour Dr Kevin Stewart, Medical Director, QIPP Safety Express D: Releasing medical time to improve patient safety RMTIPS Project Team, United Lincolnshire Hospitals NHS Trust	* Workshop A will be the streamed session in Second Life
15:30–15:45	COFFEE BREAK	
15:45–16:00	<b>Feedback from workshop 1</b> Dr Fiona Godlee	
16:00–16:30	<b>The size of the problem</b> Jim Easton, NHS National Director for Improvement and Efficiency	
16:30–16:45	<b>Project presentations</b> Introduced by Dr Fiona Godlee	
16:45–17:00	<b>Closing remarks</b> Professor Sir Bruce Keogh, NHS Medical Director	
17:00	FEEDBACK AND CLOSE	