



Technology Adoption Centre

and **SDO Network**

THE **NHS** CONFEDERATION



Embracing healthcare technology and innovation

One-day event for senior managers
Wednesday 11 February 2009
BMA House, London

SDO Network is funded by SDO (Service Delivery and Organisation Programme)
which is part of the National Institute for Health Research



NHS
*National Institute for
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As the growth of NHS investment inevitably becomes limited, senior managers are under increased pressure to identify new ways of delivering improvements in healthcare delivery. Lord Darzi's recent report also sets a challenging agenda that requires NHS managers to embrace new innovations and technologies in order to deliver the best care for their patients.

Innovations through the adoption of medical technologies provide great promise in delivering improved patient outcomes and system efficiency. This event will share the most effective ways of adopting new technologies and innovative services and discuss and explore the ways to overcome barriers and challenges faced in the process of doing so.



Key note speakers

Conference chair: **Nigel Edwards**, Policy Director, NHS Confederation

Professor Trisha Greenhalgh, University College London
Brian Ibell, Assistant Chief Executive, Derby NHS Foundation Trust

Sally Chisholm, Director, Lancashire and South Cumbria Cardiac Network

Peter Ellingworth, Chief Executive Officer, ABHI

The conference programme features plenary speakers, interactive workshop sessions and case studies.

- Identify new ways of delivering improvements in healthcare
- Explore the challenges of implementing innovative medical technology
- Learn how to overcome the management barriers of implementing technology

For more information and to book, visit www.nhsconfed.org/embracinghealthcare