

HOSPITAL DIRECTIONS RETURNS DUE TO HUGE DEMAND

Following last year's successful launch, Hospital Directions is back with an even more comprehensive speaker line up

Hospital Directions is fast becoming the 'go to' event to debate Secondary Care

29/10/13: Following its successful launch in 2012, Hospital Directions is back for a second year, with a new location and a new vision that is set to help transform the future of acute care delivery under the NHS.

As the face of Secondary Care changes, hospital managers are being asked to do more with less. Hospital Directions is the only Secondary Care event that addresses every crucial issue affecting hospitals today, with hands-on learning, expert solutions from leading healthcare professionals, and access to the key policy makers and suppliers who will help them deliver change. The event also offers free places for all NHS teams.

After a successful launch year, Hospital Directions has been relocated this year to London ExCeL on November 27-28. The event is being organised by leading conference and events producers, CloserStill.

Ralph Collett, Managing Director of CloserStill Medical says the event comes at a crucial time for Secondary Care providers.

"Hospital Directions is becoming the go to event for leadership teams in hospitals. A radical shakeup of the way primary care, urgent care and secondary care is managed needs to be addressed. Recent Government legislation has thrown down the gauntlet for hospitals to provide better and more cost efficient integrated healthcare solutions," says Mr Collett.

"But why should high quality training be restricted to those with the big training budgets? Hospital Direction is committed to offering free, world-class training to every trust in the UK" he says.

Offering seven comprehensive speaker streams encompassing innovation, efficiency and leadership, this event will bring together hospital leadership teams and managers from the fields of patient services, human resources, information technology, estates and facilities management and more, to listen to – and share – best practice.

Hospital Directions will encompass a mix of seminars, workshops and hands-on skill sessions from key figures in the sector, to drive quality and excellence within every hospital management role and promote excellence in all NHS Trusts.

New to 2013, is the innovative Pop-up Hospital, a hands-on experience where delegates can put their skills to the test. The new concept will also demonstrate how temporary facilities can increase clinical activity during refurbishments and how they can generate more income.

Mike Broad, Director of Programming at Hospital Directions says the event is already attracting an impressive line-up of speakers and industry support.

“The acute hospital is changing and Hospital Directions is responding to these changes by delivering two days of comprehensive expert talks and ample training opportunities by key figures in the sector, driving quality and excellence within every hospital management role. Our speaker programme is jam-packed with leaders from across the Secondary Care arena because they appreciate that in these challenging times we've got to do more with less. More integrated care holds the answers - as recently recognised by our political leaders.

“Hospital Directions runs alongside Acute and General Medicine, one of the UK’s largest gatherings of senior clinicians, creating a rare platform for management teams to engage with clinical leaders on the issues they face.”

ENDS

For more information or to register for a press pass contact:

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About Hospital Directions 2013:

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Seven streams running over two days, jam-packed with practical seminars, and supported by a vibrant exhibition, will bring managers together from across the different disciplines and from all around the country to share best practice and promote excellence in all NHS Trusts.

Key Info:

Hospital Directions 2013, 27-28 November, ExCeL, London

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