



Evolution through Innovation

The 31st Annual APHA National Congress will be the health industry's event of the year

THIS year's 31st Annual APHA National Congress will fill a busy two-and-a-half days exploring *Private Hospitals: Evolution through Innovation*.

The Congress will provide a platform for exploring the essential connections between private hospitals, governments, technology and patient care. It will look at synergies between private hospitals and outside partners: providing practical ideas for hospitals on the ground.

This year's Congress will be held from 16-18 October at the Hilton Hotel, Sydney. Delegates can look forward to thought-provoking speakers who will stimulate debate throughout the sessions as well as informative knowledge from some of Australia's best in their field.

With the Federal Government recently reintroducing the means test rebate to parliament, the changes that are proposed will adversely affect private hospitals across

the country. All healthcare professionals have noted the potential domino effect. This congress is a 'must attend' for everyone involved in private healthcare at any level.

This year's congress has a streamed approach, which will address Safety and Quality, Mental Health, Community Health Innovation, Health Workforce and Communications and Marketing. The Congress will offer a diverse range of sessions for a variety of hospital staff members. Concurrent to the National Congress is a health sector Trade Expo. Trade Exhibitors and delegates can take the opportunity to build and develop relationships and keep current on the latest developments impacting the industry.

Delegates to the Congress will be provided with sessions that stimulate ideas and promote discussion on the topics of interest to them. The Congress will also provide excellent opportunities for networking among fellow colleagues and industry professionals.



Prof Guy Maddern



Michael Roff



Carol Turnbull

Day One

On Sunday, the Congress will kick off with the Member Forum and AGM, a chance for members to hear about the activities of the association and an outline of the results from this year's membership survey. Sunday evening will be the Welcome Reception where delegates can meet and network with each other and the exhibitors.

Day Two

The Congress program is filled with high-calibre speakers. The opening keynote address will be given by Professor Guy Maddern, Head, Discipline of Surgery at the University of Adelaide. Prof Maddern will talk about innovations in surgery and the risk of new technologies.

“New technology in surgery does not always have a positive outcome; care and follow up should be part of new surgical innovation,” Mr Maddern said. “Private hospitals have become leaders in introducing new technologies but the pressures of marketing and profile should not allow poorly evaluated interventions and procedures to occur.”

“I plan on talking to the Congress delegates about surgery that must be innovative but also reflective if errors of the past are not to be repeated. These things are crucial to surgeons and other healthcare professionals.”

Following on from Prof Maddern will be Michael Smith, Clinical Director of the Australian Commission on Safety and

Quality in Health Care (ACSQHC). Dr Smith will present information on the move to national accreditation.

The concurrent sessions will explore relevant topics such as embracing social media, overseas recruitment and innovations in mental health. Carol Turnbull, CEO, of Ramsay Health Services SA is doing a presentation on Trans Cranial Magnetic Stimulation (TMS) - setting up a service in the private sector.

“We have been running the Trans Cranial Magnetic Stimulation project for two years now under Research protocols and have accumulated substantial data to prove its efficacy,” said Ms Turnbull.

“The TMS machine has recently received TGA approval. I plan on talking about how





Hon Jillian Skinner



Peter Fleming



Evan Rawstron

this is a great example of the private sector taking the lead and finding new efficient treatments for patients with Mental Illness.”

Monday afternoon delegates will be able to watch the Baxter Awards showcase of presentations. The finalists from each category will be presenting their submissions. This session is a must-see for those attending the Gala Dinner where the winners will be announced.

Rounding out Monday's sessions will be the pre-dinner cocktail party followed by the Gala Dinner, hosted by the Today Show's Karl Stefanovic, where the 2011 APHA/Baxter Awards for Quality and Excellence will be presented. APHA received a high standard of applications this year and the judges have had a difficult task in choosing the winner for each category. After the formalities of the evening the night will kick on with live music from Lisa Hunt, which will keep everyone entertained.

Day Three

Tuesday begins with a keynote address from Hon Jillian Skinner, NSW Minister for Health, which will no doubt be an engaging discussion. Ms Skinner believes that “there needs to be greater investment in health in Australia, not only to improve access to services, but to add value to medical research and where patients require treatment, they should be able to enjoy the best quality outcomes.”

The concurrent sessions on Tuesday will focus on Patient Innovation and Lean Thinking and its value to private hospitals. Peter Fleming, CEO of NEHTA, will present NEHTA's vision for Personal Health Records. Evan Rawstron, Chief Operating Officer at Macquarie University Hospital, will then discuss the hospital's move to become a paper-free hospital.

“I am going to talk about the benefits of an electronic approach for hospitals and

the challenges of delivering an electronic medical records in a service-critical environment,” Mr Rawstron said.

“The key link back to the Congress theme is that private hospitals are playing an increasingly important role in driving innovation in health care. This can be clearly seen in investments made in technology by a whole range of private hospitals and is likely to continue into the foreseeable future.”

APHA has been leading private hospitals in social media engagement and this effort will be expanded at the Congress. Twittercamp, run in the morning and afternoon tea sessions, will provide delegates a hands-on learning environment to get involved in this latest communication tool.

APHA welcomes all delegates to this year's Congress. Registration information and the full program can be accessed at www.apha.consec.com.au. **PH**
By Rebecca Angove

