



# Core Skills For The Clinical Service Lead

Exceptional Training Designed To Create Exceptional People



medicology  
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# Course Programme

## Introduction

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Aimed at those in post or aspiring to the roles of clinical service lead or clinical director

Most people end up in the role of clinical director or service lead either by straight line succession or because nobody else would do it! The role is obviously a vital component of an effective service. However, the role can also be immensely satisfying with the right framework in which to manage clinical imperative with business responsibility. It's a real opportunity to make a positive difference to healthcare outcomes whilst equipping the service for the future. This powerful course is designed to provide that framework and the practical skills necessary to get it right for clinical teams and business managers alike. It has the added bonus of helping consultants find it fundamentally easier to work with management without ever losing their clinical roots.

## Benefits & Objectives For Participants

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- Understand the business of health and what this really means to service leads
- Gain insight into the Trust management mindset and how to work with it
- Foster responsibility and accountability in key staff
- Ensure a harmonious and productive work environment
- Drive forward change and reform with greater ease
- Resolve common challenges such as sickness & absence
- Restore positivity to an otherwise demotivated workforce

## Target Audience

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Those in or aspiring to service lead positions, including lead consultant, clinical director or other lead positions that a consultant may take.



## Programme Elements

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### Content

- Defining the core competencies & characteristics of the effective service lead
- Understanding the clinical & business performance imperative
- Understanding & working effectively with Trust Management
- Marrying Trust objectives with clinical priorities to create a compelling vision
- Encouraging positive engagement in management objectives
- Cascading vision, goals & objectives throughout the team
- Ensuring responsibility and accountability for service delivery
- Managing resource prioritisation & balancing
- Managing resource reductions & reviews
- Structuring teams for maximum performance
- Understanding the principles of multiprofessional working
- Moving towards an operational environment of respect and diversity-utilisation
- Fostering open, non-judgemental communication skills amongst team members
- Principles of service evolution & re-design
- Core skills in change management
- Leading change positively and with clear purpose
- Using change management tools to plan and execute change
- Avoiding the common pitfalls of unsuccessful change
- Overcoming change resistance
- Resolving sickness & absence performance blocks
- Breaking down institutional conflict and disharmony
- Putting the 'positive' back in healthcare

## Practical Information

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**Duration:** 2 days

**Start:** 0945 (registration 0915)

**Ideal (Maximum) Numbers:** 15 (25)

**CPD Points:** 10

**Finish:** 1615

# Why Bring It In-House?

## Benefits To The Trust

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There are immense benefits of bringing this course in-house, not least of which is the value placed upon the course by the participants. For the Trust directly, the following create a compelling argument:

- Establish greater collaborative working on key business issues
- Ensure that service leads understand how to marry clinical with business priorities
- Encourage greater leadership from both a service and a patient perspective
- Equip service leads with the skills to resolve key challenges like sickness & absence
- Reduce the cost of training by removing the need for consultants to attend open courses

As an added bonus, this programme results in renewed enthusiasm to provide strong, outcome-orientated leadership, vital when you consider that most of them are reluctant service leads.

## How Can You Trust That We'll Do A Good Job?

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Firstly, we approach every programme with the same passion, whether it is a single day or an extensive programme for a large number of people. However, you don't need to take our word for it because here's our better solution:

- Review the testimonials, in here, online or ask for more if you'd like them
- See how we handle your enquiry. Are we professional? Do you feel informed? Is it clear that we understand your issues?
- If we do run a programme and we get it wrong for you - you can have your money back! (yes, a 100% money-back guarantee)

We know that we won't be asked back if we get it wrong for you and we do like to be asked back! However, even though our intentions are obviously positive, you need the reassurance that if we don't get it right then you haven't wasted your budget. Our 100% money-back guarantee on in-house training is quibble free. In our eyes we either delivered, or we didn't. It's that simple!

## We Make It Easy Too!

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Medicology have state of the art event management systems and we make these available to you as part of the programme. What does that mean?

- Your participants can register directly on our system, automating all of the admin functions from joining to badges
- We provide you with beautiful PDF posters or brochures at no extra cost (we want your event to be successful)
- Once you have a venue, we take over the full management role, leaving you free to do the day job



## How Much Does It Cost?

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The final cost will depend on a number of factors, including the following:

- The degree of completely new material that needs to be brought in
- The degree of travel involved (yes, you will pay more for Stornaway, sorry!)

We realise that some guidance would be helpful. A standard, 2-day programme using a single facilitator delivering the core components without alteration, in a location that is relatively accessible would cost £3,300 + VAT + trainer travel expenses (with you providing the venue and catering). Ironically, that's not far off what you'd end up paying in travel & accommodation alone for 15 people to attend a 2-day open course, demonstrating the true value of in-house training.

When you enquire, we'll prepare a full, transparent quotation based on your specific requirements, taking all factors into account.

## Who Have We Worked For?

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Medicology has run literally hundreds of days of training and we'd struggle to know where to begin. We have worked for individuals, departments, whole organisations, networks, medical schools, NHS Trusts, PCTs, SHAs and many of the left-of-centre organisations too. Without going into tiny specifics, the following recent examples should give you reassurance:

- NHS London - creation & delivery of a London PCT-wide programme on service reconfiguration
- Welsh Assembly - creation & delivery of a wales-wide leadership programme for Hospital at Night teams
- A Scottish NHS Acute Trust - creation and delivery of a series of one-day events covering leadership, team-working & conflict
- That just about covers the length and breadth of the country and these are all 2008 programmes. Furthermore, our experience spans from a single person to hundreds through a more extensive multi-day, multi-site programme. We can provide more examples on request, tailored around your actual needs.

## How To Take This Forward

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We make this bit really easy:

- Contact Nick Hall on 01332 821260
- Email him on [nick@medicology.co.uk](mailto:nick@medicology.co.uk)

We'll take the rest from there.

# Who Are Medicology?

## About Us

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Whether you are seeking to develop yourself, a team, a board, a department or a whole organisation, you are about to discover a highly committed group of professionals entirely devoted to your success through human performance in the healthcare sector. We specialise in the foremost cornerstone of organisational effectiveness; people and how they work together.

### **Our Core Areas Of Expertise Are:**

- Leadership development
- Management development
- Personal development
- Consultancy services specifically around resolving people issues

Medicology isn't new and although we are extremely committed to each and every individual we engage with, we aren't small either. We run over 200 days of open training per annum and a considerable amount of bespoke programmes too. We are trusted by some of the foremost healthcare organisations in the UK, such as NHS London (SHA) and the Welsh Assembly (running their country-wide Hospital-at-Night Leadership Programme). The breadth and depth of our work ensures we are always current with the NHS change agenda, Darzi, Carruthers and the raft of issues that occur in operational healthcare. You'll find us insightful, positive and solution-orientated. We are very passionate about what we do, reflected throughout the organisation.

## Some Useful Information

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- Course numbers tend to range from 10 to 20 persons on average – always low, never crammed in
- We utilise a full range of approaches including formal presentations, case studies, individual & group exercises, discussions and brainstorming, as well as live projects in an interactive, fun and engaging way
- We don't use role play and we believe that learning should be non-threatening

## Engaging Consultants In The Business Of Health

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Medicology is renowned for positively engaging clinical staff in the business reality of health, whether that's a proactive and collaborative approach to meeting targets, breaking down the walls between clinicians and managers or helping to drive forward service improvements, reconfigurations, positioning and promotion to ensure a steady flow of patients and a service that meets the needs of commissioners.



## Meet The Team

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To reassure you, our training team is entirely employed by Medicology, not freelancers, so that we can ensure a consistent approach, a quality result and the same passion irrespective of who delivers.

### Andrew Vincent DipM MCIM DMS - Managing Director & Lead Consultant/ Trainer

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Andrew has a senior management background across healthcare encompassing pharmaceuticals, biotechnology, medical devices and training! An energetic leadership, management & personal performance specialist, his particular fortes include leadership development for senior health service staff, including consultants, clinical directors & boards, management development across all levels of health service staff, with an emphasis on alignment with key organisational goals and resolving complex challenges, including low morale, significant change, disengagement, conflict, clinical/managerial divides, inertia and crises.

### Sara Watkin MD MBChB FRCPCH - Medical Director

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Sara's healthcare experience spans 20 years encompassing tertiary care, secondary care, primary care and managed clinical network level. This gives rise to enormous insight into the healthcare environment, the current reconfiguration agenda and increasing emphasis on clinical quality & safety. As Consultant Neonatologist for 12 years and Clinical Director for 7 years, she has considerable experience at the sharp end of healthcare delivery, accountability and organisational infrastructure.

### Bruce Martin - Leadership & Management Development Specialist

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Bruce has a 15 year history in public sector leadership & management development, coupling an animated and passionate style with considerable organisational performance insight. His own training encompasses the Certificate of Education (Middlesex University), 'Coaching through Change' and 'Performance Coaching' (Newcastle). During his 31 years in Public Service he has dealt with many difficult situations first hand; and has the skills and expertise to turn these experiences into the best quality of training for Medicology, having already done so for the Metropolitan Police Leadership Academy.

# Testimonials

## What Others Are Saying About This Course

“After returning from the Clinical Leadership course held by Medicology, I have to say, my impression was that I had attended the best course in my career”

Mr A K Mukherjee , Consultant & Head of Service, Emergency Medicine. Effective Clinical Leadership

“It was apparent that the Medicology team as a whole are dedicated to improving the way in which clinicians can interact effectively with health care managers and also to give clinicians the necessary guidance and skills to themselves become effective managers.”

Paul Morgan, Consultant Intensivist. Core Skills for the Clinical Service Lead

“Please pass on my gratitude to Andrew for such a fabulous course. I will recommend medicology to all my colleagues!”

Sarah Wyllie - Consultant Microbiologist, Portsmouth Hospital

## Course Aggregate Scores

Rating	Excellent	Good	Average	Poor	Terrible	Total %
<b>Course Overall</b>	5	4	3	2	1	<b>88</b>
<b>Speakers Knowledge</b>	We produce the aggregate score as a percentage by allocating 5 for excellent down to 1 for terrible.					<b>94</b>
<b>Speakers Delivery</b>	As an example, let's say we have 4 evaluations for course overall, being excellent x 2 and good x 2. That means $(2 \times 5) + (2 \times 4) = 18$ out of a possible 20 i.e. 90%					<b>88</b>



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## Contact Details

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### Our Address:

Medicology Ltd  
Oxford House  
Stanier Way  
Wyvern Business Park  
Derby  
DE21 6BF  
United Kingdom

**Email:** [enquiries@medicology.co.uk](mailto:enquiries@medicology.co.uk)

**Web:** [www.medicology.co.uk](http://www.medicology.co.uk)

### Main Contacts

**Switchboard:** 01332 821260

**Registrations:** 01332 821260

**Facsimile:** 01332 821262

### Key Individuals

**Andrew Vincent DipM MCIM DMS**

Managing Director & Lead Consultant/ Trainer

**Email:** [andrew@medicology.co.uk](mailto:andrew@medicology.co.uk)

**Mob:** 07775 646947

**Sara Watkin MD MBChB FRCPCH**

Medical Director

**Email:** [sara@medicology.co.uk](mailto:sara@medicology.co.uk)

**Mob:** 07855 312529

**Bruce Martin**

Leadership & Management Development Specialist

**Email:** [bruce@medicology.co.uk](mailto:bruce@medicology.co.uk)

**Mob:** 07740 982071

**Nick Hall**

Head of Customer Experience & Partnership Programmes

**Email:** [nick@medicology.co.uk](mailto:nick@medicology.co.uk)

**Tel:** 01332 821260

**Mob:** 07941 936753

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Medicology Ltd, Oxford House, Stanier Way, Wyvern Business Park, Derby, DE21 6BF

Tel: +44 (0)1332 821260 Fax: +44 (0) 1332 821262 Email: [enquires@medicology.co.uk](mailto:enquires@medicology.co.uk) Web: [www.medicology.co.uk](http://www.medicology.co.uk)