Welcome to the Education Network webinar

Thank you for logging on early.

As you can see, we are still setting up. We can’t hear you and you can’t hear us. If you would like to communicate with us, please use the chat function. Thank you.

This session will be recorded
Education Network

12 July 2022

Amber Morgan, Project Manager: Clinical programmes and Anita Hayes, Head of Clinical Leadership

Welcome to our webinar

This session will be recorded
Welcome and introductions

Please introduce yourself, your role and where you are from in the chat box

Please feel free to contribute to the discussion throughout – comments, questions or reflections, using chat box

Please share useful resources in the chat box

Follow-up questions and reflections clinical@hospiceuk.org.
DO-NOW

Welcome!

Today’s DO-NOW:
Please begin once you are connected to the audio & video conference.

1. REMOVE ONE DISTRACTION FROM YOUR WORKSPACE. YOU MIGHT:
   - Mute your mobile
   - Shut the door
   - Do not disturb
   - Close your email

2. WRITE A BRIEF STATEMENT of PURPOSE—one intention for today’s session. This will remain private to you.
   - I want to speak up more!
   - Learn how I can make change happen
   - I want to… what’s yours?

3. POST it, HANG it, or PLACE it where you will see it.
   - What's yours?
## Agenda

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<td>Welcome</td>
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<td>Discussion</td>
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<td>What comes to mind when we say marketing</td>
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<td>Paul Hodgkinson, <em>Senior Corporate Development Executive</em>, Hospice UK</td>
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<td>Chris Hoon; Kathy Childs and Jagruti Vasanji from Barclays will lead discussion in the following topics:</td>
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<td>• Communications Planning – How we take the business requirement and turn it into a marketing brief</td>
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<td>• Audience and Media – How we find insights about our audience and their lives in order to find the best ways to communicate our message to them</td>
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<td>• Performance Marketing – How we use the knowledge of the audience to deliver direct sales</td>
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<td>Education and Training – Opportunities for System Collaboration</td>
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<td>Annette Alcock, <em>Head of Health and Care System Relationships</em>, Hospice UK</td>
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<td>Q&amp;A</td>
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<td>Breakout discussion</td>
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<td>An opportunity to practice your ‘elevator pitches’</td>
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Lets get started

What do you think of when we say marketing

Paul Hodgkinson
Marketing 101

Chris Hoon; Kathy Childs and Jagruti Vasanji from Barclays will lead discussion in the following topics:

• Communications Planning – How we take the business requirement and turn it into a marketing brief

• Audience and Media – How we find insights about our audience and their lives in order to find the best ways to communicate our message to them

• Performance Marketing – How we use the knowledge of the audience to deliver direct sales
Education and Training – Opportunities for System Collaboration

Annette Alcock
Hospice UK Head of Health System Relationships

www.hospiceuk.org
What is Changing in the English System?

- Health and Care Act 2022 – new government legislation
  - Establishes Integrated Care Boards (and Partnerships)
  - Specifies Palliative Care as a statutory responsibility for ICBs
- NHSE PEOlC Framework – commissioning guidance
  - Ambitions Framework
  - Commissioning Framework and Funding Approaches
- Health Education England (HEE) – workforce funding
  - Primary Care Training Hubs (across ICS)
NHS Health Education across the Nations

England
- Health Education England (HEE)
- Primary Care Training Hubs (TH)
- Integrated Care Systems
- Primary Care Networks (PCNs)

Wales
- Health Education and Improvement Wales (HEIW)
- Primary Care Locality Training Hubs
- Health Boards
- Primary Care Clusters

Scotland
- NHS Education for Scotland (NES)
- National Portals
- NHS Boards
- GP Clusters

Northern Ireland
- Northern Ireland Medical and Dental Training Agency (MDTA)
- Federation Support Units
- Health and Social Care (HSC) Trusts
- GP Federations

www.hospiceuk.org
Supporting the Clinical Staffing Pipeline
examples from primary care

Support along the Clinical Staffing Pipeline

Student Placements
- Pre-reg nursing, AHP pharmacy, medical degree (HEIs)
- Quality assessed learning environments
- Qualified practice supervisors and assessors (Standards for SSA)

Induction
- Organisation induction
- System-wide induction
- New to Practice Fellowships (NHS)

CPD
- HE funding (£333pppy)
- TH commissioned training and education

Preceptorship

Retention

Grow Your Own

Clinical Specialisms
- Qualification in Specialism Standards (QIS) for post-reg courses (HEIs)
- FY and ST doctor rotations
- Qualified clinical supervisors and trainers (HE)

Peer Support
- Peer Supervision - groups of students or new to practice staff
- (MDT at neighbourhood level; single profession at (TH))
- Staff Forums (TH)
- Supervisor Faculty Group (TH)

Career Pathway
- Apprenticeships - HCA, ANA, RNDA
- ACP masters course (3 years)
- Capabilities and Career Framework

HEIs – higher education institutes (universities)
SSA – student supervision and assessment
HE – nations’ NHS Health Education organisation
TH – primary care training organisation
FY / ST – doctor training levels
ANA – apprentice nurse associate
RNDA – registered nurse degree apprentice
ACP – advanced care practitioner
## Hospice Opportunities for Education Partnerships
in the context of integrated ‘system’ working

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<th>Academic / Education</th>
<th>Training</th>
<th>Careers</th>
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<tr>
<td>• Expertise in academic partnerships with HEIs – lecturers, educational supervisors, delivery partners</td>
<td>• <strong>System-wide inductions</strong> for all staff – deteriorating patient</td>
<td>• <strong>System-wide career support</strong> including:</td>
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<td>• Clinical placements for students – <strong>hub and spoke models</strong> and / or with NHS partners eg Trusts, Training Hub</td>
<td>• Joint staff training across organisations</td>
<td>• Joint advertising and recruitment across organisations</td>
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<td>• Expertise in range of palliative care training – <strong>delivery partner for Trusts, Training Hub, Care Homes</strong></td>
<td>• Flexible, consistent contracts</td>
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<td>• Neighbourhood / system-wide peer support / forums</td>
<td>• Quality and indemnity</td>
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**System is the health and care organisations at board, place or system level**
Questions and Discussion
Break out room discussion:

Education Network 2022

30 minute discussion to include:

This is your opportunity to try out your elevator pitch. What would you say if you had 2 minutes in an elevator with your CEO or an education commissioner

Remember:
• Make a note of the room you are in
• Add any comments or thoughts about this in the chat box
What is an elevator pitch

An elevator pitch is a brief way of introducing yourself, getting across a key point or two, and making a connection with someone.

Whether you are pitching a product, a service or yourself, here are the three essential components in a pitch: **Stimulate interest. Transition that interest. Share a vision.**

It sums up **unique aspects of your business or personal brand and gets a conversation started.** An elevator pitch must define a problem and solution in the simplest terms for a winning strategy. Always keep your target market in mind when relaying your elevator pitch.
5 Elements of an Effective Elevator Pitch

Relate to their problem. When you start a pitch, the first thought in your audience's mind is: Why should I care?

Explain the solution. ...

Detail why your product is unique. ...

Personalise the message. ...

Craft a compelling call-to-action.
Feedback from breakout room discussion

Let us have your thoughts about the exercise
Summary and Close

Evaluation

https://www.surveymonkey.co.uk/r/ednetjuly2022feedback
Future meetings

- 13 September 2022
- 8 November 2022
- 10 January 2023

Zoom id: 167 495 459 password: 12345

https://us02web.zoom.us/j/167495459 (Passcode: 12345)
Events

Rennie Grove Conference 2022: 'Collaborative Working in Palliative Care'
Wednesday 19 October 2022, 9am-5pm, virtual
Exploring Volunteering in Palliative Care: The research - past, present, and future

For more information and to book your place please use the link below:
https://renniegrove.org/healthcare-professionals/training-and-education/our-annual-conference
Hospice UK Conference

SEC Glasgow from Tuesday 22 November – Thursday 24 November 2022. We’re thrilled to be bringing the conference to Scotland for the first time and can’t wait to see you all in this vibrant and dynamic city.

For more information visit our website:
https://www.hospiceuk.org/professionals/courses-conferences/national-conference

Hospice UK Awards

The Hospice UK Awards celebrate the innovative work taking place in hospices and palliative care organisations across the UK, and the people involved with them. They are a much anticipated part of the National Conference. They are your opportunity to recognise and celebrate the hard work that has taken place during the past 12 months and the lasting impact it will have.

Visit our website to find out more about the different categories and how to make a submission.

https://www.hospiceuk.org/professionals/courses-conferences/national-conference/awards

The deadline for entries and nominations is Friday, 9 September 2022.
Other resources

NMC Standards for post registration

The NMC have published their new post-registration standards on their website.

For more information please visit:

https://www.nmc.org.uk/standards/standards-for-post-registration/?utm_source=Nursing%20and%20Midwifery%20Council&utm_medium=email&utm_campaign=13323326_Post-reg%20to%20prscoi%20etc%20%20Jul%202022&utm_content=standards&dm_i=129A,7XKCE,2KNFIC,WEVI9,1
Other information

House of Commons Library has produced a briefing on sources of funding in the UK for Master’s degrees - https://commonslibrary.parliament.uk/finding-funding-for-a-masters-degree/

NMC publishes reports from post-registration nursing standards
Link to Education Network Meeting resources

https://professionals.hospiceuk.org/what-we-offer/workforce-and-hr-support/developing-the-hospice-workforce/education-network/education-network-meeting-resources

Conferences and learning events resource centre

Thank you for listening

Any feedback? Reflections from today.

Email: clinical@hospiceuk.org