Third Annual educational conference for primary care

ISSUES AND ANSWERS IN CARDIOVASCULAR DISEASE

Making the difference in primary care

14th and 15th November 2014

East Midlands Conference Centre, Nottingham

Information for sponsors

www.issuesandanswers.org

twitter.com/PCIssuesAnswers

www.facebook.com/IssuesAnswersCardio
Educational objective

Provide primary care professionals (GPsWSI, GPs, GP registrars, practice nurses and other primary care professionals) with up-to-date clinical knowledge including recent guidelines, NICE Guidance and practical advice from experts to assist them in delivering optimal care of patients with cardiovascular disease in a specially designed educational programme.

An agenda developed by primary care specifically for primary care.
Feedback from last year

ISSUES AND ANSWERS IN CARDIOVASCULAR DISEASE 2013
Translating today’s knowledge into tomorrow’s practice

8th and 9th November 2013
East Midlands Conference Centre, Nottingham

- 86% Very good/ excellent
- 86% Directly relevant to my practice
- 84% Gained idea(s) I can implement next week

n=206
What the delegates said

“Excellent conference”

“Thank you for a great conference”

“Helpful and inspiring”

“Interaction and networking is brilliant”

“Speakers were excellent”

“Best ever conference”

“Learnt a lot – got new ideas”
Designed for primary care by primary care

- Building on 2013 success
- More hot topics
- Increased interaction

ORGANISING COMMITTEE

Jan Procter-King  
Editor-in-chief, British Journal of Primary Care Nursing

Mike Kirby  
Editor-in-chief, Primary Care Cardiovascular Journal; Visiting Professor, Faculty of Health & Human Sciences, Centre for Research in Primary & Community Care (CRIPACC), University of Hertfordshire

Chris Arden  
General Practitioner, Chandlers Ford, GPSI Cardiology, Southampton

Kathryn Griffith  
General Practitioner, York and Clinical Cardiovascular Lead for York and North Yorkshire Primary Care Trust

Matt Fay  
General Practitioner, West Yorkshire and National Clinical Lead NHS Improvement

Terry McCormack  
General Practitioner and Cardiovascular Lead in North Yorkshire

Ahmet Fuat  
Professor of Primary Care Cardiology, Durham University; General Practitioner; General Practitioner Tutor and GPSI Cardiology; Acting Chair CVGP; Honorary Chair in Primary Care Cardiology, Durham University School of Health, Medicine and Pharmacy
Hot topics in primary care

Evidence-based reviews, new ideas and practical tips on prevention, diagnosis and management including the implementation of recent NICE guidance and QOF.

• New Joint British Society Guidelines on Prevention of CVD in Clinical Practice (JBS3) and recent NICE

• How to...
  Prevent hospital admissions
  Improve management of heart failure
  Maintain glycaemic control
  Manage the breathless patient
  Diagnose and treat dementia
  Reduce the risk of chronic kidney disease (CKD)
  Identify and treat familial hypercholesterolaemia
  Effectively reduce the risk of stroke in patients with atrial fibrillation

• Changing patient behaviour and lifestyles to reduce CVD risk: Motivational interviewing

........ and much more
Agenda offers delegates choices

3 complementary streams

• 10 expert talks translating guidance into daily practice
• 10 educational updates and workshops
• Interactive case presentations on problem patients and reducing referrals
• Frequent opportunities to exchange experiences and best practice with colleagues
### Provisional agenda

**Outline Agenda: 20/10**

<table>
<thead>
<tr>
<th>Time</th>
<th>Stream 1</th>
<th>Stream 2</th>
<th>Stream 3</th>
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<tbody>
<tr>
<td><strong>14th November 2014</strong></td>
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<tr>
<td>From 08.45</td>
<td>Registration / Exhibition / Posters</td>
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<tr>
<td>09.40-09.50</td>
<td>Welcome from the Chairs – Jan Procter-King, Mike Kirby</td>
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<td>09.50-10.25</td>
<td>Keynote lecture - The New Joint British Societies Guidelines (JBS3): implications for primary care</td>
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<td>10.30-11.35</td>
<td>Translating guidelines into daily practice (1)</td>
<td>What’s new in primary care applications for...?</td>
<td>Sponsored workshops</td>
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<td></td>
<td>10.30-11.00 Diagnosis and management of atrial fibrillation – New NICE guidance</td>
<td>10.30-10.50 Heart failure</td>
<td>10.30-11.00 Reserved</td>
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<td></td>
<td>11.05-11.35 Dementia</td>
<td>10.50-11.15 Anticoagulation</td>
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<td>11.15-11.35 Cardiac imaging</td>
<td>11.05-11.35</td>
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<td>11.40-12.25</td>
<td>Satellite symposium 1 – Reserved</td>
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<tr>
<td>12.30-13.15</td>
<td>Lunch / Exhibition / Posters</td>
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<tr>
<td>13.15-14.55</td>
<td>Translating guidelines into daily practice (2)</td>
<td>Changing patients’ behaviour: reducing risk</td>
<td>Sponsored workshops</td>
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<tr>
<td>15.00-15.45</td>
<td>Satellite symposium</td>
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<tr>
<td>15.45-16.15</td>
<td>Refreshments / Exhibition / Posters</td>
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### Outline Agenda: 10/2/14

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>16.15-17.35</td>
<td><strong>Interactive case studies: Problem patients in primary care</strong></td>
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<tr>
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<td>- Patient 1: Failure to achieve targets (metabolic syndrome: lipids HTN)</td>
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<td>- Patient 2: When metformin alone is insufficient to control glycemia (Alternative Starting insulin in T2D)</td>
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<td>- Patient 3: Breathless patient (differential diagnosis)</td>
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<td>- Patient 4: Peripheral artery disease</td>
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<td>17.35-18.30</td>
<td>CVGP Forum Meeting</td>
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<td>19.15</td>
<td>Pre-dinner Quiz</td>
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<td>20.00</td>
<td>Conference dinner</td>
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### 15th November 2014

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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>09.00-09.40</td>
<td><strong>NHS Health checks: how are we doing?</strong></td>
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<td>09.45-10.30</td>
<td>Satellite symposium 3</td>
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<tr>
<td>10.30-11.00</td>
<td>Refreshments / Exhibition / Posters</td>
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<tr>
<td>11.00-12.30</td>
<td><strong>Interactive case studies: Keeping patients out of hospital</strong></td>
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<td>- Patient 1: Cardiac patients</td>
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<td>- Patient 2: Hypoglycaemia</td>
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<td>- Patient 3: Falls</td>
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<td>- Patient 4: CKD</td>
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<td>12.30-12.45</td>
<td><strong>Summary: Presentation Best Practice Poster Award</strong></td>
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<td>Chairs – Jan Procter-King/Mike Kirby</td>
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<tr>
<td>12.45</td>
<td>Lunch and depart</td>
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<td>Attendance Certificates for CPD available</td>
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Programme subject to change
Who participates?

The professionals who manage CVD in primary care

• Limited to <250 delegates to maximise participation
• GPsWSI, GPs, Gp Registrars, CV Nurse Leads, Practice Nurses and other primary care professionals with special interest in CVD
World class academic venue

East Midlands Conference Centre, University of Nottingham

- State-of-the-art facilities
- Offers exclusivity to fully comply with ABPI regulations
- Exhibit area integrated in conference catering area
Accommodation incorporated into conference centre

Orchard Hotel, University of Nottingham

- Recently opened with 21st century eco technology
- En-suite accommodation with complimentary WiFi and ample free parking

Only £65 plus VAT including breakfast
Sponsorship opportunities

• **3** Satellite symposia fully integrated into the conference programme (unopposed)

• **5** Educational Update workshops (opposed)

• Exhibits within exclusive/secure conference catering area

• Multiple special sponsorship opportunities and post-event programmes

Download sponsorship prospectus
www.issuesandanswers.org
Sponsorship packages

**GOLD** - £17,500
Unopposed satellite symposium, exhibit and other opportunities

**SILVER** - £8,000
Opposed Educational Update workshop, exhibit and other opportunities

**BRONZE** - £4,250
Exhibit and other opportunities

*Note: Symposia and workshop allocated on ‘first come, first served’ basis*

Download sponsorship prospectus
www.issuesandanswers.org
Exhibition

- Integrated within conference catering area
- Exclusive and secure – only accessible to conference delegates
- Allocated on “first come, first served” basis
- Standard exhibit - £2,000

Download sponsorship prospectus
www.issuesandanswers.org
Special opportunities

Post-event conference webcast - £7,500
Exclusive sponsorship of webcast of conference highlights with accredited CPD and downloadable educational resources

Webcast - £3,500-£5,500
Webcast on specific sessions using exclusive database of >8000 primary care professionals

Publication opportunities – from £2,500
Special reports in *Primary Care Cardiovascular Journal* and the *British Journal of Primary Care Nursing* - combined circulation of >26,000

Download sponsorship prospectus
www.issuesandanswers.org
For more information

CONFERENCE SECRETARIAT
Sherborne Gibbs Limited, Minerva Mill Innovation Centre, Station Road, Alcester, B49 5ET, UK

Sponsorship packages and exhibition

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01789 766098

Exhibition
Jane Boyle
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