

Upper GI care –the latest evidence for cost effective care.
Afternoon through to evening, 1.00 – 7.00 17th June 2010,
Marriott Hotel, Gosforth Park.

Dear Doctor

The North of Tyne has produced world quality research on gastro oesophageal reflux and is well known for excellence in gastroenterology, medicines management and commissioning. Recent consultation with local leaders has led to development of an event which will allow the local healthcare professionals to showcase excellence as well as refresh their thinking on several aspects of upper GI care, bringing together the latest evidence and best practice for cost effectiveness. The objective is to provide useful information allowing the North of Tyne to maintain and enhance excellent care and a reputation for excellence.

The programme is designed to generate lively discussion that will help optimise the role of all healthcare professionals at hospital, general practice and community pharmacy levels in upper GI care. There will be short workshops in some of the speaker sessions.

Through the attached reply slip, you can ask questions or plan input into the sessions in advance. There will also be opportunities to ask questions during the sessions.

Accreditation will be applied for and certificates of attendance will be available.

The event is free to attend and has been provided as a service to Healthcare Professionals in the North of Tyne by Reckitt Benckiser.

We look forward to the possibility of seeing you on 17th June.
Kind regards

Miriam George
Managing Director

Who should attend?

- Hospital Healthcare Professionals - Gastro, Chest, ENT, Pharmacists.
- PCO - medicines management, commissioning, care quality, public health.
- General Practice - PBC leads, GPs and Practice Managers.

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Agenda

- 1.00 Buffet lunch.
- 1.15 Opening remarks Chairman, *Dr Mike Scott, GP Newburn and Chair West Newcastle PBC Group.*
- 1.25 Management of laryngopharyngeal reflux and voice disorders– *Mr Mohamed A M Reda El Badaway, Consultant ENT Surgeon, The Newcastle Upon Tyne NHS Foundation Trust*
- 2.10 Recent local research on reflux from The Medical School, Newcastle – Upon-Tyne. *Professor Jeffrey Pearson,*
- 2.55 Coffee
- 3.10 A review of the NICE guidance on Dyspepsia – *Dr Christian Dipper, New Consultant Gastroenterologist, The Newcastle Upon Tyne NHS Foundation Trust*
- 3.55 Effective use of medicines in Upper GI care. *Ian Campbell, Assistant Director of Pharmacy and Medicines Management. The Newcastle Upon Tyne NHS Foundation Trust*
- 4.40 A GP commissioning perspective – *Dr Mike Scott, Newburn and Chair West Newcastle PBC Group.*
- 5.25 Buffet Tea – Help yourself to some finger food and bring it back to work.
- 5.40 A PPI waste reduction programme in general practice and community pharmacy. *Dr Russell Foulsham, Principle Lecturer, University of Hertfordshire, Specialising in Community Pharmacy.*
- 6.10 A facilitated session with the panel of speakers to discuss and debate cost effective care.
- 6.45 Closing remarks

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Reply Slip

Please print
Name

Position

Address

Please tick as appropriate.

- I will attend
- Sorry, I cannot attend.

I would like to have the following questions addressed during the meeting.

I would like to see the following issues/points discussed.

To reply, please reply using one of the following methods.

(a) E-mail to miriam@the-pdc.com

(b) Phone to 01530 459761 or fax 01530 459764

(c) Post to PDC Healthcare, Whitwick Business Park, Stenson Rd., Whitwick, Leicestershire LE67 4JP