

**A one day School for Health and Care Radicals with Dr Helen Bevan, Chief
Transformation Officer, NHS**

5th August 2015 - 9am-4.30pm

Venue: Melbourne Convention and Exhibition Centre

In the last two years, more than 5,000 health and care change activists from 50 countries have signed up for The School for Health and Care Radicals. Many described the learning experience as “life changing”.

Anyone who chooses to be a champion of quality and safety in healthcare doesn’t choose an easy life. It’s tough being a change agent and challenging the status quo, particularly when you feel like you haven’t got the power and authority and/or other people don’t always get it or want to change. Yet big change happens in healthcare only because of passionate people who are willing to take responsibility for change. Evidence shows that being an effective change agent is very little to do with position or status. It’s about ability to connect with and influence others around a shared purpose for change.

This is a day for those who want to change existing thinking and practice and improve care for patients and communities.

As a result of this day, participants will be able to:

- Put together our own toolkit of powerful approaches for leading and supporting change
- Connect with and learn from colleagues from across Victoria about leading, influencing and participating in change
- Build confidence, knowledge and skills to operate as an effective change agent: to "rock the boat AND stay in it"
- Make a difference to the experience and outcomes of care for patients and communities

Topics we will cover during the day:

- Introductions and objectives
- Context: emerging directions in transformation and change
- Rocking the boat and staying in it
- Building self-efficacy as a change agent
- Creating communities for change
- What we can learn from leaders of social movements?
- Effective framing: telling our stories
- Creating our narrative and the power of telling stories
- What is meant by resistance to change and how might we look at “resistance” differently?
- Leading from the edge
- An “unconference” to discuss the topics that matter to you
- Action planning and next steps



Participants in the School on 5th August will become the founding members of the Australian alumni and form the beginnings of the Australian School for Health and Care Radicals. The School, in Australia, will be convened by Mary Freer, CEO of Change Day Australia. Mary will assist Helen in facilitating at the first School in Australia on 5th August.

About your facilitators



Dr Helen Bevan, Chief Transformation Officer, NHS

Helen Bevan has been a leader of large scale change in the English National Health Service for more than 20 years. She led the ground-breaking “Business Process Reengineering” transformation programme at The Leicester Royal Infirmary in the 1990s. As a result, she was asked to become a national leader of initiatives to improve patient access to NHS care for which she was made an Officer of the Order of the British Empire in 2001. Helen has been at the forefront of NHS improvement initiatives

that have made a difference for thousands of patients ever since. She introduced the first nationwide collaborative programmes to improve the delivery of cancer care across England in 2000. She designed the highly influential “Ten High Impact Changes for Service Improvement and Delivery” in 2004 and conceived the impactful “Productive Series”, starting with “The Productive Ward” in 2007. This is probably the most widely adopted and impactful programme in NHS history, adopted by 78% of hospital wards (68% mental health) across England as well as being exported to 44 countries/territories globally. Evaluation studies show it can release 10-20% of the time of clinical professionals to reinvest in direct patient care. In 2010, Helen’s team launched a call to action, utilising social movement leadership principles, which contributed to a 51% reduction in prescribing of antipsychotic drugs to people with dementia across the country.

Helen initiated NHS Change Day, in partnership with a group of young clinical and managerial leaders in 2012. NHS Change Day 2014 was the largest ever voluntary collective action for improvement in the history of the NHS with more than 700,000 pledges made to take action to improve experience and outcomes for patients. NHS Change Day also won the global “Leaders Everywhere” challenge run by Harvard Business Review and McKinsey.

The reach of Helen's work, supporting transformation of healthcare, is globally unprecedented; she has one of the highest social media influence scores in the healthcare improvement movement and her virtual knowledge hub has 13,000 users from 91 countries. In 2014, The Observer and Nesta identified "Britain's 50 new radicals". Only three out of 50 initiatives were from the public sector. Two out of three came from Helen's team.

Helen Bevan is acknowledged globally for her expertise in large scale change and ability to translate it into practical action and deliver outcomes. She provides advice, guidance and training on transformational change to leaders of healthcare systems across the world. She is a source of energy and inspiration for change and helps to “think the unthinkable”. In 2008, the 60th anniversary of the National Health Service, Helen was recognised as one of the 60 most influential people in the history of the NHS.



Mary Freer, CEO of Change Day Australia and Director of freerthinking

Over many years Mary has contributed to Australia's national health and social care reform agenda through her work with state and commonwealth agencies. She has held leadership positions with national government and not for profit health care and social welfare services, including women's and community health services, healthdirect Australia, the Department of the Premier and Cabinet in South Australia, Aboriginal Affairs and Reconciliation, Health Workforce Australia and now as Director of freerthinking and CEO of Change Day Australia.

She brings to the challenge of reforming our existing health and social care services a strong focus on ensuring that her work with diverse stakeholders results in long term co-created large scale change. She is highly skilled at creating and nurturing partnerships that strengthen emergent innovation.

Mary's ability to think strategically and capture emergent change as it unfolds is one of her core skills. She is highly skilled at using digital and social media to create change platforms that are far reaching.

In 2014 Mary founded Australia's first Change Day, held on 6th March 2014. This national quality improvement campaign resulted in over 15,000 individuals and organisations making a pledge to do one thing to improve patient and client outcomes. In 2015 Change Day Australia engaged 44,000 people in making a pledge for improvement. This is the largest mobilisation of people towards health improvement in Australia. This work can be seen at change day.com.au

Her efforts have been successfully directed to high impact strategic projects with national and international influence. Mary has developed and delivered strategic plans, operational objectives and policies focusing on some of the most complex and sensitive areas of reform. These have included: primary health care; health workforce supply and retention; refugee health; communicable infection control; mental health services; sexual assault law reform; child protection; domestic violence prevention and aged care quality improvement.