



Balens 2018 CPD Conference Program

Monday 21st May 2018 – Gallery Seminar Suites 1-3, NEC, Birmingham

09:15 – 09:45 **Registration**

09:45 – 10:00 **Welcome & Introduction ~ Aims and Objectives of the day**

David Balen – Managing Director of Balens Ltd

10:00 – 11:00 **From Passive Healthcare to Proactive Health Creation – diffusing the 21st Century health time bomb with Dr. Rosy Daniel – BSc MBBCh**

Rosy has witnessed the political shifts from Alternative to Complementary Therapy; from Integrative to Regenerative Medicine; and now welcomes the exciting shifts towards proactive Lifestyle Medicine and empowering Health Coaching. The ways that we live and work today are causing a health crisis of equal proportions to the environmental crisis and that whichever modality we work in, we all need health coaching skills to motivate and guide sustainable healthy changes in those we care for. Emphasise the need for healthy self-care by practitioners, with supportive mentorship to walk our talk rather than continuously projecting our needs onto those in our care. Rosy will share with us some startling truths about the state of the nation's health and healthcare system, and motivate us to join her in her great passion to get society to shift 'from passive healthcare to proactive health creation.'

Dr Rosy Daniel has worked at the heart of the holistic medical profession since qualifying as a doctor in 1983; first as doctor then Medical Director at the Bristol Cancer Help Centre (now Penny Brohn UK) and since as an author, activist, researcher, teacher and practising consultant in Integrative Medicine in Bath. Her contribution to helping get us onto a sustainable path is through training people in her Health Creation Mentorship Programmes and healthy Workplace Consultancies. Discover more about Rosy here: <http://www.drrosydaniel.org/>

11:00 – 11:15 **Refreshment Break**

11:15 – 12:45 **Introducing the Hard Science of Self Healing with Jeremy Howick PhD – Author of Doctor You**

Oxford Philosopher and Medical Researcher, Dr. Jeremy Howick has conducted groundbreaking studies about placebos and why we need unbiased experiments. His textbook *The Philosophy of Evidence-Based Medicine* spearheaded a new sub-discipline. He collaborates about placebo treatments and the need for rigorous evidence with the National Institutes of Health in the United States, the National Institutes of Health Research in the United Kingdom, and the Canadian Institutes of Health Research in Canada. He is currently working on a mega-study of the benefits of doctor empathy.

Jeremy has degrees from Dartmouth College, the London School of Economics, and the University of Oxford. He has over 75 academic publications in top journals such as the *British Medical Journal*, *Annals of Internal Medicine*, and *The Lancet*. Discover more about Jeremy here: <http://www.jeremyhowick.com/about-jeremy-howick/>

12:45 – 14:00 **Lunch & networking**

14:00 – 14:40 **Marketing, mindset & momentum for health practitioners in business - Jill Woods**

Your life should make you happy and that includes your work and your practice!

What I see a lot are practitioners who love helping their patients, but slowly over time fall out of love with their practice. This happens mostly because running the business and attracting the wrong kinds of, or not enough patients, starts to get them down. In business you have many free choices. Which patients you see, who you work with, what environment you work in, the hours you work, the treatments you provide, the products you work with and the income you generate. So on the face of it every health professional in private practice should be walking on cloud nine. There is a huge abundance of potential patients out there, and you have the skills to help them, so if your practice is not making you happy & contributing to the life you want to live, there is clearly some work you need to do.

Shifting your mindset & becoming skilled at marketing are the two things I have seen have the

biggest impact on people finding happiness in their practice. Let me show you how you can do that in your practice.

Discover more about Jill here: <http://www.jillwoods.com/>

14.40 – 15.10 GDPR – The Facts and How it May affect your Business

Alice Lacey from DAC Beachcroft ~

Alice Lacey, a Solicitor from DAC Beachcroft's Clinical Risk team in Bristol, will be discussing the General Data Protection Regulation, or "GDPR", which will be coming into force as of 25 May 2018. Alice's 'need to know talk' will provide a whistle stop tour of the key legal issues that arise in relation to data protection, particularly in the context of the reforms being introduced. The intention is to prompt and support individual healthcare practitioners into considering the key issues, by highlighting central principles, and to help sign post some areas where compliance might be more challenging on a day to day basis.

Discover more about DAC Beachcroft's Clinical Risk Team:

<https://www.dacbeachcroft.com/en/gb/expertise/services/clinical-risk/>.

15.10 – 15.25 Refreshment Break

15.25 – 16.20 Robert Verkerk PhD – Founder, Executive & Scientific Director, Alliance for Natural Health International ~ Elevating the role of natural health in your community

The burden of chronic diseases, ageing populations, the power of the science and public disillusionment with drug-based approaches has never created such a perfect storm for natural health. Yet for many practitioners their businesses have yet to benefit fully. Find out what you can do through clinical practice, collaboration, the judicious use of technology and patient/client empowerment to make the most of the opportunity.

16.20 – 17.00 Q & A Panel Discussion - lecturers from the day answer your questions

17.00 Networking & Close

Event Details:

Date: Monday 21st May 2018

Timings: Registration 09.15 (for 09.45 am start) – 17.00

Venue: Gallery Conference Suite 1 - 3 – Mezzanine Floor – NEC, Birmingham

Cost: £30.00 for the Day, inclusive of refreshments, attendance certificate for 6 hours learning with others, speaker notes and free entry into the Holistic Health Show.

Refreshments: Tea/Coffee included, optional sandwich bag lunch available at £11.00 per person, (inclusive of sandwich, fruit and a drink supplied by NEC caterers *some dietary requirements can be catered for).

Filming: As in previous years, the event will be filmed, with recordings of all lectures available on our website after the event. If you do not wish to be recorded, we request that you please sit in a location out of camera shot and make your views known to the film crew.

Travel: By Car – Excellent motorway access, with ample parking available for which there is a charge.

By Train – Gallery Conference Suites are 5 – 10 min walk from Birmingham International Railway Station – see also <http://www.thenec.co.uk/visiting-us>

Bookings: To secure your place please e-mail events@balens.co.uk confirming your:

- ✓ **Name**
- ✓ **Postcode**
- ✓ If you wish to have **lunch or not**.

We will then contact you with regards to confirmation and payment details. Please note there may be a short turn around for this.

Tickets: Your ticket for entry to the CPD Event, together with lunch voucher if booked, will be sent to you nearer to the event date, along with receipt for your payment.

We will also register you with the Holistic Health Show which this year will be in Hall 20. Your ticket for entry into the show will be sent to you under separate cover. **You will need to bring your show entry badge with you to gain entry into the show. Lunch for those who have booked this is being served in a reserved area within the show/ in the atrium outside the lecture theatre.**

COA: An attendance certificate noting 6 hours of learning with others will be sent to you after the event. It is important that you register with our teams on arrival, to ensure receipt of your Certificate of Attendance.

Cancellation: In the event you are unable to attend the CPD event there is a refunds policy in place:
12 weeks prior the event date full refund – less 10% administration /handling fee
6 weeks prior to the event date – 50% refund - less 10% administration /handling fee
4 weeks prior to the event date 25% - less 10% administration /handling fee
After this date no cancellation refunds will be given, but a credit towards 2019's CPD event will be issued at the discretion of the management.

Contact us: We trust that the event will be a successful and positive experience. Should you have any questions, please do not hesitate to contact us at events@balens.co.uk or telephone **01684 898 995**.

Event kindly sponsored by:

