

- **DATE:** Thursday 12th June 2014
- **VENUE:** Inmarsat Conference Facilities, 99 City Rd,  
London, EC1Y1AX  
[Click here](#) to find out information about the venue
- **TIME:** 13.00 to 14.15 (buffet lunch and registration at 12.30)

## Invitation

# CANCER IN THE WORK PLACE – LUNCH SEMINAR

With cancer incidence reaching record highs there are very few employers who are not touched by cancer with employees or partners of staff. The trend is relentlessly on the increase and the cost of treating cancer only moving in the same direction. The good news, however, is that if cancer is detected early on it can be turned into a chronic disease; the survival rates are on the increase.

We invite to come and hear from leading experts what is happening with cancer and its treatment, what tools are available for employers and the effect cancer has on Private Medical Insurance premium and trust funds.

## You will meet:



**Dr Pixie McKenna Pixie** graduated from University College Cork Medical School in 1995. Following a year of medical and surgical internship in Ireland, she joined the Cambridge Vocational Training Scheme in general practice. This involved three years of hospital training at Addenbrooke's Hospital Cambridge in medicine, surgery, general practice, care of the elderly, gynaecology, rheumatology, rehabilitation medicine and paediatrics. Over the last 13 years she has worked both in the NHS and the private sector in Ireland and the UK. Her media career began in 2006 when she was asked to be the onscreen doctor in BBC Three's 'Freaky Eaters' series but is probably best known for her role in Channel 4's primetime, BAFTA-winning medical series 'Embarrassing Bodies' and Channel 4's 'Food Hospital'.



**Professor Gordon Wishart** has an international reputation in the screening, diagnosis and treatment of breast cancer and his research is widely published in well-respected clinical journals. As a Professor of Cancer Surgery, Professor Wishart has an interest in new tests or technologies for the early detection of common cancers.



**Dr Douglas Wright** is the Medical Director at Aviva UK Health. He joined Norwich Union Healthcare 15 years ago from full time practice as a GP and has combined his clinical background with strong commercial expertise. He has held various roles at Aviva, always with a focus on developing the clinical approach to managing customers. His influence has been pivotal in creating both the specialised condition management teams within the claims areas and the end to end case managed musculoskeletal services that are core to Aviva's corporate proposition. These teams allow Aviva to effectively balance the customer's clinical journey with the requirements of an insurance based product to deliver cost effective care – the right focus on outcomes and a good customer experience.

His role now is to ensure that Aviva makes business decisions based on a sound understanding of what is needed clinically. This is delivered through his key responsibilities of: clinical knowledge management; clinical governance and care pathway development including the successful commercial application of all activities. Most recently he has also been leading Aviva's engagement with the Competition Commission investigation.

## RSVP:

Please [click here](#) to register. If you have questions please call 0845 450 5610 by 5th June. We are limited to 70 delegates.



**Umang Patel** is Clinical Transformation Lead at Aviva UK Health alongside continuing to work part-time as a paediatrician at Frimley Park Foundation Hospital NHS Trust. Having been in the hybrid role for just over a year, Umang has worked to help create a strategy that moves Aviva from a traditional private medical insurance model that simply pays the bills into an active commissioner of care.

The strategy involves the development of high quality care pathways which combine the latest healthcare innovations with evidence validated care providers. The aim is to positively disrupt the current system to achieve better value for our members. These pathways are safe, effective and personalised ensuring that “people” get to the right outcomes. Umang is also an NHS Leadership Academy Clinical Fellow, strongly believing that creating an environment that delivers better care for patients leads to maximum value - whichever system you work in.

**For our case study session we will be announcing guest speaker who has successfully delivered a major Cancer prevention campaign for a major blue chip company.**

## Agenda:

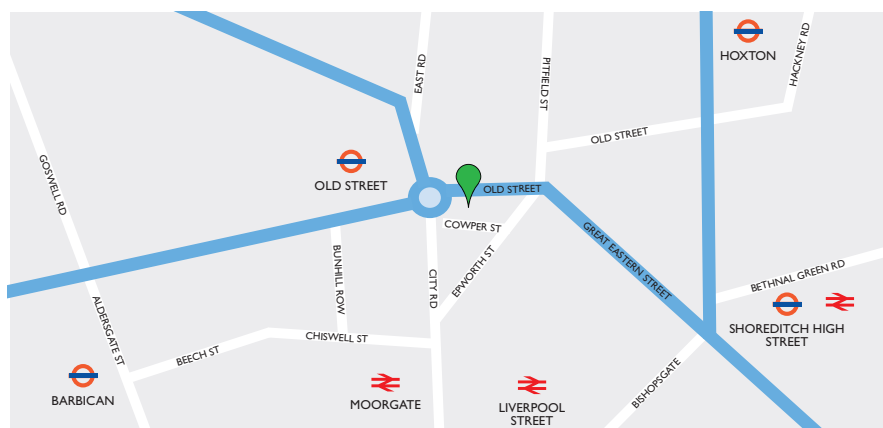
12.30	Registration and buffet lunch	
13.00	Welcome and introduction	<b>Mr Nick Reynolds, Sales Director, Aviva Health UK</b>
13.10	Corporate health services	<b>Dr Pixie McKenna</b>
13.25	Cancer trends	<b>Prof. Gordon Wishart</b>
13.40	Case story	<b>Presenter to be announced. Total Rewards Manager, UK and Ireland, Hewlett Packard</b>
13.50	Cancer’s effect on PMI and Trusts	<b>Dr Douglas Wright, Medical Director, Aviva Health UK</b>
14.05	New cancer pathways	<b>Dr Umang Patel, Clinical Transformation Lead, Aviva Health UK</b>
14.15	Questions for the panel	
14.15	Networking and coffee/tea	

## How to find us:

### VENUE:

Inmarsat Conference Facilities  
 99 City Rd  
 London  
 EC1Y 1AX

1 minute walk from Old Street  
 Underground station  
 (Northern line).



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