

A one day workshop from The At Work Partnership in association with the journal *Occupational Health [at Work]*

TRAINING



Making the business case for effective occupational health interventions

Friday 18 May 2018
Central London

Workshop chair: Dr Olivia Carlton OBE

How to make the business case for investment in OH services and new OH interventions – and to measure and evaluate their success.

CPD:
Self-certification schemes:
5½ hours

Additional CPD can be gained after the event via our CPD scheme.



Quality conferences at value for money prices

- > Understanding and assessing the return on investment for workplace health interventions
- > What works? Learning from the evidence
- > Effective OH interventions at TfL – a case study
- > Tips for success
- > Making the business case in practice

SPECIAL OFFERS

Book and pay by 6 April 2018 and save **£70 +VAT!**
Self-funded delegates from only **£225 + VAT!**

Programme

9.00 Registration

9.15 Welcome and introduction

Dr Olivia Carlton

- Legal, ethical and financial rationale for OH interventions
- Importance of making the business case and sharing success
- Difference between making a business case for a healthcare intervention as opposed to a more general business case

9.35 Economic evaluation of occupational health interventions – a beginner's guide

Prof Paul McCrone

- What is health economics?
- Can you assess the economic benefits of workplace health interventions?
- What can you measure and how do you do it?
- Putting a monetary value on health outcomes
- Assessing the return on investment

10.20 What works? Learning from the evidence

Dr Paul Nicholson

- Strengths and weaknesses in the research evidence
- Using the research to understand what works - before designing interventions
- Maximising scarce resources - selecting the areas which are likely to achieve the highest returns
- Importance of skilled design and delivery
- Examples from the research
- Practical tips

11.00 Coffee

11.20 Effective OH interventions at TfL – tips for success

Dr Olivia Carlton

- Getting 'buy in' from your employer or customer
- Design of an intervention – key factors to consider
- Costs
- Estimating the likely benefits
- Testing and timescales
- Measuring and learning from the results
- Case study examples from TfL

12.55 Lunch

13.50 Making the business case in practice

John Humphrey

- Understanding your organisation or customer's needs
- Comprehending the costs
- What are the returns?
- Selling the benefits

14.45 Practical group work: making the business case for an intervention

John Humphrey

An opportunity to apply and consolidate the knowledge gained during the day. Using a case study scenario, delegates will work in groups to make the business case for an OH intervention

16.15 Maximising the effectiveness of OH interventions

- Continuously improving OH interventions
- Sharing the results

16.25 Final questions

16.30 Close

About The At Work Partnership

Dedicated to bringing high quality, good value conferences and specialist professional development courses to OH, H&S, and HR professionals, **The At Work Partnership** researches the subjects that really matter to professionals in your field, and sources speakers who are true subject experts. We ensure that each conference is of the highest quality, and provide you with useful documentation to which you can refer time and time again.

We also publish the journal *Occupational Health [at Work]* as well as a new online service, *OH Law Online*, and we produce two free OH email newsletters, one focusing on OH law, and the other on general OH news. Visit www.atworkpartnership.co.uk to get your copies and find out more.

Making the business case for effective occupational health interventions

“Employers that invest ...are likely to more than reap the benefits in terms of better health outcomes for staff but also from their increased engagement and loyalty.”

Rachel Suff, Policy Lead for Health and Wellbeing, Chartered Institute of Personnel Development

Occupational health: the value proposition, Society of Occupational Medicine 2017

In the current economic climate, all business departments are under pressure to demonstrate value for money. This has made it increasingly important for OH professionals to understand how to make the business case for OH services and new OH interventions.

This new programme is designed to give you the skills to make the case for investment in expertly designed and delivered OH services that will contribute to your organisation's success, as well as meeting its wider legal and ethical objectives. This workshop, which marks the first anniversary of the publication of the SOM report *Occupational health: the value proposition*, teaches OH professionals how to measure and evaluate the success of their OH interventions. You will learn how to understand your employer's or customer's needs, identify research that can underpin the business case, obtain the support of stakeholders and demonstrate the return on investment.

The training is designed for experienced OH professionals but our expert tutoring team will start with first principles. Whatever your current understanding of corporate finance, you will come away with the knowledge and skills you need to effectively make the business case for OH interventions in your workplace.

How will attending this training day benefit you?

You will gain:

- An understanding of how to make the business case specific to the strategic aims of your customer organisation
- An appreciation of what can and cannot be measured
- An overview of the research – find out what has and hasn't worked for others
- An insight into making the best use of limited resources – prioritising interventions that are most likely to work in your workplace
- Knowledge of the numbers – how to calculate the costs and the benefits
- Detailed knowledge of the building blocks of the business case including key performance indicators, the return on investment, progress reviews and exit agreements.
- An appreciation of how one organisation has successfully made the business case for interventions in a variety of areas.
- Tips to achieve buy-in – doing your homework and engaging stakeholders
- The opportunity to practice what you have learnt in our group work

This event is designed for:

- Occupational physicians
- Occupational health nurses
- Allied professionals working in OH

About our expert speakers

Dr Olivia Carlton OBE

Olivia is an occupational physician, and was head of the occupational health department at Transport for London until January 2018. She led Transport for London's multidisciplinary OH team for more than 20 years and her role encompassed advising on occupational health policy and strategy. Olivia is past president of the UK Faculty of Occupational Medicine.

Prof Paul McCrone

Paul is a professor in health economics at the Institute of Psychiatry at King's College London. He has worked on a large number of health economic studies in mental health and fields such as neurology. His key interests are the use of the net-benefit approach in economic evaluations and decision-tree modelling, in areas such as evaluations of early-intervention services.

John Humphrey

John is managing director of Nice Work Consulting Ltd, a company specialising in psychological interventions in the workplace. John founded BMI Occupational Health and was the founding managing director of Minerva Health Management. He is the course director of The At Work Partnership's *Certificate in Managing OH Services*.

Dr Paul Nicholson OBE

Paul specialised in occupational medicine with the RAF and ICI. For the next 23 years he held UK, European and global roles with Procter & Gamble. He is a fellow of the BMA, and was assistant editor of *Occupational Medicine*; president of the Society of Occupational Medicine; and chair of the BMA occupational medicine committee. He has authored over 80 publications including the 2017 report from the SOM, *Occupational health: the value proposition*.

Booking Form

Making the business case for effective occupational health interventions: Friday 18 May 2018, Central London

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First delegate

Early bird rate for bookings paid **before** 6 April 2018

£299 + VAT (£358.80) per delegate – **save £70!**

Main rate for bookings paid **after** 6 April 2018

£369 + VAT (£442.80) per delegate

Title First name

Surname

e-mail

Position

Second delegate – save 25%

Early bird rate for bookings paid **before** 6 April 2018

£225 + VAT (£270.00) per delegate

Main rate for bookings paid **after** 6 April 2018

£275 + VAT (£330.00) per delegate

Title First name

Surname

e-mail

Position

Organisation details

Organisation

Address

Postcode

Tel

Self-funded delegates* £225 + VAT (£270) payment **before** 6/4/18 £295 + VAT (£354) payment **after** 6/4/18

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- No, please do NOT contact me via any method.

I have read and agree to the cancellation terms: Authorised signature
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Administration

Venue: The training will be held at a hotel or training centre in central London. Details will be confirmed in your administration details.

Bookings: Places can be booked by post, telephone, e-mail or online. In cases where your organisation's paperwork may take a couple of weeks to reach us, please telephone us on 0345 017 6986 or 0208 344 2328 to reserve a no-obligation provisional place.

Administration details: Please contact us if you do not receive written confirmation of your booking within two weeks of making the reservation. Details of the venue, a map and any final information will be sent to paid delegates approximately two weeks before the event. If you have not received these one week before the event, please telephone us on 0345 017 6986 or 0208 344 2328, or e-mail conferences@atworkpartnership.co.uk

Cancellation policy: For cancellations received in writing 14 days before the event, we will provide a refund, less a 25% administration fee to cover administration costs. If the cancellation is received within 14 days of the event, no refund will be made, but we will accept an alternative delegate from your organisation at the event. Refunds are not available to delegates who fail to attend after confirming a booking.

Hotel accommodation: Hotel accommodation can be arranged through Venuehunt. Tel: 01722 500675. Online: www.venuehunt.co.uk

Special requirements: If you have any special needs, please let us know in advance and we will be delighted to try and help.

This programme was correct at time of going to press. In unavoidable circumstances, we reserve the right to change or cancel this event. If we do need to cancel this event, our liability is limited to a refund of fees.

Payment information: Main Rate: £369 + VAT per delegate. Early Bird Rate: £299 + VAT per delegate for bookings received and paid for by 6 April 2018. (Bookings made by 6/4/18, but not paid by this date, will be charged at the higher rate). A 25% discount will apply to bookings made for 2nd and subsequent delegates from the same organisation. To qualify for the discount, places must be booked at the same time and paid for on a single invoice.

*A discounted rate is available for self-funded delegates. Payment must be made by personal cheque or personal credit card in one instalment. Early bird rate of £225 + VAT closes on 6 April 2018. Bookings unpaid at this date will be charged at £295 + VAT.

Documentation, refreshments and a buffet lunch are all included in the price.

The fee must be paid in advance of the event. Invoices will be sent when a booking is received, and payment can be made:

- **By cheque** – payable to The At Work Partnership Ltd
- **By BACS** – please contact us for our bank account details.
- **By credit card** – Expiry date ____ / ____ 3 digit security number ____
Card No. ____ / ____ / ____ / ____

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