

## Meet Patients' Needs, Provide Excellent Care

*Connecting Physicians, Health Managers,  
Media and Public together...*

The essence of modern healthcare is to meet patients' needs by providing safer and affordable 'Patient-Centred Care'. This is the theme of this conference, organized by North East Clinical Excellence Foundation and Indian Cancer Care Network connecting physicians, health managers, media and public together. The conference will:

1. Meet Continuous Professional Development (CPD) needs of the doctors in the fields of Evidence Based Medicine, Clinical Training, Clinical Governance and Patient Safety
2. Build a shared understanding and awareness of aspects of modern healthcare including perspective of the patients, physicians and the society to help healthcare providers appreciate the need for continuous services improvement
3. Explore avenues to improve healthcare delivery in the region by facilitating collaboration among health care providers

This conference will achieve these objectives by workshop and sessions delivered by experts. The workshop will provide opportunity to the doctors to acquire skills extremely relevant to modern clinical practice in an interactive environment. The sessions will provide a lively platform for exploration of innovative ideas and interactive learning for better healthcare in our region.



## Themes and Content

**Day 1** is primarily for doctors but medical journalists, consumer activists and health managers would also benefit immensely by developing an understanding of **Evidence Based Clinical Care**, which is in contrast to 'opinionated' treatment, based on anecdotes and/or commercial considerations of dubious efficacy. Following the plenary session in the morning, a CME workshop on 'How to be an Evidence Based Physicians: Building Skills and Finding Resources for Self Learning' will follow. Doctors, especially the young professionals, should not miss this workshop which will be interactive with practical demos.

**Day 2** will deliberate on **Clinical Governance, Patient Safety & Collaboration amongst providers**. The deliberations will focus on creating a safer hospital environment and how the patient-centred clinical services can be provided at an affordable cost. We encourage doctors, managers, medical journalists, consumer activists and any individual with interest in these issues to participate. Patients in modern hospitals are exposed to various hazards like infections, errors in medical judgment and negligence, most of which are avoidable. The risk to life from these avoidable hazards is more than working in a nuclear plant or participating in an extreme sport. That is why the WHO had launched the Global Campaign on Patient Safety which will be discussed at length. The evening session will focus on possibility of collaboration and networking amongst private hospitals to develop and make safer and affordable services available for our population. This session is highly recommended to the hospital owners and senior managers including doctors in the management role.

This is a 'must attend' conference, the first of its kind in India, connecting physicians, managers, media civic players.

## Speakers

Prof. Ramesh C Deka, Director, AIIMS, New Delhi, Prof. Umesh Sarma, VC, Srimanta Sankaradeva University of Health Sciences, Guwahati, Prof. Prathap Tharyan, Director of S. Asian Cochrane Collaboration, Vellore, Prof. P K Bhattacharya, GMC, Guwahati, Dr Jayanta B Sarma, Nothumbria Healthcare, UK, Dr Soumik Kalita, Associate Professor, S. Asia Network for Chronic Diseases (PHF & London School of Health and Tropical Medicine), Prof. Robin Sarma, former Medical Superintendent, AIIMS & Director of NEIGHRIMS, Shillong, Dr Jeet Patwari, expert on healthcare standards, Samya Bharadwaj, Journalist, Amar Asom, Guwahati, Neelotpal Deka, Advocate, Gauhati High Court, and Vavani Sarmah, technology expert, USA among others.



## North East Clinical Excellence Foundation

The Foundation was formed in 2007 to work towards a better healthcare system responsiveness to the needs of the people in India's North East. Its aims to provide leadership to promote professional competence and clinical excellence, raise public awareness, help government in formulating policies in matters of vital importance through advocacy and forge strategic collaboration with experts and institutions for capacity-building in the region. The Foundation is working to promote clinical governance, adoption of Evidence Based Guidelines by hospitals and practitioners and planning to formally recognize excellence achieved by individual practitioners, teams and institutions. One of its priorities is to develop a quality assurance (accreditation) scheme for private healthcare

facilities. Public awareness programmes in critical health related issues is one of its core interests. The Foundation is collaborating with Srimanta Sankaradeva University of Health Sciences, Guwahati to help build research capacity, and develop an e-Learning platform and electronic (e-Print) repository (archive) of thesis, dissertation and research publications.

### Indian Cancer Care Network



Indian Cancer Care Network led by North East Clinical Excellence Foundation is a collaborative effort of ClearWin Technologies, USA, FASS

and Deep Sikha Cancer Care Foundation. ICCN runs a volunteer programme and a portal dedicated to the needs of cancer patients and caretakers in India. A platform pursuing to reach out to people across India, ICCN believes in giving information about cancer to people and makes it sure that the benefits of Information Technology reach the common people. ICCN has set up a Cancer Care Information Center at Gauhati Medical College Hospital, Assam, the first of a series to be set up across the region. ICCN is pioneering collaborative work and networking in the region.

### Registration and Fees

Places: 100 | Workshop 50

Full Conference (2 days) Rs. 1000 excluding Workshop | Rs. 1250 including Workshop | Workshop Only Rs. 600 | Single day excluding Workshop Rs. 600 [Register early to avoid disappointment. Workshop is for doctors only - PG students will be given preference as places are limited. Registration Fees include conference proceedings as well as lunch/dinner as applicable. Register at [www.pcc2010.conference.org.in](http://www.pcc2010.conference.org.in).

### Sponsorship Information

For sponsorship information or to advertise in the souvenir or website please contact Dr Deepjyoti Kalita (email: [dkalita@necef.in](mailto:dkalita@necef.in) | mobile: 9864064072).

## TENTATIVE PROGRAMME, 29 and 30 June, 2010

### Day 1 Evidence Based Clinical Care

#### 10 AM Registration and Networking

11 AM Avoiding Anecdotes: Evidence Based Clinical Care

12 AM Medical Ethics: The Essentials for a Physician

1 PM Effective Clinical Teaching: Focus on Active Learning

#### 2 AM Lunch

3 PM Workshop: *How to be an Evidence Based Physician* [hands on activities including finding evidence, searching databases and skills and resources for self-learning]

#### 5 PM Tea Break

5.30 PM Workshop Continues

8.00 PM Informal discussion and Dinner

### Day 2 Clinical Governance, Patient Safety & Collaboration

10 AM Global Campaign on 'Patient Safety' by the WHO

11 AM Patient Safety and Clinical Governance: Role and Responsibility of Management of Private Hospitals

12 AM Patient Safety and Clinical Governance: Role and Responsibility of Media, Public and Stake Holders

1 PM Clinical Governance: How IT can help

#### 2 PM Lunch

3 PM Current Legislation and Patient Safety

4 PM Legal Remedies against Medical Errors and Harms

5 PM Tea

5.30 PM Collaboration and Networking for service development, rationalisation and cost savings by the private hospitals to provide excellent and yet affordable care in areas e.g. (1) Electronic Medical Record (EMR), (2) Sterile Services and Waste Disposal, (3) Infection Control, (4) Emergency Care Network, (5) Common internet/intranet based bed availability, admission and referral system for a network of hospitals.

8.00 PM Informal discussion and Dinner

REGISTER ONLINE AT

[www.pcc2010.conference.org.in](http://www.pcc2010.conference.org.in)

## North East Regional Conference Patient Centred Care PCC 2010



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Managers, Media and Public  
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29 and 30 June, 2010

Maniram Dewan Trade Centre  
Guwahati