



medicology

Leadership, Management & Personal Development



Bespoke Training Solutions & Partnership Programme

Exceptional Courses Designed To Create Exceptional People

Bringing Effective Training Solutions to your Location

Introduction

Healthcare-Dedicated People Specialists

Welcome to Medicology and a little look inside our world of leadership, management & personal development training services for healthcare professionals.

More than that we hope this brochure provides you with a window into our soul, allowing you to determine whether we are the right provider to entrust with your training needs. It's not about cost or study leave budgets, it's about the success you and your organisation desires. We urge you therefore to evaluate your choice positively and proactively, with a healthy dose of caution thrown in for good measure. That's the way we are, grounded in reality but passionate about health, passionate about people and passionate about your future performance & success.

The modern healthcare environment is supremely challenging to both clinical and non-clinical professionals, with increased demand, a changing balance of power, new provider types and more. Lord Darzi and others rightly recognise the importance of leadership in creating a World Class health service and yet many frontline staff feel they have less autonomy, values conflicts between clinical and business imperatives, reduced support or resources and an ever growing burden of everyday work that comes with ever increasing expectations by government and public alike. How do we encourage the calibre of leadership necessary to excel in such environments?

Our acute familiarity with the core healthcare agenda, coupled with our unmatched insight into the inner workings of the human being (especially healthcare humans), married to our extensive knowledge of leadership & management, allows us to help you find a sensible path towards increasing competence, productivity, collaboration, proactivity and achievement in even the toughest staffing group. We'd be surprised if you could throw us a problem we couldn't positively influence.

However, perhaps what people cite most often about us is our **passion**, from a tremendous desire & capacity to help, to a passionate belief that our health system can once again be truly great.

As you search for inspiration, we urge you to seek out those who have experienced the Medicology approach. You will have no greater confidence than the recommendation of trusted colleagues that have gone before.

We look forward to working with you



Andrew Vincent
Managing Director



Sara Watkin
Medical Director



What's Inside?

Bespoke Training Solutions & Partnership Programme

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About Our Courses

Teaching Methods

The Medicology approach consists of an effective balance of practical skills with solid academic underpinnings. Teaching methods include an appropriate reliance on slide presentations, backed up with case studies, discussion exercises, group work, individual exercises, examples, action learning, psychological tools & coaching. The final combination of approaches will be determined according to the group, the subject matter and the intended outcome.

Hype or Hyper Helpful?

We forgive you for wondering whether this type of training is genuinely helpful. However, our courses are consistently rated as 'excellent' by those attending and we have run programmes where over 50% of attendees have been recommended by others. Very few people don't come back for more and you can see the named, genuine testimonials online. We say "trust your colleagues" even if you remain sceptical at what we tell you!

Course Accreditation/CPD

Medicology courses are accredited through the CPD Certification Service at a level of 5 points per day, meaning that we have undergone formal assessment to ensure that our courses overall, course content, trainers and how we approach learning are of the highest standards. The CPD Certification Service is used by a variety of healthcare providers such as Health Service Journal Conferences, as a robust quality assurance system.

Really Important Stuff!

All courses are CPD approved
(at 5 points per day)

This is what we do, it's not
our side-line!

We are not new
(even if you didn't know us)

Most people who attend,
re-book for more
(as many as 8 times)

We really understand people,
especially NHS people
(that's our true strength)

We truly believe that the NHS
can be great again
(through its people)

Who Are Medicology?

Healthcare-Dedicated People Specialists

An Introduction

Although many of you may already know Medicology, let's assume you don't. We are an organisation that is passionate about health and the people that deliver healthcare. We are wholly focused on encouraging both the passion and will to lead, as well as the capacity, knowledge and skill to be exceptional at it. We are the largest provider of open-course learning in the field of leadership & management for clinical staff, especially doctors, as well as training across all staffing groups within healthcare. That position reflects the passion that we bring to our work, reflected in both our mission and vision. We believe that the NHS can be great once more and we are committed to helping achieve that from the clinical coal face to the highest possible levels.

Mission:

Passionate about People, Performance & Health

That's who we are and what we do. Based on our core value of being passionate about what we do and where we do it, you'll find the whole team absolutely committed to helping each and every person or organisation that entrusts us with an element (or all) of their development pathway. We feel it's an honour to be trusted and we're passionate about getting it right.

Vision:

The undisputed leader in healthcare performance training & services based on the four cornerstones of effectiveness:

PASSION

INSIGHT

COMMITMENT

IMPACT

Meet Your Team

Andrew Vincent DipM MCIM DMS - Managing Director & Lead Consultant/ Trainer

Andrew has a senior management background across healthcare encompassing pharmaceuticals, biotechnology, medical devices and training! An energetic leadership, management & personal performance specialist, his particular fortes include leadership development for senior health service staff, including consultants, clinical directors & boards, management development across all levels of health service staff, with an emphasis on alignment with key organisational goals and resolving complex challenges, including low morale, significant change, disengagement, conflict, clinical/managerial divides, inertia and crises.

Sara Watkin MD MBChB FRCPCH - Medical Director

Sara's healthcare experience spans 20 years encompassing tertiary care, secondary care, primary care and managed clinical network level. This gives rise to enormous insight into the healthcare environment, the current reconfiguration agenda and increasing emphasis on clinical quality & safety. As Consultant Neonatologist for 12 years and Clinical Director for 7 years, she has considerable experience at the sharp end of healthcare delivery, accountability and organisational infrastructure. Her role as Clinical Lead for a Managed Clinical Network has been illuminating to the challenge facing healthcare reform.

Lois Brand

Leadership & Personal Performance Specialist

Dr Vikas Sodiwala

Leadership & Personal Development Trainer

Cath Henson

Leadership Trainer & Coach

Dawn Harvey

Leadership Trainer & Coach

Paul Hollinshead

Leadership Trainer & Coach

Marion Parris

Leadership Trainer & Coach

View full profiles at: www.medicology.co.uk/meettheteam

Testimonials

What Others Are Saying

“There can be little doubt that this organisation has the passion and foresight to truly interact with its target audience and in doing so rekindle that passion which led the health service forward in the past but which, of late, has been fading”

Medical Director, Acute Services, Advanced Leadership for Hyperbusy Leaders

“Excellent, best I have attended”

Consultant Plastic and Reconstructive Surgeon, London,
Personal Effectiveness for Consultant-level Staff

“It was apparent that the Medicology team as a whole are dedicated to improving the way in which clinicians can interact effectively with health care managers and also to give clinicians the necessary guidance and skills to themselves become effective managers.”

Consultant Intensivist, Core Skills for the Clinical Service Lead

“It was one of the most beneficial courses I have attended. Not once did I lose interest. I would recommend the course to everybody in leadership positions”

Consultant in A & E, Dudley, Effective Clinical Leadership

“Please let Andrew know that the course I attended in Birmingham recently has had a dramatic benefit for me - give him my heartfelt thanks”

Consultant Cardiologist, Coventry
Time Management for Consultants

“Dear Sara I would like to take this opportunity to thank you and congratulate you for your excellent course in Birmingham which I thoroughly enjoyed and benefitted from. Wishing the very best for the future running of your training programme”

Professor & Head of Department & Histopathology Service, Cardiff,
Practical Leadership for a Modern NHS

“Excellent course with inspiring concepts that are directly relevant to my clinical practice, many thanks”

Consultant Paediatric Maxillofacial Surgeon,
Effective Clinical Leadership

“One colleague summed it up with his comment to me; “He really understands how doctors work” ”

Consultant Ophthalmologist,
Bespoke Appraisals, Mentoring & Coaching Programme

“One of the most enjoyable courses and this is likely to be one of the most effective if I use it well”

SpR Microbiology, Royal Devon and Exeter Hospital,
Time Management for Consultants

“Andrew I felt the past two days were very useful and intend to attend further courses in future hopefully. I have passed on your details to our Director of HR with recommendations. I'll keep an eye on the website and am happy to be sent any reminders etc – assuming your “green” IT colleague has such a system in place...!”

Clinical Director SSU, Raigmore,
Management Masterclass for Consultants

“I just completed the Management Masterclass for Consultants Course in Edinburgh, which I have found very useful and stimulating. I will hopefully join you for a further course”

Consultant Orthopaedic Surgeon, Golden Jubilee National Hospital,
Management Masterclass for Consultants

“Dear Nick, I think it was a very energetic and well directed effort by Andrew. It kept us all involved. I must congratulate Andrew for his marvellous effort ”

Consultant Plastic Surgeon, Cleveland,
Management Masterclass for Consultants

“Thanks for the 2 days - always good to step outside one's own tiny pond and see a different picture!”

Joint Associate Director Operations/Governance Consultant in Family Planning & Reproductive Health Care, Glasgow,
Management Masterclass for Consultants

“Please pass on my gratitude to Andrew for such a fabulous course. I will recommend Medicology to all my colleagues!”

Consultant Microbiologist, Portsmouth,
Core Skills for the Clinical Service Lead

“After returning from the Clinical Leadership course held by Medicology, I have to say, my impression was that I had attended the best course in my career”

Consultant & Head of Service, Emergency Medicine,
Effective Clinical Leadership

In-House Training Solutions

Tailored Solutions Delivered In Your Workplace

State Of The Art Approach

The benefit of the in-house solution is that we can table your issues as part of the programme, ensuring that we help you overcome the specific challenges that you are facing. As human performance specialists, we bring extensive knowledge and insight into healthcare challenges involving people, coupled with a highly effective developmental approach designed to equip you and your colleagues to overcome whatever our healthcare environment throws at us.

What Can We Do?

We can develop and run anything from a half-day programme for a few to a region-wide, extensive programme for thousands, using approaches including face-to-face, online, new media, coaching, action learning & blended learning, even including accreditation where required.

How Can You Trust Us To Deliver?

Firstly, we approach every programme with the same passion, whether it is a single day or an extensive programme for a large number of people. However, rather than take our word for it, consider the following:

- Review the testimonials, in here, online or ask for more if you'd like them
- See how we handle your enquiry. Are we professional? Do you feel informed? Is it clear that we understand your issues?
- If we do run a programme and we get it wrong for you - you can have your money back! (yes, a 100% money-back guarantee)

We know that we won't be asked back if we get it wrong for you and we do like to be asked back! However, even though our intentions are obviously positive, you need the reassurance that if we don't get it right then you haven't wasted your budget. Our 100% money-back guarantee on in-house training is quibble free. In our eyes we either delivered, or we didn't. It's that simple!

How Much Does It Cost?

Each programme is relatively unique. We cost programmes transparently and will provide you with a fully itemised quotation based on your requirements. Factors influencing the costs are:

- Number of days
- How many trainers/ facilitators you need and their seniority
- The degree of travel involved (yes, you will pay more for Stornaway, sorry!)
- The degree of completely new material that needs to be brought in

We realise that some guidance would be helpful. If we ran a single day programme using a single facilitator on a topic area close to our core elements e.g. Leadership Skills for Consultants, with a degree of tailoring to local issues, then a rough guide price would be £1,650 + VAT + expenses.

Save Time & Look Professional

Medicology have state of the art event management systems and we make these available to you as part of the process. This saves time, makes you look professional and delivers considerable added value:

- Your participants can register directly on our system, automating all of the admin functions from joining instructions to badges
- We provide you with beautiful PDF posters or brochures at no extra cost (we want your event to be successful)
- Once you have a venue, we take over the full management role, leaving you free to do the day job



Trust & Insight

Medicology has run literally hundreds of days in all types of NHS organisations from single departments to whole organisations, Acute Trusts, PCTs, Medical Schools, SHAs and more. Important groups trust us because we have the right insight, a passion for improvement and we deliver the results people expect. This is reflected in a diverse, extensive client list of Trusts the length and breadth of the country, such as:



What Areas Do We Provide Training Solutions In?

- Leadership - from junior doctors to boards and everything in between
- Management - we have run programmes for just about every grade of staff imaginable
- Time Management & Work-Life Balance - tailored to the specific context of the group e.g. consultants
- Core Leadership & Management Skills for Service Leaders
- Clinical Governance and Risk
- Assertiveness - delivered in a supportive, behaviour-enhancing manner
- Communications, Influencing & Negotiations
- Presentation Skills - basic and advanced
- Appraisals, Mentoring & Coaching - including how to set up a good system
- Team-building & Effective Team Performance
- Performance Management
- Rectifying Poor Performance - systemically and in individuals e.g. a junior doctor
- Motivation - including how to build motivating, high performance environments
- Change Management - including providing change management consulting too

If you can't see what you are looking for but you know it falls into the realm of people-related issues in leadership, management & personal development then simply ask. We probably do and we'll be honest if we don't or you'll be asking for your money back!

Further details can be found on our website at www.medicology.co.uk

Taking This Forward

Your enquiry will be led by Sara Watkin, Medical Director



Phone:

Call us on [01332 821260](tel:01332821260) and say you are interested in Bespoke or In-house Training



Online:

Visit our website to find out more and view our full range of courses at www.medicology.co.uk



Email:

Contact Sara via email at sara@medicology.co.uk and she'll respond quickly.

Partnership Programme

Potentially The Lowest Cost Of Training Available Anywhere

What Is It, Really?

For smaller groups, say 5 or more, who would benefit from training, then we have an innovative solution that is a stroke of pure brilliance (even if we say so ourselves). Our Partnership Programme can deliver the lowest training cost per head in the industry without cutting a single corner. It's a bit like having your own bespoke course, run at your location but with the benefit of wider NHS colleagues using the spare capacity and reducing the overall cost to you, possibly even to zero!

How Does This Work?

It's simple really. Say you have 7 individuals who need a specific course, perhaps Time Management. Normally that would cost at least £200 + VAT per person plus their travel too, reaching a total cost of somewhere between £1,400 and £2,000+ excluding VAT for the whole group. With Partnership Programme though:

- You choose an open programme that you'd like to bring in-house
- Between us we choose a suitable date & venue e.g. Postgraduate Centre
- We create a special course web page for internal participants to register through
- Each person registers at £150 + VAT (wait though, because they get a rebate too)
- We place the course date in our open programme, marketing it to other NHS staff
- Each external person who registers provides a £100 contribution to your costs
- Afterwards, we reconcile income, catering, trainer expenses and any incidentals
- We provide a rebate from the external participant income

How Much Does It Really Cost?

It depends on the number of external participants but let's say there are also 7 of these in the above case, that catering costs £12 per head and the trainer's mileage costs £50. Our reconciliation would look like this:

$$(7 \times £150) + (15 \times £12) + (£50) - (7 \times £100) = £580 \text{ net cost or } £83 \text{ per internal person}$$

Ask and we'll write a specific proposal for you, based on your exact requirements.

Ensuring It Is Successful

The Medicology team are experienced in the factors that contribute to event success and take responsibility for this, including:

- Helping you select the right course based on needs and popularity
- Ensuring you allow long enough for us to obtain further delegates
- Siting the course in a convenient, accessible location
- Avoiding competition between your course and others
- Providing you with high quality materials to help publicise the event internally

It means your work is limited to deciding on a date, booking the post grad centre and sending a quick email to your internal colleagues. We do everything else because that's our job!

Full details can be found on our website at www.medicology.co.uk



Courses With Currently High Demand i.e. Best For Partnership

- ✓ Time Management (both for Consultants and for Junior & Middle Grade Doctors) - *always popular*
- ✓ Management Masterclass for Consultants (2-day programme)
- ✓ Core Skills for the Newer Consultant (2-day programme)
- ✓ Core Skills for the Clinical Service Lead (2-day programme)
- ✓ Leadership Skills for SpR-level Doctors
- ✓ Management Skills for Junior & Middle Grade Doctors
- ✓ Leadership Masterclass for Healthcare Professionals (2-day programme)
- ✓ Advanced Communications & Influencing Skills (2-day programme)
- ✓ Assertiveness without Aggression
- ✓ Appraisals, Mentoring & Coaching
- ✓ Presentation & Teaching Skills

Frequently Asked Questions

Q. Do I have to co-ordinate all of the internal participants?

A. No, we provide you with a special registration page and handle all administration. Easy!

Q. Do I have to 'market' the spare places?

A. No. We handle marketing of external places whilst you publicise the course internally

Q. How is it best to publicise it internally?

A. Best results are achieved by sending round an email to all potential participants, as well as a PDF poster or leaflet that we provide

Q. Do I have to make all the arrangements e.g. venue, catering etc

A. We usually ask you to source the venue (you stand the best chance of getting the postgrad centre free) and then we take over

Q. Rather than charge each person individually, can you invoice centrally?

A. Yes. This is requested frequently when the training is to be paid for centrally or departmentally

Q. Which courses can I run under the Partnership Programme?

A. Any of our open courses but some are more popular than others. We can advise you on the best choice

Q. Can I tailor the course to my specific needs or local issues?

A. The course must remain within the description for the standard open course but we can tailor the cases and examples used

Taking This Forward

Your enquiry will be led by Dean Kellogg, Bespoke & Partnership Programmes Manager



Phone:

Call us on [01332 821260](tel:01332821260) and say you are interested in a Partnership Programme.



Online:

Visit our website to find out more and view our full range of courses at www.medicology.co.uk



Email:

Contact Dean Kellogg via email at dean@medicology.co.uk and he'll respond quickly.

Team Development

Creating Performance, Collaboration & Team Effectiveness

Healthcare is a team sport and there is much to be gained by helping team members work effectively together. Whether you view the team as the whole organisation or a few people working within a department on a project, Medicology can assist you with gaining greater productivity, more collaboration, reduced conflict and greater consistency of results.

Understanding The Medicology Approach

Each team is different and so each development programme is carefully constructed according to the make up of the team, the challenges it faces and the context it works within. A typical programme may include the following:

Self Awareness & Your Impact On Others

By understanding the roots and drivers of your behaviour, along with the defaults you have developed over time, we can encourage much greater attention to your strengths, weaknesses and impact on others. This allows you to gain greater influence, collaboration and behavioural choice, improving your effectiveness whilst reducing the potential for conflict, misunderstandings and mistakes.

Understanding Difference & Maximising Its Potential

In the interests of equality and simplicity, most teams treat each member as being fundamentally the same as their peers. However, this fails to recognise the impact of difference and its amazing potential for improving performance, morale, job satisfaction and collaboration.

Mission & Vision Development

All teams have a mission, whether or not its on the wall or under the surface and that's because every team has a collective set of values that make up the team. These values can enhance team performance, cohesiveness, trust and collaboration. We'll help you understand it, manage its evolution and utilise it to enhance your team effectiveness.

Clinical & Service Direction

Much team effectiveness hinges on the quality and clarity of direction the team operates under. An effective goal & direction cascade can contribute enormously to improved productivity and collaboration, whilst reducing wasted activity and frustration. We'll help you create and migrate an effective cascade, ensuring that teams take ownership & accountability.

Tools Utilised

Medicology can deploy a range of tools, techniques and models to develop teams, self awareness and personal effectiveness, including:

- Strength Deployment Inventory ® (SDI)
- Myers Briggs Type Indicator ® (MBTI)
- FIRO-B
- Medicology Behavioural Drivers Questionnaire (BDQ)
- Leadership Qualities Framework (LQF)
- Medical Leadership Competencies Framework (MLCF)
- Medicology Curriculum for Exceptional Leadership (MCEL)
- The Medicology Performance Enablement System (TEMPEST)

To enquire about Medicology Team Development services please contact Dr Sara Watkin, on sara@medicology.co.uk or **07855 312529** or by calling the office on **01332 821260**.



Clinical Joint Ventures

Creating The Backbone Of Effective Performance

What is a Clinical Joint Venture with Medicology?

Simply put, you and us in partnership to deliver the highest quality of clinical education & training in a cost effective format. You provide the clinical insight necessary to develop an exceptional event and we bring to bear out extensive event management & marketing expertise to ensure it is successful.

A clinical joint venture with Medicology could be:

- A short course for a few on a specific topic
- A study day for many with a more broad-based programme
- An international congress for hundreds
- An online training programme

Organising Events & Training with Medicology – Why?

We believe that your interest in education falls firmly on the side of organising a great programme that delivers insightful information & learning to your colleagues, perhaps utilising your own expertise or fulfilling an area of unmet need. However, hand-in-hand with that great programme goes event management & marketing – time-consuming, expensive and with some risk. Enter Medicology...

Medicology markets and runs literally 100s of events per annum from a few people to hundreds, each smoothly executed from conception to completion. We also represent a trusted name, giving participants confidence that they are attending a quality event. From your perspective, it means your event has a team behind it, removing both the workload and the worry, in exchange for a share of the event profit. For many, this represents the difference between an idea and a real life event.

- You provide the ideas & insight
- We do all the work
- We share the event net profit 50/50

Ensuring Reach Cost Effectively

Medicology takes an uncompromising approach to ensuring the right people learn about your event. Each event marketing programme is designed according to target audience, desired numbers and other factors to ensure an appropriate strategy. It may include any or all of:

- Compliant email marketing utilising our state-of-the-art system (50,000+ clinical professionals delineated by specialty, seniority, organisation and region)
- Targeted direct mailing with the highest quality of in-house graphic design
- Posters to departments, postgraduate centres and other key points of contact
- Creation & publicising of an event website
- Advertising in key journals where appropriate
- Maximum exposure in NHS Training Bulletin
- Website marketing on NHStraining.co.uk, Medicology.co.uk and other appropriate sites

Taking This Forward

To enquire about setting up a clinical joint venture please contact Sian Parrott, on sain@medicology.co.uk or call her on 01332 821271.

Performance Enhancing Tools & Systems

Creating The Backbone Of Effective Performance

eMedicus

Online Learning



First class e-learning from eMedicus Online Learning

eMedicus from Medicology remains true to our ethos – if we can't do it properly, we won't do it at all. We're passionate about people, performance and health and so anything less than an excellent result is in injustice to medicine and the professionals that work so hard within it. We wanted eMedicus to be online learning the way it should be – the highest possible quality in an interactive, engaging form.

Why eMedicus Online Learning?

- Access courses where ever you like
- Start a new course at any time
- Low cost subscription programmes for all your staff
- Complete assessments to gain CPD Accreditation
- Engaging, interactive learning

Find out more online at www.emedicus.co.uk

medicologyMTI

Medicology Morale Testing Instrument (MTI)

Morale is one of the fundamental factors impacting performance, as well as influencing sickness, absence, staff turnover and conflict. Medicology MTI is a sensitive, rapidly deployable, web-based morale assessment tool, with significant advantages over other methodologies, including:

- Examines both morale and the key factors influencing it, allowing you to determine precisely where you apply interventions for maximum impact
- Allows you to assess morale & influencing factors in different staffing groups or types, giving you a more sensitive picture of morale across an organisation or department and allowing you to easily identify problem areas
- Utilises variance, allowing you to assess morale compared to where it needs to be, reducing subjectivity and improving your insight around whether morale is negatively impacting performance
- Accounts for individual preferences & importances, thus avoiding forcing people to judge their unique morale make up by someone else's general criteria (this bit's really clever!).

Medicology MTI is one of the most insightful evaluations you can run on your team.

To enquire further please contact Dr Sara Watkin on **01332 821260** or email her on sara@medicology.co.uk Find out more online at www.medicologyMTI.co.uk



med360^o

Online Appraisal Tool



Medicology 360 Appraisal Tool

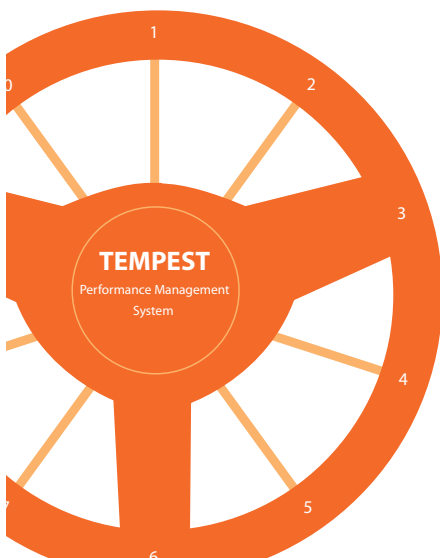
Appraisal can be stressful enough without utilising tools that frustrate and incite further unrest. However, the value of 360 degree appraisal is well recognised, providing participants with invaluable self awareness and insight into their impacts on and interactions with others. The Medicology 360 degree tool is simple to use, has a highly acceptable process and overcomes the single largest hurdle surrounding 360 degree systems – the individual psychologies of those providing the feedback.

- Provides the feedback in a context-specific manner taking into account the underlying wiring of the feedback participants
- Provides suggestions on how to improve interactions and relationships with others, encouraging learning and greater behavioural flexibility
- Reduces accusations of “that’s not me” or “well they would say that”, enhancing the experience for subject and participants

To enquire further please contact Dr Sara Watkin on [01332 821260](tel:01332821260) or email her on sara@medicology.co.uk

Find out more online at www.medicology360.co.uk

TEMPEST



ThE Medicology Performance Enhancement SysTem

Typically, teams or departments are attentive at addressing some aspects of performance and naïve to others. TEMPEST is our methodology of ensuring a structured and comprehensive approach to all key areas impacting on performance. By providing an easy to use framework, along with appropriate support to implement it, teams become more successful and cohesive. Typical improvements could include:

- Positive engagement in both clinical and non-clinical goals and targets
- More proactive performance management and faster resolution of poor performance issues
- Greater adoption of measurements, appraisals and indicators
- More collaboration with management and Boards

We’d be happy to explain TEMPEST further and explore what it could do for you.

To enquire please contact Dr Sara Watkin on [01332 821260](tel:01332821260) or email her on sara@medicology.co.uk



Passionate about People, Performance & Health