



Cardiff Practice Management Conference

11 October 2018

For GPs and Practice Managers

Speaker Profiles



Alan Lawrie

Director of Primary Community and Mental Health - Cwm Taf University Health Board

Alan Lawrie is the Director of Primary Community and Mental Health for Cwm Taf University Health Board. Alan is a new appointment for Cwm Taf starting in January 2018. Alan had previously been DPCMH in Powys, since December 2014, returning to Wales after a decade in a variety of Executive roles in NHS Lanarkshire.

Alan's current remit covers all of the community, community hospital and Mental Health operational services provided within Cwm Taf alongside the commissioning of primary care services from the various independent contractors.



Alex Howells

CEO - Health Education and Improvement Wales

Alex is originally from Bridgend and started her NHS career as a graduate management trainee in 1990, based at University Hospital of Wales, Cardiff, having completed a law degree at the University of Bristol. This was followed by a number of operational, project and planning roles in the NHS including the establishment of the Cardiac Service at Morriston Hospital and the redevelopment of the Princess of Wales Hospital in Bridgend.

In 2008 Alex was appointed as Director of Primary, Community and Mental Health Services at Abertawe Bro Morgannwg University Health Board, and took on the expanded role of Chief Operating Officer in 2012 with responsibility for the operational and day to day management of the organisation. In February 2017 Alex was appointed as Interim Chief Executive at ABMU Health Board, and left this post to become the first Chief Executive of Health Education Improvement Wales in February 2018.



Andrew Eustace

Estates & Property Advisor, Primary Care - NHS Wales Shared Services

Andrew is a surveyor who has worked in the private and public sectors, advising both GPs and Health Boards in England and since 2003, Wales. Currently employed by the NHS, his work covers the full spectrum of primary care property advice, from the valuation of existing surgery buildings to the development of large multi-use primary care resource centres.

His expertise includes the design of buildings and the occupational implications that can arise. He was instrumental in the introduction of the exemplar leases that have protected the interests of GPs and HBs as well as advising Welsh Government on wider policy.



Ben Willis

Partner and Head of Healthcare - VWV

Ben is a commercial property lawyer with over 20 years experience of working with both mainstream commercial clients and those operating in specialist sectors. He is head of the healthcare team and has particular expertise in the ownership, development and funding of healthcare property. GP surgery development is an acknowledged specialism and Ben has been involved in over 95 such developments.

Ben takes time to understand the healthcare sector and to establish a strong rapport with clients. This brings a wider perspective to the commercial issues faced by clients and consistently proves to be important in giving the best advice to suit the circumstances. He leads a team of specialist lawyers and established links with Banks and other professionals to complete a strong collaborative approach.

Ben is a member of the Primary Care Premises Forum.

He organises regular healthcare conferences for healthcare clients and has written numerous articles and speaks regularly on the subject of primary care property.



Dr Charlotte Hilton

Consultant - Xytal

Dr Charlotte Hilton is a Chartered Psychologist with expertise in behaviour change, quality improvement and long-term health conditions. She is skilled in Motivational Interviewing and is a member of the Motivational Interviewing Network of Trainers (MINT). Charlotte is passionate about attention to process and how things are done, not just what is done and this is something that is shared with the company with whom Charlotte is a Consultant - Xytal.

As a Consultant with Xytal, Charlotte works directly with primary care to support them with change management and quality improvement. The emphasis is on the empowerment of staff to be solution-focussed and adopt systems of working that are both efficient and enhance staff and patient satisfaction.



Charlotte Jones

Chair - GPC Wales

Dr Charlotte Jones is chair of GPC Wales and is a member of the GPC UK executive team. Amongst her wide portfolio of roles and responsibilities, she has responsibility for negotiating all aspects of the Welsh GMS contract as well as representing the profession at all levels. She is committed to delivering solutions to the challenges facing GPs across Wales in her last year of office.

Charlotte has been a principal in Uplands and Mumbles Surgery Swansea since 2002. She is a trainer; GP appraiser and still does OOH sessions having set up Swansea Out of Hours Service (which is now ABMU OOH service).

Outside of work, Charlotte is a mother of two and has a Cavalier King Charles spaniel who considers herself as the third child in the family



Frank Convery

Director, NHS Primary Care- GVA

Frank Convery is a Director within GVA's specialist Health team which consists of over 60 experienced professionals who advise clients operating in the public, private and independent health and care sectors. Our collective expertise and specialism makes us one of the market leaders.

Frank specialises in NHS and Primary Care providing advice to GP's , NHS Trusts, Developers and Investors. His particular areas of specialism are Surgery Valuation, Rent Review and Investment work.



John Hotowka

HThe Achievement Thinking Speaker - Hotowka

John Hotowka is a business speaker, humorist and magician who has first-hand experience of the highs and lows associated with running a business. He started his solo career in 1989 and built a very successful business. In 2002 he suffered a crisis in confidence.

He studied high achievers, NLP, and read through a lorry-load of personal development material. He also gained extensive industry knowledge and insight working with numerous blue chip organisations and small businesses. After distilling his findings he developed his 'Achievement Thinking' methodology for building resilience which he used to rebuild his life and career, piece by piece. He now teaches 'Achievement Thinking' to countless corporate and smaller business clients each year, equipping his audiences with the tools they need to overcome obstacles, manage change and achieve their goals.

His clients include Unilever, Virgin Holidays, Nestle and the NHS to name but a few.



Karin Phillips MBE

Deputy Director Primary Care - Welsh Government

Karin graduated with a Mathematics degree from Cardiff University in 1981 and in 1987, after several years in industry and Medical Research, she joined the then Welsh Office as a Government Statistician. She was promoted to the senior civil service in 2003.

Karin has worked in a number of statistical, corporate and policy roles within the Welsh Government, including health, education, community safety, civil contingencies and knowledge and information management. She has also worked in the parliamentary arm of the National Assembly as Head of Members' Research and Committee service.

Karin moved to her current role as Head of Primary Care in August 2017. She has responsibility for the development and implementation of policies which improve the health outcomes for the people of Wales in relation to: general medical services; dentistry; pharmacy, prescribing and access to new medicines; optometry and ophthalmology and audiology. She also has oversight of the reform of the Primary Care Contracts to support the delivery of the Primary Care Model for Wales.



Martin Dickinson

Head of Primary Care - NHS Wales Informatics Service

Martin Dickinson is Head of Primary Care within the NHS Wales Informatics Service and is responsible for the strategic development and operational delivery of Primary Care Systems and Services in Wales.

With 30 years experience managing IT Services in the NHS Martin has maintained a specific interest in Primary Care Informatics. During the last 20 years this has involved leading on national GP IT Programmes and Services across Wales.



Oliver Pool

Partner - VWV

Oliver is a commercial and partnerships specialist who spends almost all his time advising GP practices. He can help with all aspects of the partnership relationship, from putting in place your GP partnership deed, to advising you on its terms, to dealing with disputes between partners. He also advises on joint venture arrangements between practices, federations, co-operatives, clusters and has dealt with over 100 mergers of GP practices, and has done a lot of work on the "decentralised" or super partnership model of GP mergers. Oliver can also advise on the terms of NHS contracts. Oliver has been acting for GPs practices for over 12 years and has been involved in drawing up or amending over 250 GP partnership deeds.

Like all of the VWV Primary Healthcare team, Oliver keeps up to date with the GP profession and is an avid reader of GP trade mags such as Pulse and GP News. Oliver keeps abreast of developments in the sector and writes and lectures frequently on legal issues affecting doctors and dentists.



Dr Richard More

Director and Co-Founder - Xytal

Richard was appointed a GP principal in Yeovil in 1991. After fundholding and PCG posts he went on to obtain a Bath MBA. In 2004 he co-founded Xytal Health Management which supports the general practices by providing relevant and useful management consultancy.

Richard was also a member of Somerset LMC from 2004 to 2010 where he was variously area chair, lead negotiator, PBC, PMS and Commissioning Lead. He has extensive experience in setting up new services.

In 2005 he was co-founder of Abbey Manor medical practice Ltd, one of the first general practices to utilise the potential of using limited companies to deliver traditional general practice. In 2007 he co-founded Avanaula which provided award-winning community services for patients with COPD. In 2016 he cofounded Xytal Technology (“Xytek”), which has secured funding to develop smart IT that will automate general practice processes. He also chairs Fingo Marketing Ltd, a digital marketing agency.

Richard is currently Chairman at Ryalls Park Medical Centre, a GMS practice in Yeovil.



Sue Morgan

National Director & Strategic Programme Lead for Primary Care - Primary Care

In March 2018, Sue took up the post of National Director & Strategic Programme Lead for Primary Care in Wales, a newly established role that works as a bridge between Welsh Government and the NHS. The focus of the role is to support whole system planning of primary and community services and provide leadership on the changes in contracts with independent contractors.

Sue has 21 years of NHS management experience that includes operational management, service planning, commissioning and programme management across a number of different NHS organisations in Wales. The past eight years has been as Director of Operations for Primary and Community Care Services in Cardiff & Vale UHB, which saw the challenges of GMS sustainability alongside the drive to transform whole system care to be delivered as close of home as possible.

Prior to that Sue headed up Women and Children Services which, in addition to general management of those services, also included the planning and commissioning of the Children’s Hospital for Wales. Both roles involved working across organisations at a regional and national level and with other partners such as professional bodies, Local Authorities, the Independent Sector and the Third Sector. Sue’s early career was mainly in NHS service planning.