



Smart patients – How data will inform healthcare choices

Delegate Guide



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Welcome to our fourth Quality Forum, where we come together to share data, experiences and knowledge from across the healthcare sector.

This year's theme, **Smart patients – How data will inform healthcare choices**, highlights the growing role of health information in helping patients make informed decisions and shaping the future of healthcare.

Important information

Venue

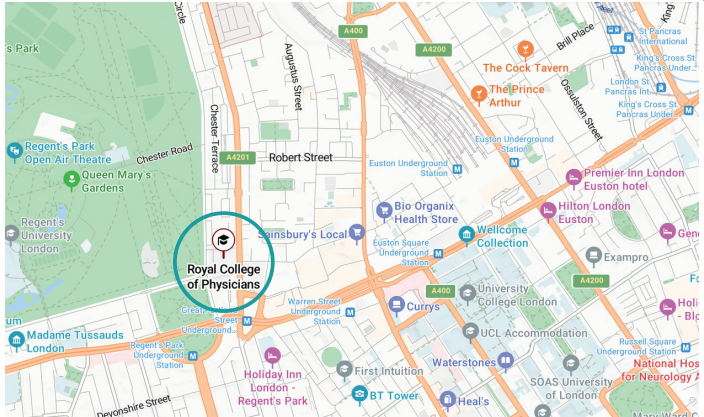
Royal College of Physicians
11 St Andrews Place
Regent's Park
London
NW1 4LE

4 minute walk

Regent's Park or Great
Portland Street

8 minute walk

Warren Street



Wifi connection

Connect to the **RCP wireless network** and follow the login instructions by entering your email address on the RCP portal.

CPD accreditation

This year, the PHIN Quality Forum 2026 is accredited for 6 CPD points. To claim your points, please attend the full event from 09:00 to 17:00 and sign the CPD attendance sheet at both registration and the end of the day.

Posting on social media

You can tag us on:

- LinkedIn: @PrivateHealthcareInformationNetwork
- Facebook: @PrivateHealthcareInformationNetwork
- Instagram: @PrivateHealthcareInfo
- TikTok: @PrivateHealthcareInfo

Asking questions

There will be opportunities to ask questions throughout the day via Slido. Scan the adjacent QR code, or visit slido.com and enter the event code: **#34080452**.



Programme of events

09:00 – 09:30	Arrival, registration and refreshments
09:30 – 09:40	Welcome and introduction
09:40 – 10:10	Insights from PHIN Dr Chris Smith-Brown, Clinical Advisor, PHIN
10:10 – 10:40	Breakthrough technology influencing patient care Panel discussion
10:40 – 11:00	PHIN Awards
11:00 – 11:20	Refreshment break
11:20 – 11:50	Patient safety in an online world Deborah Cohen and Henrietta Hughes
11:50 – 12:20	Bridging economic theory and real-world health delivery Helen Hayes
12:20 – 12:50	How do we empower patients? Panel discussion
12:50 – 13:50	Lunch and networking
13:50 – 14:20	Using AI to improve transparency and patient choice Dr Ian Gargan, Jules Blanc and Karl Warner, PHIN
14:20 – 15:00	Creating a winning mindset Maggie Alphonsi
15:00 – 15:20	Audience Q&A with Maggie Alphonsi
15:20 – 15:30	Closing remarks
15:30 – 17:00	Drinks reception and game

PHIN will be recognising and celebrating some of the outstanding initiatives, projects and individuals who are helping to improve the healthcare sector. We'll be presenting five PHIN Awards to spotlight contributions across the industry. Read about the finalists in each category below.

1. Consultant contribution

Recognising a consultant practice or representative who has made the most significant contribution to PHIN's work, whether through data sharing, collaboration, or advocacy.

- **Dr Sarah Frankton (Bupa Cromwell Hospital)** for outstanding leadership in consultant compliance, transparency and good governance.
- **Dr Mark Hamilton (Cleveland Clinic London)** for championing consultant engagement and accountability through collaboration and leadership.
- **Rachel Wheeler (Nuffield Health)** for her long-standing commitment to PHIN and consistent support for clinician compliance and transparency.

2. Promotion of PHIN

Celebrating efforts to raise awareness of PHIN and empower patients to make more informed choices about their healthcare.

- **Stuart Hammond, Chair of IHPN Wales**, for promoting transparency and informed patient choice across the Welsh independent healthcare sector.
- **Beth Barron (Leeds Teaching Hospitals NHS Trust)** for championing PHIN, compliance and transparency within the NHS Private Patient Unit community.
- **Aviva** for supporting patient choice and encouraging provider engagement with PHIN and healthcare transparency. supporting patient care and quality improvement.

3. Innovation with a patient focus

Highlighting the use of data, especially Patient Reported Outcome Measures (PROMs), to deliver measurable improvements in patient outcomes and/or experience.

- **Centre for Sight** for pioneering a world-first glaucoma procedure while rapidly implementing PROMs and achieving full PHIN compliance.
- **Spire Healthcare** for making PROMs easier and more accessible for patients, helping embed the patient voice in outcomes measurement.
- **HCA Healthcare UK** for expanding the use of outcomes data through an integrated digital platform supporting patient care and quality improvement.

4. Best use of PHIN data

Highlighting the use of PHIN data to make a difference to operations and/or processes.

- **James Matthews** for developing an innovative tool that uses PHIN data to support service planning, quality improvement and growth.
- **Dean Bennett (Circle Health Group)** for leading the use of outcomes data to strengthen quality monitoring and clinical effectiveness.
- **St Joseph's Hospital** for embedding PHIN and PROMs data into decision-making to improve patient outcomes and operational performance.

5. Patient contribution award

New for 2026! This award is for a patient who has gone above and beyond to help improve healthcare services, quality of care, or the patient experience, creating benefits for other patients.

- **Derrick Clarke** for using his personal healthcare journey to help others understand and navigate their treatment options.
- **Dale Atkinson** for being a powerful advocate for the patient perspective following his cancer diagnosis.
- **Debbie Douglas** for her tireless campaigning for patient safety and implementation of the Paterson Inquiry recommendations.

The award winners will be announced at **10:40**.



Speakers



Maggie Alphonsi MBE is a former England rugby international, World Cup winner and one of the most recognised figures in women's sport. During her international career she earned 74 caps, scored 28 tries and helped England secure seven consecutive Six Nations titles before moving into broadcasting and media.



Akeel Arshad is Managing Director of OS LLP, London's largest independent group of orthopaedic and maxillofacial specialists. He leads strategic initiatives that support collaboration between clinicians and providers, helping reduce administrative burdens and enabling healthcare professionals to focus on innovative, patient-centred care.



Dr Katie Baker is Director UK & Ireland at Tandem Health AI and a practising NHS GP with more than a decade of clinical experience. With a background in neuroscience and healthcare innovation, she works with organisations to harness AI to reduce administrative pressures and improve patient care.



Deborah Cohen is an award-winning journalist, author and former Science Editor at ITV News and Health Correspondent for BBC Newsnight. Her investigations have influenced healthcare policy and clinical practice internationally. She is the author of *Bad Influence: How the Internet Hijacked Our Health*.



Simon Gale is Divisional Director for Health & Care at Howden Insurance Brokers and specialises in medical indemnity insurance. A qualified lawyer and former law firm partner, he brings more than 15 years of experience in professional indemnity, medical malpractice, risk management and claims support.



Helen Hayes is a health economist specialising in applied econometrics, healthcare policy and the use of quantitative data to evaluate healthcare services. Her research focuses on healthcare utilisation, waiting times, payment systems and cancer diagnostics, with particular expertise in assessing the impact of financial incentives within healthcare.



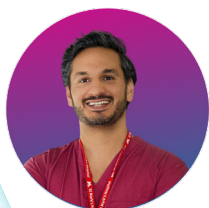
Professor Henrietta Hughes OBE is England's first Patient Safety Commissioner, serving as an independent champion for patients. A practising GP and former National Guardian for the NHS, she works to ensure patient voices shape the safety of medicines, medical devices and healthcare services across England.



Daniel Maude is Head of Marketing at Chrysalis Finance and an experienced sales and marketing professional with more than 14 years' experience. He has a strong track record in developing growth strategies, driving revenue and building brand awareness through effective multi-channel, digital and social media campaigns.



Amit Patel is Founder of Peachy Digital, a healthcare consultancy supporting innovation, growth and technology adoption. A former NHS surgeon and Director of New Ventures at Bupa, he has extensive experience in strategy, consulting and helping organisations across healthcare, insurance and life sciences scale successfully.



Mr Kapil Sahnan is a Consultant Surgeon at St Mark's Hospital, London, and Honorary Senior Clinical Lecturer at Imperial College London. He recently led the first operation in the UK using the AI-powered Eureka surgical navigation system, helping bring advanced artificial intelligence into clinical practice.



Jon Twinn is Head of B2B UK & Ireland at Top Doctors and a specialist in digital health and patient experience. A founding member of iWantGreatCare, he has a long-standing interest in healthcare outcomes, value-based care and the use of technology to support patients, clinicians and providers.



Edward Ungar is Co-founder and CEO of Pharmaciege, a health technology company developing ePrescribing and prescription delivery solutions. Previously EMEA Director at Google and Chief Commercial Officer at Onfido, he brings extensive experience in technology, healthcare innovation and business growth.

Smart data starts here



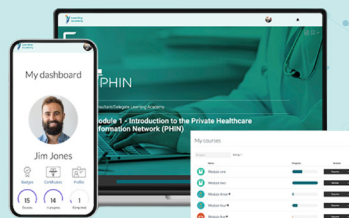
The **PHIN Learning Academy** gives consultants, delegates and hospital teams the tools to meet their legal obligations and improve data quality.

With interactive modules, certificates and flexible access, it's your go-to resource for mastering the essentials of private healthcare data submission.

And consultants can now earn **3 CPD points** by completing the Consultant Learning Academy module.



www.phinlearning.co.uk



Thanks to our sponsors



Chrysalis Finance is the UK's largest healthcare finance provider, helping patients access the treatment they need through flexible payment options. As an ethical and responsible lender, Chrysalis works with healthcare providers across the UK to improve access to care while delivering a simple and supportive experience for patients.



OS Clinic is a specialist orthopaedic and maxillofacial clinic in London, bringing together internationally recognised consultants across a wide range of disciplines. The clinic focuses on personalised, patient-centred care, combining expert diagnosis, innovative treatments and multidisciplinary collaboration to help patients achieve the best possible outcomes.



Pharmacierge provides secure e-prescribing and medication delivery services for private healthcare. Trusted by thousands of clinicians, its technology enables prescriptions to be generated and transferred electronically, with medication delivered directly to patients, helping to create a seamless and convenient healthcare experience.



Tandem Health AI is a European health technology company developing AI-powered tools that help clinicians before, during and after patient consultations. Built by clinicians for clinicians, Tandem's platform reduces administrative burden, streamlines documentation and allows healthcare professionals to spend more time focused on patient care.



Top Doctors is a leading digital healthcare platform that connects patients with specialist consultants, clinics and hospitals. Using expert-led selection, verified patient reviews and digital tools, Top Doctors helps people make informed healthcare choices and access high-quality care with confidence.

QF PHIN QUALITY FORUM

