

**Patients and Information:  
Where do they go and who do they trust to tell their stories to?  
HCI Workshop in collaboration with the Patient Information Forum  
to be held from 10.00 am until 4.00 pm  
on Wednesday 18<sup>th</sup> July 2007 at  
IBM Conference Centre, SouthBank, London SE1**

A Workshop to look at the politics of health information provision in view of all the short lived Department of Health funding for various health information initiatives such as the freephone Health Information Service and the Centre for Health Information Quality (now both defunct) and the soon to be launched NHS Choices website. Where do patients get their information from, who do they trust and how do they gather what they need to make informed choices?

This workshop will hear many different perspectives from patients and patient organizations through to information providers from industry and the voluntary sector. We will also hear about a social enterprise which enables patients and their carers to tell their stories in their own words for other patients to access as well as rating the services they receive.

Speakers will include: Dr Paul Hodgkin from Patient Opinion, Joanne Shaw talking about the Medicines Guide, Mark Duman giving an overview of the information industry. Two patient groups: Cancerbackup and Arthritis Care and a pharmaceutical company information services manager. A Department of Health speaker has also been invited.

We would like to encourage members of HCI to share their stories – good and bad – about the impact of the Code so if you and your partners would like to do this please contact Tina Funnell, organising secretary as soon as possible to discuss your involvement (01904 613 041 or email [secretary@healthcoalitioninitiative.org.uk](mailto:secretary@healthcoalitioninitiative.org.uk)).

HCI Workshops are run on the chatham house rule, so that everything shared during a workshop will be confidential to participants. Any report of the workshop will be anonymised ensuring maximum learning from the event.

*The Health Coalition Initiative is a network of voluntary health organisations and pharmaceutical companies who aim to model good partnerships in its work.*

*In 2007 it is celebrating its tenth year with a series of workshops. For more information about them look at the HCI website ([www.healthcoalitioninitiative.org.uk](http://www.healthcoalitioninitiative.org.uk))*

*The **Patient Information Forum** ([www.pifonline.org.uk](http://www.pifonline.org.uk)) is a network of organisations looking to improve patient experience through the provision of better information and communication.*



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WORKSHOP BOOKING FORM

Please fax to 01904 613 041 or post to the address above or
email to secretary@healthcoalitioninitiative.org.uk

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Address:

Cost:

Table with 2 columns: Category and Cost. Rows include HCI and/ or PiF Members (£25.00), Non Member Patient Groups (£25.00), and Non Member Companies (£50.00).

I would like to reserve \_\_\_\_\_ place at the Workshop to be held on 18th July 2007
(please use a separate form if more than one place is required for your organisation)

Please email an invoice Yes/No

I would like to pay by

Cheque (payable to Health Coalition Initiative) Yes/No )
) Please delete as
BACS payment details Yes/No ) appropriate
(please post or fax form to HCI) )

Name of Bank: Alliance and Leicester, Glibank PLC
Name of Account: Health Coalition Initiative
Account No: 5118 3282 Sort Code 72 00 04