

## DRAFT LETTER REGARDING PATIENT INFORMATION CONFERENCE – 1 JULY 2015

Dear

I would like to attend the Patient Information Forum's 10th Anniversary Conference, on 1st July 2015 at the Royal College of Surgeons in London. This conference is about putting theory into practice, and will provide me with practical tools and solutions to help achieve the reality of meaningful patient empowerment, by maximising the impact of our health information.

The conference programme has been designed so that the learning outcomes are individual to each delegate, dependent upon the areas where assistance is needed most; but all delegates will leave the conference with practical examples and contacts to help them address the challenges they currently face in creating and providing health information that successfully empowers patients.

I wish to be among the 200+ attendees who go to learn and talk about the topics, issues and opportunities that we all face. I will also have direct access to senior figures from the UK's leading health organisations, and likeminded peers from across the voluntary, NHS and government sectors and have the opportunity to meet with vendors and consultants who can help us overcome our challenges within our budget.

If we want to make meaningful patient empowerment a reality, these are the key reasons for me to attend:

I will:

- Get practical advice that will help me do my job, so I don't have to reinvent the wheel
- Hear about best practice, via examples and case studies that have improved patient experience, and learn from the experience of others in a range of sectors
- Have the opportunity to ask questions on the key challenges we face – on key topics including patient involvement, measuring the impact of information, health literacy and disseminating health information - both in small groups and during conversations with the keynote guests
- Debate the funding of information and the financial challenges we face

I plan to attend the following sessions (delete as applicable):

- Empowering patients through engagement and involvement
- Championing health information and valuing the professionals that work in the sector
- Speed networking
- Zone 1 - Patients and the public
- Zone 2 - Reaching your audience
- Zone 3 - Health Literacy
- Zone 4 - Professionalising and supporting the health information workforce
- Zone 5 - Valuing and promoting health information and the professionals that work in the sector
- Zone 6 - Producing health information on a budget
- Zone 7 - Measuring the impact of information
- Zone 8 - Digital information
- Zone 9 - Self management and behaviour change

I plan to speak with these exhibitors (delete as applicable :

- AKU Society
- British Heart Foundation
- British Liver Trust
- EMIS
- Interlagos
- Jo's Cervical Cancer Trust
- Health & Care Videos
- Looking Local
- Luto Research
- Macmillan Cancer Support
- Magneto Films
- NHS England
- Northumberland Tyne and Wear NHS Foundation Trust
- Patient.co.uk
- Picker institute
- Prostate Cancer UK

These are my projected costs for attending the conference:

- Delegate fee: £
- Rail/tube/airfare/taxis: £
- Accommodation: £
- Subsistence (meals, etc.): £

In addition, since I am not a member of PiF, my registration also includes a free year's membership (value: £90.00) and all the benefits that entails. (delete if you are a PiF member!)

This will be a real chance for me to find out update to date information, learn new skills, achieve my professional development goals, and talk to major influencers and policy shapers in the industry. I hope you will feel able to make the investment to help our team achieve its full potential and be even more valuable to our organisation.

More information and further details about the conference can be found at:

[www.pifonline.org.uk/2015-conference](http://www.pifonline.org.uk/2015-conference)

Yours sincerely,

You