



MIND THE GAP
WORKING IN PARTNERSHIP
TOWARDS
BETTER MEDICINES INFORMATION FOR PATIENTS

Keynote speaker: Health Minister Rosie Winterton MP

Tuesday 3 July 2007
One Great George Street, Westminster,
London SW1P 3AA

Conference in association with



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Time	Programme	Speaker
<i>Chair/Facilitator: Simon Crompton, Medical Editor of the Times</i>		
9.00am	Registration and Coffee	
9.30	Welcome • Pledge for actions	<i>Nigel Brooksby, ABPI President</i>
9.35	Setting the scene: patients' experience of medicines information	
9.45	<i>Rosie Winterton MP, Minister of State</i>	
10.05	Q & A session	
10.20	Coffee break	
10.50	What constitutes good quality patient information?	<i>Mark Duman, Patient Information Forum</i>
11.10	Why is information about medicines such a key element of health information?	<i>Joanne Shaw, Ask About Medicines</i>
11.35	How can we reach a wider audience? <ul style="list-style-type: none"> • Access to information in prisons • An example of excellence from the Ask about Medicines Awards • Accessible Patient Information Leaflets - RNIB • NHSD/Evelina information prescription pilot 	
1.00pm	Lunch	
2.00	Screen time: 'Dil ki Baatein' 'Matters of the Heart', a Bollywood Style Heart Health Education, film by Dr Rumeena Gujral	
2.15	How creative approaches could be used to convey medicines information and change behaviour	<i>Dr Rumeena Gujral, South Asian Health Foundation</i>
2.30	Break out groups <ul style="list-style-type: none"> • Cancerbackup on the information prescription • Diabetes UK on access to diabetes information • Ask about Medicines: Meeting the needs of children and young people 	<i>Amongst others:</i> <i>Joanne Rule, Cancerbackup</i> <i>Melinda Letts, Ask About Medicines</i>
3.10	How can we overcome barriers to get medicines information to a wider audience? <ul style="list-style-type: none"> • Panel discussion facilitated by Simon Crompton 	<i>Joanne Rule, Cancerbackup</i> <i>Joanne Shaw, Ask about Medicines</i> <i>Subhanu Saxena, Chair of the Involved Patient Initiative, ABPI</i> <i>Adrian Sanders MP</i> <i>Maggie King, Department of Health (TBC)</i> <i>Dr Rumeena Gujral</i>
4.15 - 4.30	Action card completion, summary and close <i>Simon Crompton, The Times</i>	

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HOW TO BOOK

Please complete one registration form for each delegate. You can

1. Book online at <https://extranet.abpi.org.uk>
2. Fax this completed booking form to **020 7747 1414**
3. Email this booking form to eventbookings@abpi.org.uk, or
4. Post this booking form with payment to
ABPI Events Team, ABPI, 12 Whitehall, London SW1A 2DY

Delegate details

Surname _____
First name _____
Job title _____
Company _____
Address _____

Tel _____
Email _____
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Special dietary requirements _____

Pricing details

	Cost	
<input type="checkbox"/> Patients	£25.00 + VAT	£29.38
<input type="checkbox"/> Voluntary groups & NHS	£75.00 + VAT	£88.13
<input type="checkbox"/> Industry representatives	£195.00 + VAT	£229.13

Payment methods

- Cheque (made payable to ABPI)
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Once written confirmation of a booking has been received, together with the full remittance, you will be sent a receipted VAT invoice.

I agree and accept the following Terms & Conditions of booking

Terms & conditions

This booking form constitutes a legally binding contract.

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The fee for the conference is set out in the appropriate conference programme. The fee payable is exclusive of Value Added Tax which shall be payable where appropriate in addition to the sum concerned. Payment to the Association of the British Pharmaceutical Industry may be effected on-line, by credit card, cheque or by BACS.

ABPI must be in receipt of paid fees 7 days prior to the commencement of the conference. Payment must be made in pounds sterling. A registration, even when validated, does not constitute a valid booking until payment has been effected. ABPI reserves the right to refuse admission if payment is not received on time. Confirmation of booking will be despatched upon receipt of paid fees.

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Accommodation not included in the price.

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Any dispute arising out of this agreement shall be governed by English law and the English courts shall have jurisdiction over any such dispute.

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