

Welsh Practice Management

Healthcare Conference - 10 October 2023

Speaker Profiles



Ben Willis
Healthcare Partner
VWV

Ben is a commercial property lawyer with over 25 years' experience of working with both mainstream commercial clients and those operating in the healthcare sector. He is Head of the Healthcare team and has particular expertise in the ownership, development and funding of GP surgeries. Ben has been involved in over 100 such developments. With Primary Care Networks (PCNs) being high on the agenda for many GP practices, Ben is leading on this

project supported by Oliver Pool to help you to consider your options, from supporting you with the initial set-up and structure through to models, drafting up your agreements and premises' issues.

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, Accountants and other professionals to complete a strong collaborative approach.

Clients rate him to be 'consistently helpful and extremely knowledgeable and always responds quickly' and recognise the healthcare team for its 'professional, fair and straightforward approach.'



Ceri Jones
NHS Wales estates

Ceri Jones MRICS Principal Property Surveyor – NWSSP Specialist Estate Services

Ceri is a chartered surveyor with in excess of 30 years' experience in the commercial property market in Wales. Through private practice, she has dealt with investment agency, loan security valuation, and commercial lease management. She specialised

in Healthcare property valuation for many years, eventually joining NWSSP- SES (NHS Wales Shared Service Partnership - Specialist Estate Services) in 2013 to advise Health Boards on primary care property matters. She now heads a team of 5 Chartered Surveyors providing specialist advice to all 7 Welsh Health Boards and Welsh Government on property issues within the Primary Care estate, in particular GP rental

reimbursement and premises improvement/ development.



Gemma Pouncy
Senior Associate
VWV

Gemma is a Senior Associate specialising in commercial property. She is a member of the Healthcare team, based in Bristol, and works in particular in the area of GP surgery funding and development.

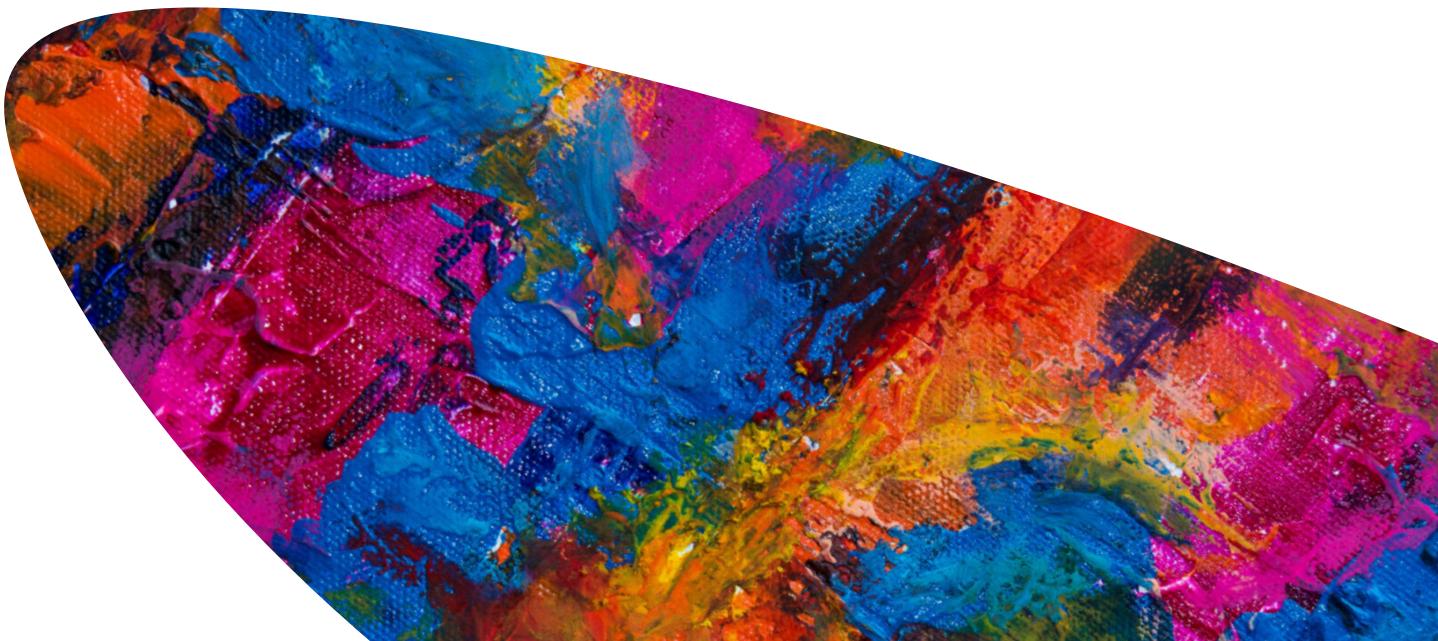
Gemma deals with all types of commercial property transactions, including freehold sales and acquisitions, all leasehold transactions, sale & leaseback arrangements, secured lending (with both separate and joint representation of the borrower and

lender), GP surgery developments, partnership property succession planning and property portfolio advisory work.

Gemma takes the time to understand clients' business needs and challenges, in order to tackle issues from a pragmatic and commercial perspective. Gemma has particular experience of handling matters with numerous different parties and understands the problems which

can arise as a result. She therefore appreciates that clear and regular communication are vital to help transactions to progress as smoothly as possible.

Gemma works closely with colleagues across the firm, especially in the Partnership, Commercial and Corporate teams, in order to ensure that advice takes account of all of the intricacies of the business transaction going ahead at the time.





Gemma Nosworthy
Primary Care Academy Manager
BCUHB

Gemma is the Primary Care Academy Manager at BCUHB and has been developing the Academy since 2019. The Academy in north Wales was first established with a Physician Associate scheme, the Welsh Government Pacesetter project developing Advanced Paramedic Practitioner in Primary Care through a Rotational Model and a focus on supporting the sustainability of primary care

through innovative schemes to recruit and retain the medical and MDT workforce.

Whilst always interested in the outcome of projects and schemes Gemma's interest in evaluation from an academic and service delivery perspective was really peaked thanks to the Pacesetter Project and has ensured that the Academy puts evaluation and research at the

heart of it does. Gemma is currently leading the growth of the Academy in north Wales having successfully secured additional funding to expand the range of workforce, education and training schemes to meet the emerging needs of the patient population and professionals working in Primary Care, Gemma is an advocate for the professional as well as the patient.



James Broom
Partner
Azets Accountants

James has been assisting clients on varied taxation issues for many years, having qualified as a Chartered Tax Adviser over 20 years ago.

For the majority of the time his focus has been on working with clients in the medical sector, primarily GPs and

NHS Consultants. This is a specialised area and James is pleased to be part of the fast growing Azets medical team providing a proactive, personal service to this sector.

His breadth of experience also means that he is able to provide focused,

practical tax advice to a wide range of other businesses and individuals, making complex tax legislation understandable

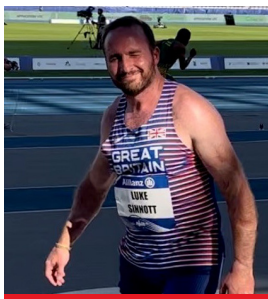


Jennifer Scott
 Head of Healthcare and Commercial Banking Intermediaries
 Lloyds Bank

Jennifer works has spent over 20 years supporting the SME market and works exclusively in the healthcare sector, supporting this complex and vital area for many years.

With this insight and experience, she leads a team of expert colleagues who work with the professional and intermediary market providing specialist funding and banking

solutions across the key healthcare markets.



Luke Sinnott
 Soldier, Athlete and Pilot

ormer Army captain Luke Sinnott was a medallist at the 2016 Invictus Games and has returned to The Invictus Games to compete in athletics and wheelchair tennis.

Luke won the 200m sprint in Toronto - but he says he won't be keeping the medal.

He served with the bomb disposal

squad and lost both of his legs when an IED detonated next to him.

His comrade Corporal David Barnsdale was killed in 2010 by an explosive.

Luke wanted to win a medal in the race as a tribute to his friend.

He will hand over the medal to Corporal Barnsdale's family when he returns to the UK.

Luke watched the inaugural Games in 2014 from his hospital bed, following revision surgery on his double above knee amputation.

He competed in 2016 and is hoping to compete at the IPC Athletics World Championships in London this year for the UK in the T42 long jump event.



Dr Mike Smith
GP and Primary Care Advisor - Mid & South

Dr Mike Smith is a portfolio GP based in North London. He is currently a GP Partner in Knebworth, Hertfordshire. He has worked in most aspects of the health service for the last 24 years, and currently has no plans to slow down. Working within system transformation in London, Manchester, United States, New Zealand and many more places, he has an understanding about what

works in healthcare and also (more importantly) what doesn't work. Currently the Specialist Advisor for Primary Care for the Mid & South Essex Integrated Care System, he is currently working on the clinical strategy across 27 Primary Care Networks and Neighbourhoods as well as being the Senior Responsible Clinical Officer for Primary Care Estates, he really

does have his hands full. Bold and challenging as a public speaker but with a reputation as an NHS maverick, you will certainly be entertained. He also runs a small education company that trains around 1000 clinicians a year worldwide.



Nicola Barlow
Primary Care Development Manager
BCUHB

Nikki is one of the Primary Care Development Managers, within the Primary Care Academy at BCUHB. She joined the team in December 2022 having previously worked in the Central Primary Care cluster supporting GP Practices.

Nikki's work sits within one of the five work streams undertaken by

the Academy and she reports to the education and training lead, Dr Angela Roberts. This particular work stream is responsible for education and training for Practice Nurses, HCSWs and non clinical staff within Primary Care. Practice Manager development is one of Nikki's key projects as well as supporting the all Wales GPN

Foundation programme and the BCU HCSW Foundation programme.



Oliver Pool
GP Partnership Agreement Solicitor
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.

With Primary Care Networks (PCNs) being high on the agenda for many GP practices, Oliver can help you consider your options, from supporting you with the initial set-up and structure through to models and drafting up your agreements.

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.



Paul Casey
Deputy Director of Primary and Community Care
Welsh Government

Paul was appointed to the role of Deputy Director of Primary and Community Care for the Welsh Government in October 2022 after leading the contract strategy and negotiation team from March 2020. His role supports Ministerial priorities across primary and community care. Paul is part of the senior leadership team in the Health and Social Services Group and leads on a number of Programme for Government commitments, working closely with the Minister for Health and Social Services to deliver these reforms.

Paul has undertaken a number of high-profile roles in the Civil Service. He started his career working on the economics of agricultural policy reform. In 2005, he joined the Welsh European Funding Office as Head of Research where he was responsible for monitoring and evaluating the Structural Funds Programmes in Wales. In 2014, Paul joined the Welsh Treasury as Head of Economic Infrastructure where he developed a range of innovative finance policies to support infrastructure delivery in transport, flood defence, and the

housing sectors. Following this he moved to the European Transition Team leading the Future Economic Partnership Negotiations, ensuring the Welsh Government’s priorities were addressed in the negotiations between the UK and the EU.

Paul has a particular interest in translating complex policies into impact for citizens, alongside a strong commercial focus creating innovative solutions to oversee service provisions.



Rebecca Read
Partner
Azets Accountants

Rebecca is a partner in South Wales, heading up the specialist medical team, providing expert tax and accountancy advice to the client base.

Dual qualified as a chartered accountant and chartered tax adviser, and with 19 years practice experience

she brings a wealth of knowledge and experience to the medical sector and regularly provides talks on the latest financial and tax issues facing medics.

Rebecca provides a personal service to her clients and prides herself on being their trusted adviser with

a skill of presenting complex tax and accountancy issues in easy-to-understand everyday language.



Rebecca Beardsley
Improvement Consultant
VWV

Rebecca is a Senior Associate and commercial property solicitor with over 15 years experience of working with primary healthcare clients. A core member of the Healthcare team in Bristol, Rebecca specialises in advising GPs and other healthcare providers on all aspects of GP leases, property ownership, third party occupiers, Bank and NHS Grant Funding and property development.

Rebecca appreciates that most primary care clients are not property experts, and so provides clear, practical, and straightforward

advice for practice and business managers to share with the wider partnership. She also invests a great deal of time keeping up to date with the healthcare sector, so she is best placed to understand the pressures healthcare clients face and advise them on how to both plan for and adapt to the ever evolving healthcare arena.

Clients who have worked with Rebecca have commented:

“Having found ourselves in the mire of complicated NHS property negotiations, we needed to work

with an organisation who inspired confidence. We found Rebecca Beardsley of VWV to be an excellent support, providing no nonsense advice, keeping us away from any pitfalls and up-skilling us in the process. It was an absolute pleasure to work with Rebecca.”

“Thank you for all your help over many years. We have been very fortunate to have had excellent professional support from yourself and others and for that I thank you – it makes life so much easier.”



Sam Hall
Director of Primary, Community Care & Mental Health Digital Services
DHCW Wales

Sam is the Director for Primary, Community & Mental Health Digital at Digital Health and Care Wales, a Special Health Authority responsible for digital transformation within NHS Wales. Previously, Sam was the Chief Digital

Officer for Local Government in Wales, the first role of its kind in the country. Sam has over 30 years' experience in the public sector, in central and local government, and now Health. Sam's focus is bringing together Primary,

Community and Mental Health teams to deliver better end-to-end services and to understand the digital challenges and opportunities on the front line of health and care.



Sean Holley
TV Rugby Analyst
BBC Wales and Event

Sean Holley is a TV Rugby Analyst for BBC Wales Scrum V in studio and outside broadcasts. Sean provides commentary and match analysis In-game and pre/post match. He also works for BT Sport, Sky Sports, S4C and hosts the Sony Award winning 'Rugby Nation' weekly show on Nation Radio. Sean writes technical coaching articles for several publications and has a regular monthly column in the World's largest selling rugby publication, Rugby World.

Sean was Head Coach for Ospreys Rugby where he spent nine Seasons – over 250 games. He has worked with British Lions, Grand Slam winners, All Blacks and Springboks including the likes of Shane Williams, Gavin Henson, Adam Jones, Ryan Jones, Tommy Bowe, Justin Marshall, Jerry Collins, Scott Gibbs, Mike Phillips and many more. He has also worked as a Coach for the Welsh Rugby Union at all levels including the National Team in 2005 and 2009. Sean has also held several other high profile

positions in the World of Rugby. He was the longest serving and most successful Welsh Regional Coach helping the Ospreys to win 5 titles and 3 Heineken Cup Quarter Final places. In 2013 Sean was appointed Head Coach for Bristol Rugby where in his first season Bristol finished top of the English Championship scoring a record number of tries and points. He left in 2016 have helped Bristol gain promotion to the Aviva Premiership.