



**Dr Anne Rainsberry**  
**Regional Director (London), NHS England**

Dr Anne Rainsberry joined NHS England as Regional Director for London in June 2012. She came from NHS London where she was Deputy Chief Executive and an executive member of the Board for six years. Anne has worked in the NHS for 27 years. During this time she has undertaken senior leadership roles at local, regional and national levels.

Anne has operated at Board level since 1995 working in acute and community organisations. She joined the Department of Health in 2001 as Director of Development for the South East Regional Office and then moving to lead this agenda across the South of England. In 2004 she became a member of the Department of Health's management Board leading on the delivery of the Department wide change programme.

In 2006 Anne returned to the NHS to take up a Board level role with NHS London and in addition to these responsibilities from 2010 has been the PCT Cluster Chief Executive for eight PCTs in North West London. Here she has led one of the largest service reconfigurations across the NHS and developed a major integrated care scheme covering over one million people.



**Anna Hemmings**  
**Event Host**

Anna Hemmings is best known as Britain's leading female marathon canoeist, a two time Olympian and six times World Champion.

In April 2003 Anna was diagnosed with Chronic Fatigue Syndrome and she was told by medical experts she might never race again. Despite being told that there was no solution, Anna's 'never give up' attitude enabled her to make a full recovery. Anna's achievements were recognised at the Sunday Times Sports Woman of the Year Awards, where she won the 2005 Champions Award and then again in 2007 when she was voted BBC London Sports Personality of the Year. She was then awarded an MBE in the 2010 New Year's honours list for her services to sport.

As a six times world champion canoeist and highly accomplished motivational speaker, Anna knows what it takes to succeed. She is adept at taking the lessons learned in sport and relating them back in to the business environment. Her story of commitment, self-belief and success in the face of adversity translates well in every arena because she has the ability to connect with, inspire, entertain and motivate audiences across the board.



**Shaun Danielli**  
**Healthy London Partnerships**

Shaun came to the NHS with a strong background in operational improvement from the engineering and consultancy sector. He joined Guy's and St Thomas' Foundation Trust in 2006 with responsibility for supporting the strategy and operational delivery of the Trusts' transformation programme.

For the last 6 years he has worked on London-wide transformations, firstly with Healthcare for London; leading on delivering improved major trauma services; developing new models of care for cancer and cardio-vascular services and developing and implementing new emergency care standards for emergency care.

Last year Shaun supported Lord Darzi on the London Health Commission. He is now working on behalf of NHS commissioners on the transformation plan for London following the publication of the London Health Commission and The 5 Year Forward View.



**Professor Keith Willett**  
**Director for Acute Episodes of Care, NHS England**

Professor Keith Willett is the Director for Acute Episodes of Care for NHS England, previously National Clinical Director for Trauma Care for the Department of Health. He has extensive experience of trauma care, service redesign and healthcare management and is Professor of Orthopaedic Trauma Surgery at the University of Oxford. He was the co-founder of the unique resident consultant delivered Oxford Trauma Service in 1994. In 2003 he founded the Kadoorie Centre for Critical Care Research and Education focusing on outcomes of treatment for critically ill and injured patients.

In 2009 as National Clinical Director for Trauma Care he led on developing and implementing government policy across the NHS to radically improve the care of older people with fragility hip fractures and to introduce Regional Trauma Networks and Major Trauma Centres. By 2012 both re-organisations and care pathways were successfully in place.

In his current role, he has the national medical leadership roles for acute NHS commissioned services ranging from out-of-hours general practice, pre-hospital and ambulance services, emergency departments, acute and elective surgery, acute medicine, children's and maternity services and is the lead for a transformation of the national urgent and emergency care services.



**Conor Burke**  
**Chief Officer for Barking and Dagenham, Havering and Redbridge CCGs**

Conor is Chief Officer for Barking and Dagenham, Havering and Redbridge, one of the most challenged health and social care economies in the country.

His current priorities are leading system-wide improvement of urgent and emergency care supporting the local hospital trust to improve performance; working closely with local authority partners and the three local Health and Wellbeing Boards to improve outcomes through integrated care strategy and delivering an ambitious programme to transform primary care and patient experience across the three boroughs.

Conor joined the NHS 20 years ago as an occupational therapist and spent much of his early professional career working as a clinician and then manager within Trusts across East London.

He left the NHS to work in the commercial sector for a range of firms including KPMG and Marsh & McLennan, leading public sector work on change management, OD and informatics within the UK and Europe. He returned to the NHS 10 years ago and has worked in a range of Director roles and as a PCT Chief Executive.



**Dr Simeon Schwartz**  
**Chief Executive Officer**  
**WestMed**

Dr Schwartz runs WestMed, an innovative multi-specialty primary-care led provider serving 250,000 patients across a wide spectrum of the population in the northern suburbs of New York City. WestMed delivers care aided by a digital workflow process management system which tracks activity, outcomes and patient experience in real time, which helps improve clinical quality.

Individual doctors can compare their clinical outcomes, prescribing and diagnosis test patterns with each other and with agreed best-practice pathways, displaying this information in real time at points of care. The impact is impressive - patient satisfaction was above the 90th percentile for local performance, clinical outcomes are high, A&E attendances have fallen 12% in a year and total costs of care are 12% below US average.

Dr Schwartz will share the WestMed story and discuss learnings for implementing new models of digitally-enabled care in the NHS.



**Andrew McMillan**  
**Motivational Speaker**

Andrew McMillan was formerly responsible for John Lewis' Customer Services. He is currently Principal at Engaging Service, specialising in customer experience and employee engagement.

Andrew started his career as a management trainee with the John Lewis Partnership at Brent Cross. He quickly moved up through the management ranks before moving to head office to take charge of the department stores' customer-centric Intelligence Team.

In 2000 Andrew was asked to lead on customer service for the department store division. The role saw him develop JLP's market-leading culture and attitude towards customer service and sales with the 20,000 customer-facing Partners in 26 John Lewis shops across the UK. That customer-driven culture is something that has now become synonymous with the John Lewis brand. During his tenure John Lewis won awards for customer service from *Which?*, *Verdict* and *Retail Week* and were frequently cited in the media as a leading customer oriented organisation.

While at John Lewis, Andrew advised many other non-competing organisations on their customer service strategy and became recognised as an expert in the field. Andrew has spoken on the subject at conferences worldwide and has had many articles published in specialist publications and the national press.

Since leaving John Lewis, in addition to retail and finance, much of Andrew's work has been in the public sector and he has helped a number of local authorities develop their strategy to deliver a distinct and differentiated customer experience.