

Oscar Krane

WE ARE ENGAGEMENT

EVENT PROGRAMME

Wednesday 21st & Thursday 22nd October



Improving processes through the use of technology is not a new concept, but what it entails is often misunderstood when people and organisations talk about Digital Transformation. Both often assume that this improvement lies solely with the IT / Digital departments, but it requires every part to work together. The processes themselves are often underpinned by technology but it requires a cultural shift and an organisation wide change to truly achieve digital transformation.

When it comes to the technical challenges facing organisations looking to undertake digital transformation there are many. With remote working there are inherent cyber security risks, this is in addition to daily hacking threats which are getting more and more advanced. In addition to this IT departments are grappling with the On Premise vs. Cloud debate and looking at the better use of data and business intelligence to drive through improvements. These are just some of the areas digital transformation touches on, but as we know it generally touches upon almost all.

Typically digital transformation is the digitalisation of non-digital aspects of an organisation, but it is also about improving existing areas of digital which are often overlooked and forgotten. Alongside this many organisations are at different stages of their journey. With no one size fits all solution some organisations are left with more questions than answers.

At Excellence In Digital Transformation we will look to help answer some of these questions and give everyone in attendance an environment to share ideas and challenges to enable everyone to fulfill their digital transformation destiny.

Topics to be discussed include:

- Skills Gap
- Cybersecurity Risks
- Measuring Success
- Customer Experience
- Lack of Clear Strategy
- Operational Efficiency
- Integration Complexity
- Technology Integration
- Business Model Innovation
- Data-Driven Decision Making
- Organisational Culture & Change
- Digital Ecosystems & Partnerships

WEDNESDAY 21ST OCTOBER

15:00 - 18:00 HOTEL CHECK-IN AND FREE TIME

18:45 - 19:30 REGISTRATION AND DRINKS RECEPTION

19:30 - 22:00 NETWORKING DINNER



Crowne Plaza Hotel
Stratford-Upon-Avon,
CV37 6YR

THURSDAY 22ND OCTOBER

07:15 – 07:45 **REGISTRATION, TEA, COFFEE & PASTRIES**

07:50 – 08:00 **CHAIR'S WELCOME AND OPENING REMARKS**

08:00 – 08:30 **THE DIGITAL PLATFORM PROGRAMME IS TRANSFORMING HOW THE TRUST CONNECTS WITH PATIENTS**



Delivering a seamless, digital-first experience that improves access, outcomes, and efficiency. By building in-house capability, we are moving beyond reliance on external platforms to create flexible, scalable solutions tailored to clinical needs.

At its core is a secure Patient Portal—our digital front door—enabling self-referral, appointment management, personalised information, and direct communication. Underpinned by reusable products and aligned to NHS standards, the programme supports preventative, patient-centred care while reducing administrative burden and maximising clinical capacity. Ultimately, it positions the Trust at the forefront of a modern, digitally enabled NHS.

Mark Crannage, *Deputy Chief Information Officer*
(*Digital Transformation and Data Management*)



08:30 – 09:00 **DATA-DRIVEN DECISION MAKING**



Key areas to be discussed include:

- Making decisions about the business through better use of data (rather than using data specifically to affect some kind of digital initiative roll out)
- In year data on withdrawals, student engagement
- How to get your data to align to regulatory imperatives

Lucy Hodson, *Director of Planning and Intelligence*



09:00 – 09:30

CREATING A USER FOCUSED DDAT MENTALITY



Challenges to be discussed:

- Culture
- Appetite for change
- The importance of service design
- Adoption of a more user focussed DDaT mentality
- How in year savings are the enemy of innovation and adopting long term better ways of working

Pete Parfitt, *Assistant Director – Digital, ICT and Data Management*



09:30 – 10:00

CASE STUDY PRESENTATION

10:00 – 11:00

TEA, COFFEE & NETWORKING BREAK

11:00 – 11:30

ENHANCING PATIENT AND STAFF ENGAGEMENT THROUGH THE ANALOGUE TO DIGITAL SHIFT



- **People first:** Lasting engagement comes from co-design, support, and culture change not technology alone.
- **Engaged patients:** Digital access supports understanding, choice, and shared decision-making.
- **Engaged staff:** Streamlined workflows reduce duplication and release time for patient care.
- **Better interactions:** Shared, real-time data improves communication and trust.

Darryn Allcorn, *Chief Nurse*



11:30 – 12:00

IMPLEMENTATION AND CHANGE COMPLEXITIES



Presentation on implementation and change complexities, particularly thinking about working within and across professional cultures and change that requires behavioural change.

Sarah will draw on her perspectives as a psychologist working in pathway transformation at both a regional and national level.

Sarah Robinson, *Director of Health Partnerships and Insights*



12:00 - 12:30

NAVIGATING THE PATH BETWEEN SCY-BER-LLA AND CH-AI-RYBDIS



All universities have to embrace the challenges and opportunities of technology. We are under pressure to provide graduates who are trained in effective use in AI, while using AI effectively inside the institution, and at the same time stopping sophisticated AI attacks (amongst others) from disrupting service (or worse).

Nick will describe how the Cyber Governance Code of Practice has enabled open and balanced conversations about the balance of risk and more nuanced processes for considering and championing digital transformation projects or partnerships. This is enabling a relatively smooth passage in otherwise very choppy waters.

Nick Moore, Director of IT and Digital



12:30 - 13:00

CASE STUDY PRESENTATION

13:00 - 13:45

LUNCH

13:45 - 14:15

TEA, COFFEE & NETWORKING BREAK

14:15 - 14:45

TRANSFORMATIONAL LESSONS LEARNED—UGH PEOPLE!



Let's be honest: the technology is the easy part. You can procure the shiny new platforms and map out architecture all day, but software doesn't talk back, resist restructure, or carry a decade of corporate trauma. This session tackles the actual monster in the room: the human element.

We explore why "culture before code" isn't just a fluffy HR slogan—it's a deployment prerequisite. From navigating "burned cynics" who've survived five failed migrations to the messy reality of data ownership, we look at why people are the hardest variable.

Michael Sage, Head of DDaT and Transformation



14:45 – 15:15

DIGITAL TRANSFORMATION IN CANCER CARE— HOW TO TRANSITION FROM A PILOT TO DEPLOYMENT



Majid Kazmi, *Director of Research, Innovation, Commercial and Digital (Cancer Research Group)*



15:15 – 15:45

CASE STUDY PRESENTATION

15:45 – 16:30

TEA, COFFEE & NETWORKING BREAK

16:30 – 17:00

FROM ROUTINE TO RESPONSE: EMBEDDING CRISIS DECISION-MAKING THROUGH DIGITAL TRANSFORMATION



Digital transformation is redefining how organisations prepare for crisis. This talk highlights how digital platforms can enable decision makers at all levels to regularly practise transitioning from their routine roles into their crisis leadership responsibilities. By using short, scenario-based simulations, organisations can build confidence, competence, and decision-making agility in a safe, repeatable environment.

The session will explore how such digital platforms can additionally support inter-agency collaboration across diverse crisis scenarios, making frequent rehearsal practical and scalable.

Attendees will be given the opportunity to participate in a live, condensed exercise using the 'Nest' platform (<https://www.stormkestrel.com/nest>) experiencing first-hand how digital tools can strengthen preparedness and organisational resilience.

Richard Gordon, *Director BUDMC*



17:00 – 17:30

THE UNEXPECTED OUTCOMES OF DIGITAL TRANSFORMATION PROJECTS



David has commissioned several digital transformation projects that together comprise the development of an in-house Current Research Information System (CRIS).

Several years ago the University started a procurement process for a CRIS and concluded that based on both costs and usability, none of the products available to us were going to be viable. Since then they have used a combination of SharePoint and PowerBI to automate, visualise and share RKE related data including external grant capture, ethics sign-off, and internal peer review of research outputs.

While some of these projects are now mature, others are a work in progress and the feeling is that on the programme is strategic rather than technological.

David Prior, *Pro Vice Chancellor Research and Knowledge Exchange*

FALMOUTH
UNIVERSITY

17:30 – 18:00

REACTIVE TO PROACTIVE CYBER DEFENCE



When I joined the GOC we were at the start of our cyber security journey. We undertook our first phishing test and I reported our results to an all staff meeting in my second week at the company—the results were worrying and illustrated one part of the long journey we faced.

This presentation goes through our approach now—the human and the systems components that have to work together—and why. I hope by explaining our proportionate approach and the reasoning may help you to counter the cyber threats we all face in 2026.

Derek Hart, *Head of IT*

General Optical Council

18:00 – 18:10

CHAIR'S CLOSING REMARKS AND EVENT FINISH
