

TEAM MEETING

MONDAY 7 JANUARY 2008

In Attendance:

Mark Adams (MA)
Nick Carter (NC)
Sarah Clark (SC)
Clare Crean (CC)
Nigel Jones (NJ)
Sarah Leslie (SL)
John Mallalieu (JM)
Richard McMahon (RM)
Lara McLeod (LM)
Scott Sommerville (SS)
John Spencer (JS)
Mark Stanley (MS)
Karen Thornber (KT)

Consulting Attendees:

Names removed

On the Phone:

David Partridge (DP)
Chris Potts (CP)

MA opened the meeting and introductions were made around the table as we have a couple of new starters, Lara McLeod the new Head of Marketing and Communications and John Spencer, Head of Therapies.

MARKETING:

This section of text has been removed as commercially sensitive

SWINDON:

NC mentioned that Alan's main concern is around confidentiality and data protection – especially around Virgin employees having access to NHS records. NC send round details to the team of a Information Governance workshop with this in mind and strongly suggests one of the team attend. MA agreed. SS took the action to attend.

ACTION: SS to attend Information Governance Workshop 15th January.

NC also raised the point that we need to test how to send service offering information to patients as you cannot currently advertise practice services to existing patient lists. MA suggested that there may be a way around this promoting services as Virgin as opposed to promoting them as practice services. CC/NJ/JM are currently investigating this.

ACTION: CC/NJ/JM to investigate ways to mailshot new and existing patients with regard to service offerings.