

Building Medicines Strategies around Population Health:

A modern approach to meet the needs
of local communities

Thursday 17th September 2026

Agenda

Royal College of General Practitioners
30 Euston Square, London, NW1 2FB

This event will be funded by pharmaceutical companies through event sponsorship, sponsored satellite sessions and stand sponsorship. These companies have had no input into the design or content of the conference agenda (other than their own sessions/stands) but will be in attendance on the day. Any sessions delivered with input from our sponsors will be clearly marked on the programme. A full list of confirmed sponsors for this event is detailed below.

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Morning Sessions

Time	Session	
08:30	Registration and Networking Open	
09:10	Chair's Welcome PM Healthcare Auditorium	
09:20	From Strategy to Reality - Delivering Population Health & Neighbourhood Health through Medicines Optimisation How NHS Long Term Plan priorities translate into medicines strategy at system, place and neighbourhood level Speaker details to follow Auditorium	
10:05	Sponsored Session Details to follow Auditorium	
10:35	Coffee and Networking in Exhibition Area	
11:05	From Population Health Insight to Medicines Action A practical look at what population health means for medicines optimisation teams. Using real-world data to identify and develop targeted interventions that improve outcomes, reduce variation, and support better value Andrew Charlwood Senior Pharmacist-Population Health, Medicines Transformation & Value, NHS Norfolk & Suffolk ICB	Beyond Pharmacy: Collaborating Across Systems to Meet Local Population Health Needs How pharmacy teams can work more effectively with partners across the NHS, including public health, primary care, and wider system stakeholders, to address local health priorities Jo Fitzpatrick Associate Director Population Health, Wakefield Council
11:50	Movement Break	
12:00	Turning Insight into Action: Designing Medicines Pathways Around Local Population Need How to translate population health data into developing pathways, commissioning services, and aligning medicines optimisation with local priorities Jagjot Chahal Cardiovascular Disease Prevention Lead Pharmacist, Barts Health NHS Trust	Case Studies in Action: Delivering Change with Population Health Approaches Speaker details to follow
12:45	Standing Buffet Lunch and Networking in Exhibition Area	

Afternoon Sessions

Time	Session		
12:45	Standing Buffet Lunch and Networking in Exhibition Area		
13:45	<p>Sponsored Session</p> <p>Details to follow</p> <p>Auditorium</p>		
14:15	Movement Break		
14:25	<table border="0"> <tr> <td style="vertical-align: top;"> <p>Building the Business Case: Prevention, Pharmacy and the Money That Isn't There</p> <p>How to develop compelling business cases using data and health economics to support investment in prevention-focused pharmacy services and workforce expansion</p> <p>Andi Orłowski Director, The NHS Health Economics Unit</p> <p>David Sgorbati Chief Analyst, Imperial College Healthcare NHS Trust</p> </td> <td style="vertical-align: top;"> <p>Maximising Workforce Impact: Smarter Use of Skills Across the System</p> <p>How to optimise the pharmacy workforce and wider MDTs to improve access and outcomes</p> <p>Shazia Patel Associate Medical Director (East Midlands Primary Care Team), Nottingham ICB (HOSTED FUNCTION)</p> </td> </tr> </table>	<p>Building the Business Case: Prevention, Pharmacy and the Money That Isn't There</p> <p>How to develop compelling business cases using data and health economics to support investment in prevention-focused pharmacy services and workforce expansion</p> <p>Andi Orłowski Director, The NHS Health Economics Unit</p> <p>David Sgorbati Chief Analyst, Imperial College Healthcare NHS Trust</p>	<p>Maximising Workforce Impact: Smarter Use of Skills Across the System</p> <p>How to optimise the pharmacy workforce and wider MDTs to improve access and outcomes</p> <p>Shazia Patel Associate Medical Director (East Midlands Primary Care Team), Nottingham ICB (HOSTED FUNCTION)</p>
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15:10	Coffee and Networking in Exhibition Area		
15:30	<p>From Insight to Impact - Delivering Population Health Through Medicines Strategy</p> <p>Pulling together the key themes from across the conference with a focus on how organisations can translate learning into measurable outcomes</p> <p>Jagjot Chahal Cardiovascular Disease Prevention Lead Pharmacist, Barts Health NHS Trust</p> <p>Jo Fitzpatrick Associate Director Population Health, Wakefield Council</p> <p>Auditorium</p>		
16:15	Conference Close		

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