



An innovative way to educate and connect

Brokering a mutually beneficial partnership with commercial health care & life sciences





For industry

Neurology Academy offers a range of options to optimise sales and marketing

Partnership opportunities

Become a partner to support the delivery of one of our MasterClass programmes. With over 14 years' experience of delivering national education programmes, our Parkinson's MasterClass programme has been described as "a jewel in the crown of education".

Pharma MasterClass programmes & workshops

Disease-specific training for your organisation with tailor-made training in neurology or commissioning.

Advisory boards & key opinion leader mapping

We can support the planning, development and delivery of advisory boards using our network of key opinion leaders in Neurology. We can also work with you to map out key opinion leaders for expanding your sales portfolio.

Product mailing & newsletters

Neurology Academy can also organise mailings for meetings, events, product mailings and newsletter development to reach your target audience.



Our commissioning support offer includes:

- Data analytics and insight
- Service redesign in neurology
- Care pathway development and implementation

International MasterClasses

Neurology Academy has trained a number of international delegates over the last decade so we can now extend our offer to your global colleagues.



For healthcare professionals

Neurology Academy is an innovative training programme helping you to hone your expertise within our Academy specialties

All of our programmes are designed by a faculty of neurologists, physicians and specialist nurses to advance understanding within a speciality area. International delegates are welcome to join us.

Foundation MasterClass

Designed for non-final year registrars, SpRs, specialist nurses within the first 18 months of post, pharmacists, clinical fellows and clinical lecturers, this course is set as one module over two days with one residential evening. 12 external CPD credits (subject to RCP approval).

Advanced MasterClass

Previously known as the Classic MasterClass, this course is designed for consultants, experienced specialist nurses, final year SpRs, GPwSIs, associate specialists and staff grade physicians. Each delegate is appointed a mentor, who provides support during and after the course helping you to develop new skills. Between 22 and 24 category 1 (external) CPD credits have been awarded for previous MasterClasses. All future courses will be awarded CPD credits (subject to RCP approval).

Ongoing development

After completing the MasterClass programme, graduates join the MasterClass alumni where they can participate in ongoing accredited educational opportunities and network with other graduates.



Regional roadshows

These one-day workshops are designed to ensure our graduates or new clinicians wishing to join the Neurology Academy are kept up to date with current treatments, policies and procedures via our regional MasterClass roadshows. This will further enhance and develop your understanding within certain disease areas and is an additional course accredited with external CPD credits.

Transforming Parkinson's care

The innovative, interactive learning style at the Parkinson's Academy is what sets it apart.

Led by expert clinicians with a strong practical focus on patient encounters, learning is self-directed (with individual mentor support) and goes well beyond the evidence base – it's the stuff you can't get from a book.

An integral part of the Parkinson's MasterClass is the inter-module workplace project. This is an audit or piece of research which attendees undertake in their own area around service delivery, patient management, drug management, or hospital or community care.

Since its inception in 2002 graduates have developed excellent projects following their learning at the Parkinson's Academy. As a result they

have implemented changes which have made a valuable impact on service development and make a real difference for people with Parkinson's.

The Parkinson's Academy's track record of success demonstrates its value, and Parkinson's UK continues to support this unique and imaginative approach to education because it represents the best framework for effecting improvements in the care people with Parkinson's receive. The projects benefit a wide range of areas in Parkinson's care and tie in with the goals of the UK Parkinson's Excellence Network to equip and enable professionals to influence services.

Over the page are just a few examples of graduate projects which are changing the face of Parkinson's care around the UK.



Developing an integrated care pathway for Parkinson's

Dr Neil Archibald has gone from strength to strength at the Academy and now as part of the Faculty he shares what he has learned in his journey to develop a pathway. This huge undertaking to provide clarity on best practice is transforming how care is delivered for patients in Teesside.



Online inpatient drug calculator

Dr Naomi Fox developed an online resource to improve the management of Parkinson's medication when patients are admitted to hospital for any reason. The drug calculator has been adopted by Parkinson's UK and is now available on the UK Parkinson's Excellence Network website.



Impulsive and compulsive behaviours

Dr Carolyn Tipton's findings suggest that discussions with patients about these specific side effects are not well recorded in the notes. Highlighting these side effects to the GP is of particular importance so Dr Tipton has developed a Parkinson's clinic review sheet which also serves as a template for the GP letter.



Expert training in dementia for GPs and consultants

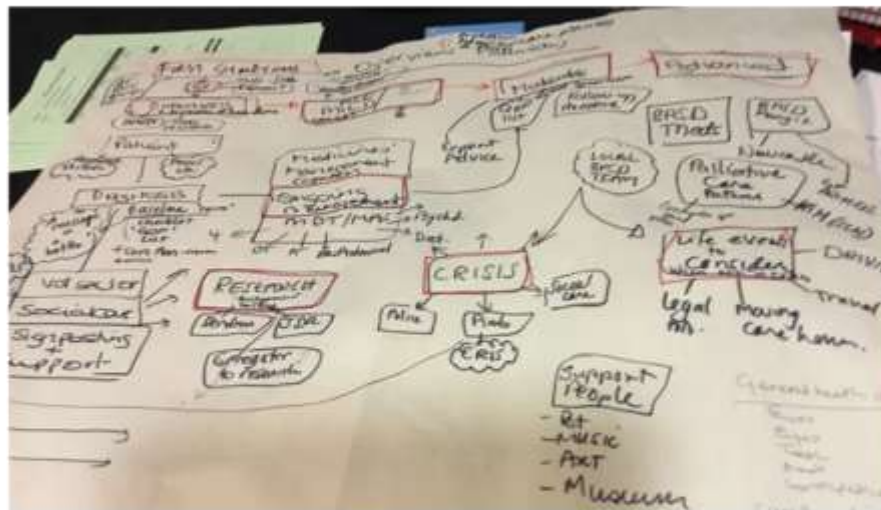
Expert training in MS for non-specialist MS neurologists



Our newly designed dementia training is led by Dr Ira Leroi (pictured) from the University of Manchester and supported by National Clinical Director for Dementia Professor Alistair Burn (pictured)



This programme is developing a comprehensive dementia pathway (below) that can be adapted to any location or practice. A pilot for the pathway is being developed with Greater Manchester Strategic Clinical Network.



Starting in September 2016 and headed by Professor Gavin Giovannoni (pictured) this new programme from the Neurology Academy will provide similar training to the Parkinson's Academy and develop a new generation of MS specialists.

Currently the number of neurologists in the UK is set to decline as many more reach retirement age. NICE guidelines for MS highlight the need to monitor people with MS more closely so this new course will assist with national workforce planning by training more neurologists competent to deal with people with MS.

Editorials



Inadequate neurology services undermine patient care in the UK

BMJ 2015; 350: doi: <http://dx.doi.org/10.1136/bmj.h3284> (Published 18 June 2015)
Cite this as: BMJ 2015;350:h3284

Paul K Morrish, consultant in neurology

Action is required to restore balance and ensure fair access

"Neurology for the masses" announced *The BMJ's* then editor, Richard Smith, in 1999.¹ Old stereotypes may associate neurology with rare syndromes and a fondness for diagnosis not treatment, he went on, but it is also a specialty of common illnesses such as epilepsy and Parkinson's disease. He might also have mentioned that neurological symptoms include some of the commonest complaints such as headache and fatigue. Sixteen years on and despite a doubling of consultants, a damning parliamentary report,² thrombolysis for stroke, and an awareness of increasing neurodegenerative disease only people living in select areas, or able to travel, will encounter a neurologist. The Neurological Alliance, a patients' organisation in England, reports that 31% of patients had to see their primary care doctor five or more times, and 40% waited more than 12 months with symptoms before seeing one.³ The UK is the only developed nation with this problem. We have one neurologist per 90 000 people⁴; the European average is one per 15 000,¹ and in the United States concern has been expressed that one per 19 000 isn't enough.⁵

Dr Paul Morrish,
Consultant Neurologist
writes in the *BMJ*,
accessible at
www.bmj.com



Training courses for aspiring specialists around the world

The Neurology Academy is harnessing its phenomenal teaching potential to deliver courses to aspiring neurologists, geriatricians, nurses and other allied health professionals around the world.

Delivered by our UK faculty worldwide we train neurologists, care of the elderly physicians, psychiatrists, specialist nurses, and other allied health professionals.

Over the last decade a number of international delegates have attended our courses and our faculty have travelled to Australia to provide further training. Delegates have travelled from Australia, New Zealand, Singapore and Canada to receive the expert training the Academy offers.

The Neurology Academy has developed a tried and tested formula for teaching registrars and consultants in the service development, clinical and academic skills they need to be a specialist. The 'MasterClass', so-called, comes in the form of several modules each lasting 2 or 3 days.

The International Neurology Academy now offers the opportunity for didactic learning in dementia or Parkinson's that can be delivered by our UK faculty abroad, tailored to local requirements and budgets.



Contact us

Get in touch and we will be happy to discuss how we can tailor our offer to your specific needs

