

Minutes Teleconference Friday February 28<sup>th</sup>

Attendees; Tamara Dickinson (Chair), Frankie Bates, Adrian Wagg, Tomasz Michalek

Also in attendance: Jenny Ellis

Item	Committee Member	Minutes	Action
Welcome	Tamara	<p>FB confirmed that the conference centre was booked and confirmed for up to 300 people. This is at no cost to the CPC, the only costs to date is the AV equipment at \$300. The forum is scheduled for Wednesday 22nd October, a light meal and drinks will be available to the delegates. FB advised that the CPC want all fields covered which is why we have brought in Adrian Wagg for his expertise.</p> <p>AW asked what patient advocacy groups were involved in the forum so far? TD confirmed none at the moment but was in discussions with Jacky Cahill who has contacts with a new Brazilian continence foundation. Carlos has also advised that he will be able put the CPC in touch with local continence nurses. JE suggested Beatriz from the recent SOBEST event. TD advised that she would contact Carlos and CC Frankie into the email. JE to send Beatriz contact details.</p>	<p>TD to contact Carlos D'Anconca and copy in Frankie.</p> <p>JE to provide Beatriz contact details to TD and FB.</p>
Overview of public forum to date. (Agenda/ plan/time/venue)	Frankie	<p>AW asked what topics do we want for the forum? FB advised an overview of bladder issues and treatment from all levels of healthcare. The plan at the moment is that we will start at 17.10 until 18.20 and then stop for the food and drinks. Then we will cover incontinence in Brazil in conjunction with the local patient advocacy group (to be confirmed.)</p>	
Can we change the name "Public forum"?	Frankie/All	<p>FB would like to change the name of the forum to workshop or something similar. TD advised that, as we discussed in Barcelona, we need to re-vamp the public forum to make it more successful. TD suggested that name change should be something that symbolises the event. JE suggest that this be placed on the forum to generate idea's and then we can vote of the best suggestions.</p>	<p>JE to start a forum discussion regarding the name change.</p>
Choosing expert Speakers from ICS and topics.	Adrian	<p>AW asked if Ferring were funding the event? TM advised that he had been in contact with Ferring but the communication had gone quiet TD asked what we need funding for if the room is covered by ICS? FB advised advertising, food etc. TD asked how much the catering will cost? JE advised that she would look into this and draft a budget for all costs to date.</p>	<p>JE to confirm catering costs and draft a budget plan for forum.</p>

		<p>Group discussed that the local organisation need to advise on local promotional costs.</p> <p>AW asked who we are targeting e.g. policy makers? TD suggested having a patient panel talk about their experience.</p> <p>TD advised that we need physio's involved, Beth Shelly has previously expressed an interest in speaking, she has been chosen by the physiotherapy committee. AW advised that we need to re-think the content based on attendees- policy makers. FB advised that we always need to give overview of bladder issues etc. Also suggested that Lynne could discuss re-imbursement issues. TD suggest Donna Bliss as a speaker, she does a lot on fecal research.</p>	
Sponsorship (Ferring ?)	Tomasz	<p>TM advised that Ferring will invite patient advocacy group reps to come and speak- share knowledge with local's, 20-30 people, they will cover the costs.</p> <p>TM also advised that Astellas have expressed an interest in the event- should Ferring pull out. FB asked TM to provide an update when confirmed. TD stated that we need to utilize industry, FB will draft a letter for industry which will be signed by Adrian, and this will then be sent to industry.</p>	<p>TM to update group on the sponsorship- Ferring or Astellas.</p> <p>FB to draft industry letter and send to AW to review. Once confirmed this needs to be sent to Industry.</p>
Speaker on reimbursement issues /ideas?	Tomasz	<p>TM suggested that a comparison of countries reimbursement policies are discussed which would help people learn from other countries- good and bad. Who does what better? Ferring have a lot of data on this so would be good to speak at the event. This is a hot topic- everyone agreed that it would be a good key topic for the forum.</p>	
PAG's in Brazil (Is there one and how can they help with advertising etc.?)	All	See above comments.	
Getting media involvement / interest.	All	<p>JE proposed that we could film the whole of the forum OR just the Ferring discussion, this can then be available on the ICS TV, news pages and social media. We would also make the video available to Ferring and our members to advertise on their websites. This would generate a lot of interest. JE advised that we need to do a more targeted mail</p>	

		out- focused adverts, in journals etc.	
How do we advertise the event ?	All	We need to decide who our target audience is and then look into the best avenues for marketing the event.	
General Discussion	All		

**Call ends**

**Overview of actions;**

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- JE to confirm catering costs and draft a budget plan for forum.
- TM to update group on the sponsorship- Ferring or Astellas.
- FB to draft industry letter and send to AW to review. Once confirmed this needs to be sent to Industry.