

# Digital Transformation by Design

**Date: Wednesday 4th  
October 2023  
(Weekly for 6 weeks)**

**Venue:** Virtual Event via  
MS Teams

**Timings:**  
**9.15am** Registration  
**9.30am** Welcome  
**12.30pm** Close

**Course Fee**  
£890.00 (including VAT) per  
person

**Accreditation**  
Participants who successful-  
ly complete the course will  
receive an NHS CPD accredi-  
tation certificate which can  
be used by  
clinicians for revalidation  
and by non-clinical staff as  
evidence of professional  
development.

**Suitability**  
Our foundation course is  
relevant for anyone working  
in digital transformation in  
health and care. You may be  
a CCIO or clinician with a  
digital brief as part of your  
role, change/transformation  
lead, an IT manager,  
business analyst, delivery or

T: 0113 85 55638  
E: andrewsimscentre.lypft@nhs.net  
W: andrewsimscentre.nhs.uk

## About this course

The course is interactive and there is lots of opportunity to work col-  
laboratively with other students, in pairs and groups. We have short  
independent tasks between sessions to help you prepare and consoli-  
date your learning. You must be able to attend all the modules in this  
course.

## Course Content

In each module we will teach you the foundations of human-centred  
design:

### Part 1 - Discovery

**Module 1:** Interviews, ethnography & empathy mapping

**Module 2:** Journey mapping & understanding your stakeholders

### Part 2 - Co-design, prototyping & testing

**Module 3:** Creating problem statements & generating ideas

**Module 4:** Future state journey mapping & simulation

### Part 3 - implementing, optimising & evaluating

**Module 5:** Prototyping, usability testing & implementation

**Module 6:** Theory of Change, optimising & assessing impact

## About our speakers

**Victoria** - An author, podcaster and public speaker, Victoria Betton  
specialises in human-centred design, digital strategy and adoption  
which she delivers through her company, PeopleDotCom Ltd and as  
Practice Director - Human-Centred Design through SmartCo. Victoria  
is a qualified social worker and coach with 20+ year's experience in  
local government, third sector, digital health startups and the NHS.  
Her latest book, Towards a Digital Health Ecology - NHS Digital Adop-  
tion through the COVID-19 Looking Glass is her latest book  
(Routledge, 2022).

**Phillippa** - is a leading practitioner, & educator in human centred de-  
sign and innovation with 20 years experience. She works with gov-  
ernment, healthcare, Fortune 500 Corporations & nonprofits, through  
her company Current Works and is a design expert for the UK Design  
Council. Phillippa contributed to This is Service Design Doing book, is  
a design coach with Design thinkers Academy and enjoys teaching  
service design at various universities.

# Andrew Sims Centre Reservation Form

## BOOKING CONFIRMATION

All bookings will be confirmed in writing via email. Further details including programme times and venue information, will be sent approximately 2 weeks prior to the event date via email. Please ensure you have provided an email address as all booking confirmations will take place by email.

## RESERVATION & CANCELLATION POLICY

Cancellations must be received in writing at least two weeks prior to the course date to be entitled to a refund, which will be subject to a 20% administration fee. We regret that cancellations received after this date cannot be refunded, and refunds cannot be made for failure to attend the event. However, a substitute delegate will be welcomed in your place at any time. For further information on the conditions of booking, please [click here](#).

## FURTHER INFORMATION

The Andrew Sims Centre ("ASC") is part of Leeds and York Partnership NHS Foundation Trust ("LYPFT"). Your personal information will be stored and processed by the ASC, Stripe and HMA according to the General Data Protection Law ("GDPR"). If you would like further information about this please contact us. Your personal information will be used by the ASC to process your application to attend our events.

If you would like to keep up to date with our events and activities, by receiving our fortnightly e-newsletter, please tick [ ]

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W: [andrewsimscentre.nhs.uk](http://andrewsimscentre.nhs.uk)

**Course Title: Design Transformation by Design**

**Course Date: Wednesday 4th October 2023**

## Your Details

**Title:**.....

**First Name:**..... **Surname:**.....

**Job Title:**.....

**Speciality:**.....

**Trust/Organisation:**.....

**Work Telephone:**..... **Mobile:**.....

**Email:**.....

**Dietary Requirements:**.....

**Other:**.....

**Signature:**..... **Date:**.....

## Payment Options

**COURSE FEE: £890.00 [ ]**

**ONLINE:** Please visit [www.andrewsimscentre.nhs.uk](http://www.andrewsimscentre.nhs.uk) and pick the course you would like to attend to book and pay.

**TELEPHONE:** With debit or credit card 0113 855 5638

**INVOICE:** Please send a copy of Purchase Order with delegate details/Trust/PO Number to [andrewsimscentre.lypft@nhs.net](mailto:andrewsimscentre.lypft@nhs.net)

**LYPFT INTERNAL TRANSFER & STUDY LEAVE** Please email [andrewsimscentre.lypft@nhs.net](mailto:andrewsimscentre.lypft@nhs.net) with the following information:

Budget Holder Name & Email

Budget Code

Budget Holder Signature

Budget Transfer will occur in **October** 2023

**ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF EVENT**