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## MEDIA RELEASE

### 2013 ACHS Masterclass: Back by Popular Demand

The Australian Council on Healthcare Standards (ACHS) will host its seventh annual Executive Masterclass Series in May - with highly-respected health industry 'Masters' - Professor Cliff Hughes and Professor Jeffrey Braithwaite.

Designed to educate as a high-level exchange of ideas and provision of tools between peers, the Masterclasses are an extraordinary opportunity to learn from two of Australia's most inspiring health academics who have produced an enormous bank of health intelligence based on both rigorous academic pursuit and day-to-day clinical involvement.

This year's topic is **Patient-based care: the challenge of a new paradigm** and will focus attention on the increasing need to be able to design and manage in a changing landscape of health care.

ACHS Chief Executive Brian Johnston said that the high calibre of expertise both Professors had achieved in their careers would assist in challenging attendees' current thinking on concepts about the most primary element of health care – the patient's need.

"The demands on being more responsive to the patient, and the care we build around those needs continues to grow and the Masterclasses will examine at a range of levels the responsive systems that need to be engineered to address expectations," he said.

These future-focused Masterclasses will apply knowledge and ideas on re-orienting services, drawing on international and Australian research, as well as multi-industry experience in patient-based care to explore how to optimise systems performance.

"We are delighted to have both Professor Hughes and Professor Braithwaite lead this education experience, suitable for leaders – whether they are policymakers, managers or health professionals who are looking for a dynamic Masterclass full of expert-earned knowledge." Mr Johnston said.

"This is one of those watershed events, not often seen in Health: no longer will participants treat disease but rather, interact with people suffering the effects of illness, trauma and disability. Wellness will be the priority for patients and health care providers alike!" Professor Hughes said.

Professor Jeffrey Braithwaite added "This is the kind of Executive Masterclass where people will in years to come will say: 'Doing this course changed the way I thought about patients and their place in the health system - and the learning and participants' interactions were absolutely infectious'."

Since 2006, more than 400 senior executives, clinical leaders and managers Australia-wide have attended the annual two day Masterclasses. To be held in Sydney, Melbourne and Adelaide in the third and fourth weeks of May. Details can be found at <http://www.achs.org.au/education-support/executive-masterclass-2013/> or by contacting ACHS Education Manager, Ms Joy Brumby on 02 9281 9955.

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