

"It's what you learn after you know it all that counts."

Harry S. Truman



THE SMAE INSTITUTE™

V I R T U A L

Summer School

Friday 7th June 2024

We are delighted to announce that the 2024 Summer School event will be held virtually on Friday 7th June 2024, as voted by our members. While this may be a departure from the traditional format, it means you'll be able to enjoy the event from the comfort of your own home. Plus, we've lined up an incredible group of speakers who are sure to inspire and educate!

To book your place please call
01628 560654 or book online at
smaeinstitute.co.uk/smae-store

Member: **£60**
Student: **£45**
Non-Member: **£70**

Summer School Agenda

Presentations will be recorded, allowing delegates to revisit them at a later date



9.00am

Welcome by Tracey O'Keeffe

9.05am – 10.05am

Belinda Longhurst *BSc(Hons), FHEA, FFPM RCPS(Glasg.), HCPC reg.*

Immune ignorance isn't bliss: Verruca update

This presentation is an update on the aetiology of Human Papilloma Virus (HPV) associated lesions, with a focus on how the virus avoids immune surveillance detection. The various HPV sub-types associated with the foot will be considered within the context of the latest evidenced-based management plans.

10.20am – 11.20am

Robert Isaacs *Bsc.pod.M. M.Ch.S, HCPC Registered Podiatrist*

Bad Science In Foot Health, a Spotters Guide

"Education is not the learning of facts, but the training of the mind to think".
Albert Einstein

The internet has revolutionised healthcare. Among the changes it has created is that all the information we need is now at our fingertips. We carry Mobile Phones which can access more scientific information than the libraries many of us studied in. However, this has also created an informational "wild west" where pure fiction and confection can masquerade as scientific study and research. In this presentation, we look at "Bad Science" in biomechanics, and foot health more generally, how to spot it, and how to avoid it.

11.35am – 12.35pm

Dave James *MSc BSc (Hons) HCPC MRCoP CPT*

How to market your business and not lose yourself in the process

Marketing is one of the key functions of any business in order to make sure you have bums on seats and feet in your face (and money in the bank), but it is often the one place that business owners in healthcare struggle. In this presentation Dave will help you to market your business in a simple way that doesn't lose who you are, and helps you to connect in a nice authentic way with potential clients. And it's not just posting more on social media...

12.35pm – 1.20pm

LUNCH BREAK

1.20pm – 1.35pm

Michael Ratcliffe *BSc MSc Cert Ed MRCPod FRCPodM FFPM RCPS(Glasg)*
– Cuxson Gerrard

What can the Gehwol Fusskraft range do for your patient's skincare?

Exploring the Gehwol Fusskraft range of moisturising creams, we will identify the active ingredients in each preparation and what these can achieve in skincare, helping the clinician choose which preparation is the most suitable for their patient.

1.40pm - 2.40pm

Gary Burnham-Jones *MSc Dementia Studies, BSc Mental Health, Associate Fellow of Higher Education, University of Brighton*

Admiral Nurse – Dementia UK

Let's talk about dementia

This presentation will introduce you to Dementia UK and Admiral Nurses, while discussing the different types of dementia, common symptoms, and communication tips. It will explore how dementia can relate to the workplace and how to support staff, carers, and clients, alongside covering essential topics including capacity and decision-making, pain assessment, keeping safe, and falls, as well as tips on reducing the risk of developing dementia and how to access further support.

2.50pm – 3.50pm

Dr Andrew Hill *DHealth; MSc Podiatry; PGCert L&T; FFPM RCPS(Glasg); FHEA; FSSCh; HCPC Registered*

Programme Lead and Senior Lecturer – BSc (Hons) Podiatry (The SMAE Institute)

Arterial Assessment – are you doing this effectively?

Vascular assessments are a key aspect of foot health and podiatric practice. However, how well do you understand what it is you are doing and what the results of these assessments tell you? This presentation focuses on how we assess for the quality of blood flow to the lower extremity and how to interpret your results.

Meet the Lecturers

Dr Andrew Hill

DHealth; MSc Podiatry; BSc (Hons); PGCert L&T; FFPM RCPS(Glasg); FHEA; FSSCh Programme Lead and Senior Lecturer – BSc (Hons) Podiatry

Andrew has been a practicing Podiatrist since he qualified from The University of Brighton in 2006. He is the Programme Lead for The SMAE Institute's BSc (Hons) Podiatry degree programme as well as for the Local Anaesthesia and Prescription Only Medicines programmes. Andrew obtained his teaching qualification in 2011, his MSc in Podiatry from QMU in 2015 and his Doctorate in Health from the University of Bath in 2022. Andrew's professional area of interest is in the foot in diabetes and health behaviours. He has several peer-review publications to his name and also works as a peer reviewer for 'The Diabetic Foot' journal and 'Patient Education and Counselling' Journal. Andrew also holds posts as an education visitor for the HCPC and Regional Advisor for Podiatry to the Royal College of Physicians and Surgeons of Glasgow.

Belinda Longhurst

BSc (Hons); PGCert; FHEA; FFPM RCPS (Glasg), Podiatry Lecturer

Belinda qualified as a podiatrist in 2003 and was awarded a First-Class Honours degree with Distinction by the University of Southampton. She is a Podiatry lecturer for the SMAE Institute's BSc (Hons) Podiatry degree programme (in collaboration with Queen Margaret University, Edinburgh) and is a Fellow of both the Higher Education Academy and the Royal College of Physicians and Surgeons of Glasgow. Belinda has a special interest in Podiatric Dermatology and has frequently presented her published work at both national and international conferences. She is also joint course provider for the Royal College of Podiatry Skin Surgery Course (extended scope of practice) and is a Trustee and Volunteer Coordinator for the Registered charity Forgotten Feet, which offers free footcare to the homeless and socially isolated. Belinda is keen to promote the upskilling of Foot Health Practitioners and Podiatrists in lesion recognition skills to strengthen the profession and improve patient outcomes.

Dave James

MSc BSc (Hons) HCPC MRCoP CPT

Dave is a coach, speaker and stand up comedian. His background is in healthcare, working as both an A&E nurse and a podiatrist. Over almost 25 years he spent time in the NHS, education, charity sector and private practice. He started a podiatry business from scratch and over 8 years grow the business, provided business and marketing development before selling it in 2018. Now works with individuals and businesses to help them be more confident and authentic, to have a better relationship with themselves, their relations and their work.

Gary Burnham-Jones

MSc Dementia Studies, BSc Mental Health, Associate Fellow of Higher Education, University of Brighton, Admiral Nurse Core Clinical Services – Dementia UK

After working in the NHS for 25 years in a wide range of dementia-related specialist roles, Gary joined the charity Dementia UK in 2020 to develop a new dementia specialist Admiral Nurse clinic service based in primary care in East Sussex. He now works in a hybrid role supporting the national Admiral Nurse Dementia Helpline and the Virtual Clinic service. These services provide specialist support to families living with dementia by phone, video call and email.



Michael Ratcliffe (Cuxson Gerrard)

Cuxson Gerrard & Co. Ltd. is a leader in the research, development and manufacture of products for podiatry/foot health and medical use. For 146 years, Cuxson Gerrard has been based in Oldbury, West Midlands and has pioneered many new products earning a reputation for reliability and quality.

Cuxson Gerrard's Hapla brand has developed a comprehensive range of specialist materials to ensure that the clinician can treat a variety of foot and lower limb complaints where pressure reduction/offloading, absorption of shock energy/cushioning, reduction of shearing stresses and joint function alteration are required.

Hapla padding, strappings and tapes are made of the highest quality materials and are secured to your patient with Hapla's medically proven adhesive system.

Michael Norman Ratcliffe (BSc MSc Cert Ed MRCPod FRCPodM FFPM RCPS(Glasg)) qualified as a podiatrist from the University of Brighton in 1989 and is employed by Cuxson Gerrard & Co. Ltd training Podiatrists (NHS and Private) and Foot Health Practitioners in the clinical use of the Cuxson Gerrard product offer and delivering lectures/workshops nationally. He continues to work also, part-time in private practise.

Robert Isaacs

Bsc.pod.M. M.Ch.S, HCPC Registered Podiatrist

Robert qualified in 2000 from the University of Brighton. He took a post in the NHS and remained there, taking on a specialist role in biomechanics in 2005. From 2005 until 2021 he worked as Lead Podiatrist in Biomechanical therapies, specialising in Paediatric Biomechanics and leading the Musculoskeletal Podiatry team for the West Kent locality. Robert has been involved in the delivery of several podiatry degree programs, including the Podiatry degree from QMU. He has also lectured on the MSc Biomechanics module for the University of Ulster and CESPU (a Portuguese university offering Podiatry). He has been an invited lecturer at the Langer Biomechanics Summer School, the Royal College of Podiatry annual conference, the British Chiropody and Podiatry Association annual conference and the Institute of Chiropody and Podiatry annual conference. He has written for several professional journals and writes a regular column for "ComMenT", the journal for CMT UK (a charity supporting people with Charcot Marie Tooth).