



**Expression of Interest for position of Co-Chair for the
Provider Engagement Locality Groups**

**Please complete and return by post or e-mail by the 14th
November 2008.**

Name - GEOFFREY COX

Organisation - SOUTHERN HEALTHCARE (WESSEX) LTD

Service Area – EASTERN DEVON, SOUTHERN DEVON

Locality Area that you wish to Co-Chair -

EASTERN DEVON, SOUTHERN DEVON

In no more than 200 words please state what you feel you can bring to the role of Co-Chair and why your colleagues should vote for you.

My six reasons, why I may make a valuable contribution to the effective engagement in partnership, consultation and working on locality specific issues of market and strategic development.

EXPERIENCE – As MD of SHC, 4 Homes (2* rated), 176 Users (C, CN, OP, DE, YPD), I have 7 years experience in Care, following 25 years practising Law, I have developed good communication, analytical and problem-solving skills.

INVOLVED / INFORMED - As an active member of the RNHA Board of Management, ECCA & NCA, energetic attendee at numerous national and regional events with key healthcare speakers, (NCA, ECCA, S-W Care & CSCI "Excellence" Conferences, DoH Green Paper Launch & House of Lords address, meetings with Devon Care Forum, Devon NHS PCT, and DCC).

COMMITMENT – Having a long term committed both to Healthcare and attaining "excellence".

PERSONALISATION - Passionate advocate for personalisation (delivering services to meet individual needs) dignity / respect in elderly care, and innovation (delivering care in more dynamic, efficient and cost effective ways).

APPRECIATION – Balancing concern about rising costs and static fees, with an appreciation of funding limitations.

FORWARD VISION – That challenges are not simply cash solved, but also about effective innovation (cost efficiency, workforce training and work place psychology).