



Academy

East of England qualifications spotlight session

Monday 23rd February 2026

HFMA

Chloe Smith

Qualification Programme Manager



HFMA qualifications

We offer a range of online qualifications in healthcare business and finance. Our content is delivered via the HFMA Academy's online study centre and is uniquely written by healthcare experts, most of whom have worked in the health service as directors and CEOs. The HFMA qualifications include:

Advanced qualifications

Master's level certificates and diplomas in healthcare business and finance designed specifically for individuals working within the UK healthcare sector.

Route to an MBA

A unique master's level qualification programme in healthcare business and finance, which can ultimately lead you to achieve an executive MBA with the University of Northampton.

HFMA qualification modules

HFMA advanced qualification modules

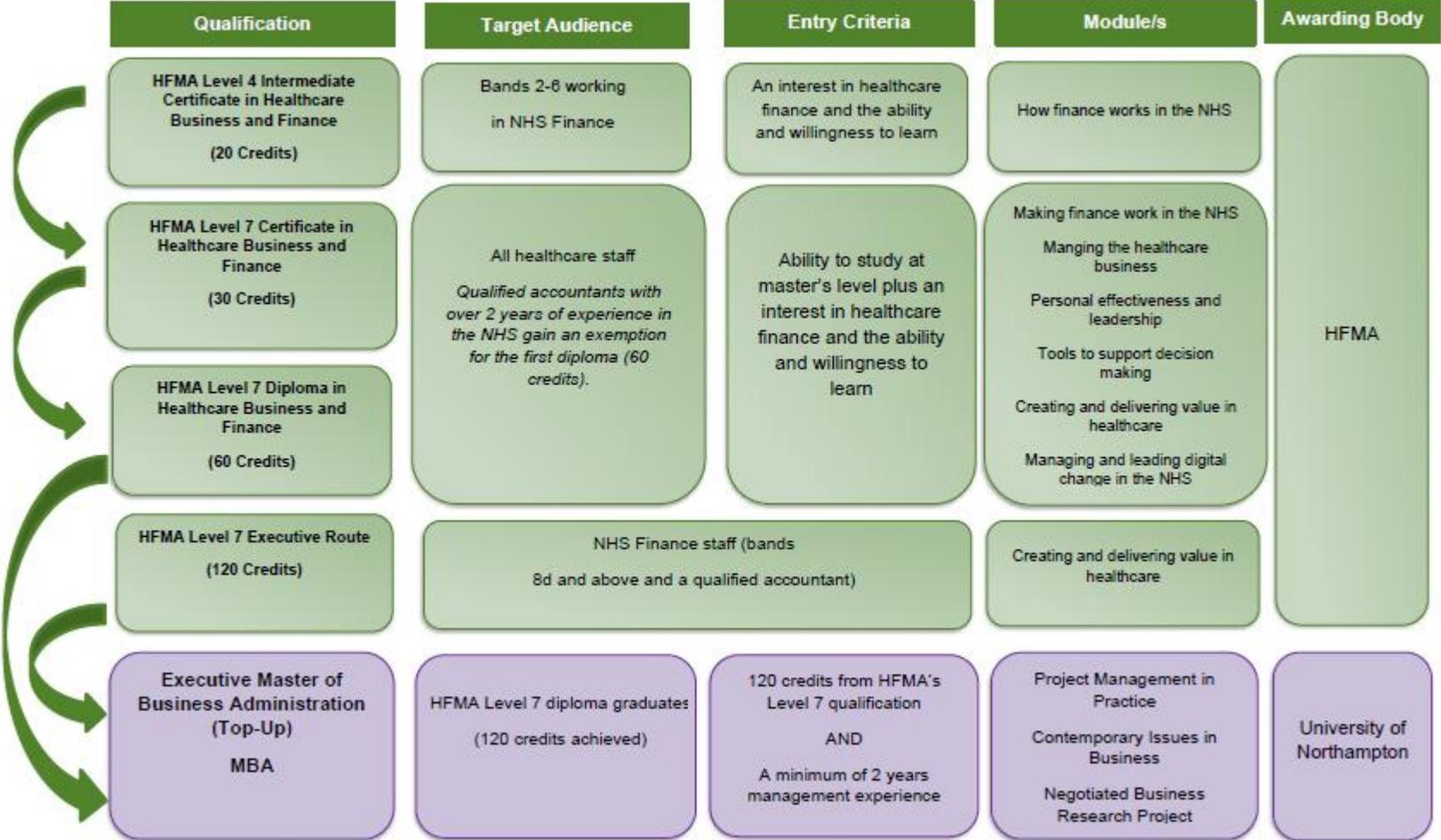
- Making finance work in the NHS
- Managing the healthcare business
- Personal effectiveness and leadership
- Tools to support decision-making in healthcare
- Creating and delivering value in UK healthcare
- Managing and leading digital change in the NHS

Executive MBA in healthcare finance University of Northampton

The executive MBA consists of two modules and a business research report. This is worth a further 60 credits (see below), which will top up your diploma to sufficient credits to be awarded an executive MBA.

- Project management in practice (10 Credits)
- Contemporary issues in business (20 Credits)
- Business research project (30 Credits)

HFMA qualifications pathway



Module structure

Each module:

- 10 weeks study
- pre-reading and preparation
- introduction and familiarisation session
- weekly academy live sessions including topic group discussions
- formative assessments
- study breaks
- discussion forum
- end of module assessment.



Our tutors



Letsie Tilley



Paul Dillon-Robinson



Neena Vivash



Paul Miller



Ian Crossley



Brian Stables

We offer two study intakes per year

October

- Personal effectiveness and leadership
- Creating and delivering value in UK healthcare
- Making finance work in the NHS.

March

- Managing the healthcare business
- Managing and leading digital change in the NHS
- Tools to support decision making in healthcare
- Making finance work in the NHS.

What you have access to



**Support from
expert tutors**



**24/7 accessible
learning environment**



**Weekly live evening
sessions**



**Guidance on
academic study skills**



**Study breaks to allow
catch-up**



**TOTUM student
card**

Why study an HFMA qualification?



Develop your understanding of how to address financial and operational challenges.



Develop your leadership skills within the context of healthcare.



Gain a recognised qualification, leading to an MBA.



Connect and share with peers from different roles and backgrounds to share individual experience and system wide learning.



Feedback from students

'With the NHS going through major organisational changes and significant job cuts, I recently applied for a senior role in NHS finance and during the interview, the HFMA qualification really stood out they immediately recognised it and said, "I know HFMA and I did an MBA with them maybe years ago" which I felt gave me instant credibility.... It's definitely added value to my CV as a qualified accountant.'

'I have really benefited from the learning with HFMA. The advanced diplomas over a gradual and flexible approach to achieving a qualification at Level 7 that I have not seen anywhere else.'

'Absolutely brilliant course and I have learnt so much that relates to my everyday job.'

'I gained some great relationships with other learners and were able to support each other'

'I gained exposure to diverse perspectives and approaches to problem-solving, which broadened my thinking and helped me see challenges from multiple angles'

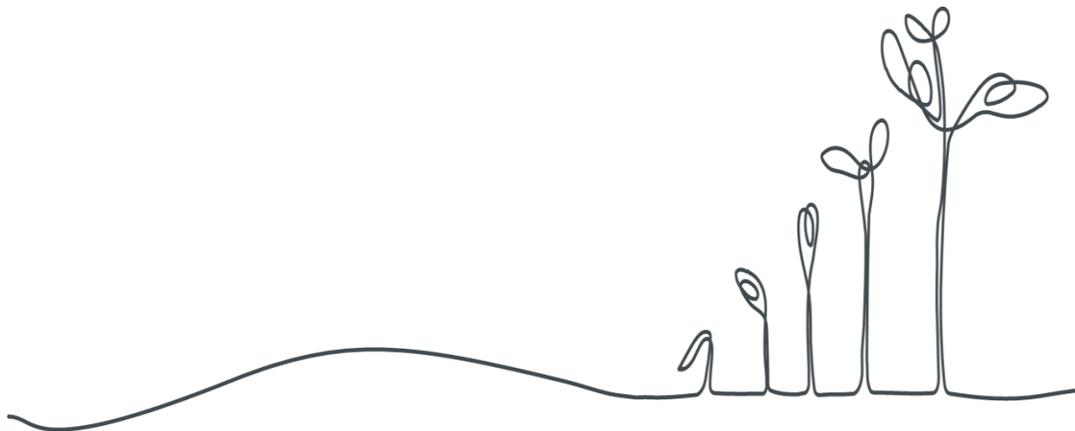
'The emphasis on deeper thinking, the welcoming of multiple perspectives and the delivery was all excellent. Both tutors were so encouraging of different perspectives and summarising really useful insights from their understanding as well as that of those enrolled.'

'A highlight was the tutor's expertise and speaking to other colleagues to share ideas and learning'

Bursary funding

The East of England Finance Academy is helping to support a limited number of colleagues in the region access the HFMA qualification in healthcare, business and finance.

Course fees are fully covered for one qualification (diploma) per individual. You must be working in an NHS finance role in the East of England region to qualify for the funding.



How to apply

If you'd like to find out more before you apply
you can contact us on:

Tel: 0117 457 3242

Email: academy@hfma.org.uk



East of England Qualification Session

23rd February 2026

Neena Vivash

HFMA Academy Tutor

Managing and Leading Digital Change in the NHS



Academy



Introduction: Who am I?

Qualifications

- CIMA Qualified
- Fellow of the Higher Education Academy
- PGCLT
- Non-practising, qualified Hypnotherapist

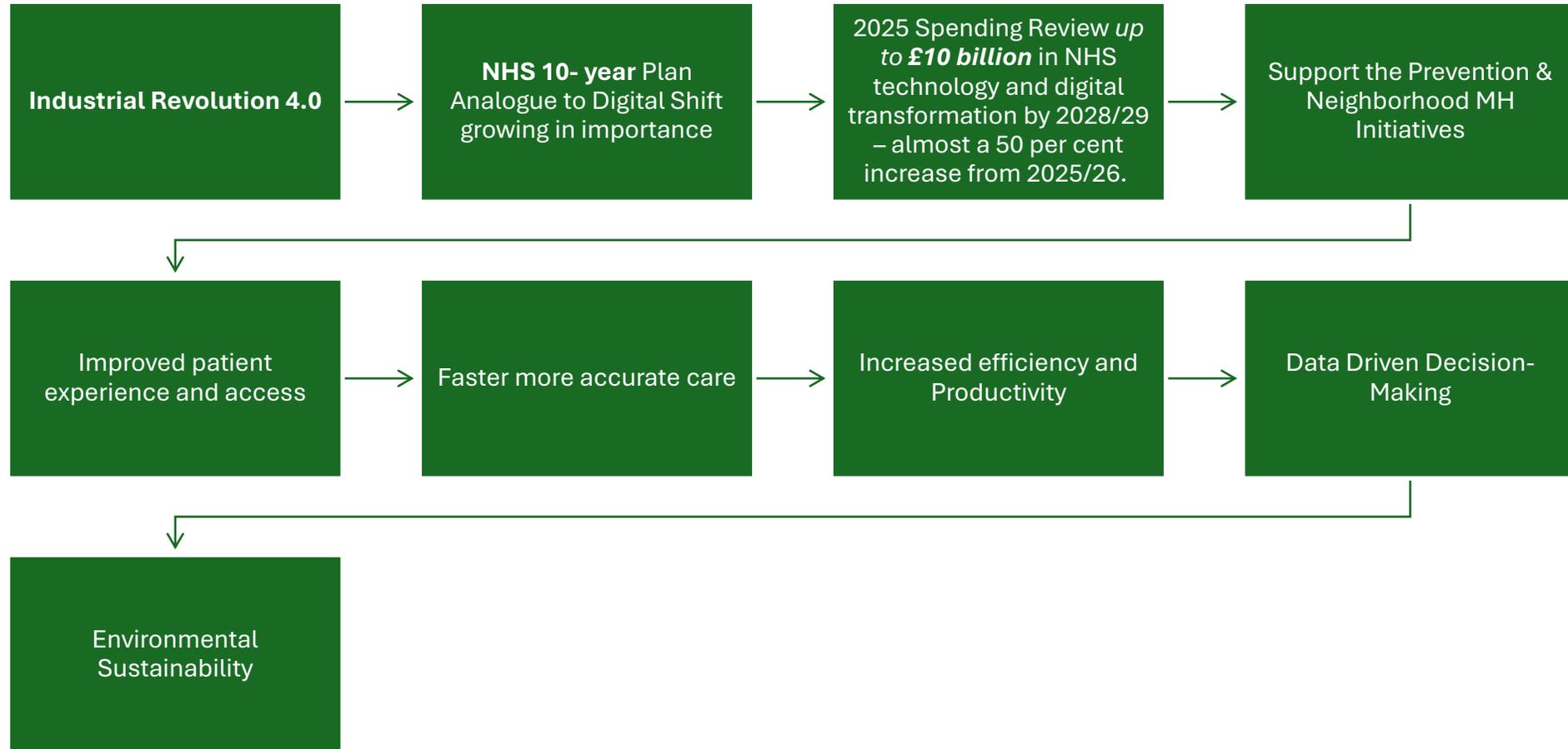
Experience

- Former CEO of a Technology Solutions Company
- Service Provider to the NHS
- Trainer and Content Developer for accountancy professions CPD
- Lecturer and Assessor for MSc in Management Modules at BPP University
- Lecturer and Assessor for Digital Disruption and digital Change MSc Modules
- HFMA Tutor and Module Leader

Why do we need Managing and Leading Digital Change in the NHS?



Academy



Digital Solutions in the Health Service



Academy



Technology

Communication

Data

Internet of things

Automation

AI

Networking

Digital Cultural Transition

Data and Informed Decision-Making

Leadership Traits, Behaviours and Organisation

High Performing Teams

Team Structure

Dynamic Working Patterns

Team Leaders and Behaviours

Case Studies & Examples

- Dorset GP NHS Neighbourhood mental health monitoring
 - *QR codes*
 - *Listening & Scrolling*
 - *Website analysis*
 - *Prevention focused*
- Collaboration Technologies
- Agile techniques
- First Movers & Pride Builders

Strategic Funding & Partnerships

Green Book Strategic Plan & Funding Priorities

Partnership
Knowledge Partners
Digital Expertise & Risk

Risks, Ethics & Governance

Ethics

Risks & Mitigation

Governance, & Compliance

Case Studies & Examples

GOSH Drive use of Tortus AI scribing in different settings “*Reducing burn out and enabling better patient care*”

- Results showed a 23.5% increase in direct patient interaction time during appointments.
- 35% reduction in clinicians feeling overwhelmed by notetaking and qualitative feedback focused on improved satisfaction with time, attention, and documentation accuracy.

New Roles: Chief Ethics (and Compliance) Officer

Outline of the Assessment



Case Study

NHS or healthcare setting – free choice

Technology choices

- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Robotics
- Virtual Reality (VR)

Focus of assessment is on application of **skills** to build confidence and provide models & tools.

4 tasks each aligned to the 4 learning outcome areas discussed earlier

Don't need detail knowledge of emerging **technologies** and application

Not a **Business Plan**, no need to have financial information.

*Thank you for your time
and attention.*

*I'd be happy to answer
any questions.*

*Are you ready to
explore the world of
digital?*



Academy



Introduction

Sappho Powell
Finance Manager

Support Head of
Financial Management
and support internal
and external reporting.

Norfolk and Norwich
University Hospitals
NHS FT

Background

- I joined the NHS in 2023 from an audit background, and I wanted to increase my knowledge and understanding of the healthcare business
- I completed my diploma between March 2024 to March 2025
- I choose the HFMA course due to the flexibility of the courses and the bursary.

Why HFMA Advanced Diploma

Having studied to BA and completed an accountancy qualification it felt like a good next step to expand and reinforce my knowledge of the healthcare sector

My experience

Focused on the NHS, considered healthcare nationally and globally

Extensive resources that were easily accessible online.

Knowledgeable and approachable tutors, engaging live sessions

Challenges: Writing an essay and finding time to study

Impact of Study

- Deeper understanding of what is going on and why
- Appreciation of continual learning
- Preparation and planning

Benefits

- Added value to my CV
- Able to participate and provide value to projects
- Will help me to achieve career progression goal

Advice to future learners

- Attend live session
- Do the reading
- Do the task set in the reading
- Can start planning early as all the relevant learning materials are available on HFMA academy website.
- Ask questions
- Submit the formative assessment it will increase your chances to pass.

Moving from degree to Masters level

- Masters level qualification is about critical thinking not just reciting facts
- Comparing and contrasting different theories and approaches
- Balanced arguments

Any general questions?

Q&A