



national association
for **hospice at home**

Biography – Conference Chair

Thursday 1st and Friday 2nd October 2015

Dr Alan Baron

Chief Executive, Wigan & Leigh Hospice

Alan had 25 years' experience within the commercial sector before joining Wigan & Leigh Hospice. He worked in various sectors including banking, financial services, retail, accountancy and other service industries. His background and training is in finance, marketing and general management.

Alan joined the senior management team at the Hospice as Director of Corporate Services in 2001 and was appointed Chief Executive in 2011. He is passionate about hospices and feels that their true strength lies in their connectedness with their local communities, believing them to be true examples of a social network.

After gaining much support and inspiration from the members of the NAHH, Wigan & Leigh Hospice launched its own brand of Hospice at Home in 2013 which is now firmly embedded within the local health economy and delivering great outcomes in terms of reach and quality of care. Alan has a Masters in Management Practice and a PhD which took the form of an ethnographic study of the culture, identity and image of the hospice.

Alan's approach to management is to be collaborative, resisting the urge to be too controlling and allowing people to have the freedom to make decisions and to act upon them. Despite the challenges for hospices associated with the current economic climate, the uncertainty around commissioning and statutory funding and the huge pressures that the changing demography is bringing to bear on end of life care, Alan remains optimistic about the future for independent hospices. He believes though that the continued success of the sector will follow only from the development of innovative practices, greater collaborative working and making best use of resources which will ultimately result in more people benefitting from hospice support. Alan believes that we need to challenge ourselves to enable the spread of hospice care beyond the boundaries that we sometimes set ourselves.

NAHH Annual Conference 2015

The choice to die at home – a reality or an aspiration? Does hospice at home hold the key?

Thursday 1st – Friday 2nd October 2015

The Met Hotel, Leeds