

# Dr TONY WOOLFSON

## Overview

At present, I spend most of my time doing Consultant locums in the NHS. I continue my marketing, writing, consultancy, business and educational interests, because I enjoy them, they enhance my income and because they provide a greater breadth of view in my clinical work.

## Clinical experience

### Current

Locum Consultant in Medicine, Peterborough District Hospital.

### 2001 – Today (last 5 years shown)

Locum Consultant posts in General Medicine, Diabetes and Endocrinology, Renal Medicine, Cardiology and Elderly Care, Peterborough District Hospital, Lorn and Islands District General Hospital, Stirling Royal Infirmary, Queen Alexandra Hospital, Portsmouth, New Cross Hospital, Wolverhampton, Leeds General Infirmary, Queen Alexandra Hospital, Portsmouth

### 1985 – 2001

I set up and ran two private medical clinics in the Algarve, Portugal. I acted as medical advisor to the British Consulate and to the Association of Foreign Property Owners.

### 1978 - 1985

Consultant in Clinical Chemistry. Nottingham City Hospital.

Direct patient care of seriously ill patients on the Intensive Care Unit, the Burns Unit and on the medical and surgical wards. Research into substrate flow in diabetes, injury and starvation.

### January 1977 - July 1978

Senior Registrar/Clinical Lecturer Nuffield Department of Clinical Biochemistry. The Radcliffe Infirmary, Oxford.

### August 1974 - December 1976

ICI/Stewart Pharmaceuticals Research Registrar Nottingham City Hospital.

### January 1973 - August 1974

Registrar in Medicine Nottingham City Hospital.

### June 1970 - January 1973

Intern and Junior Resident posts in London teaching hospitals.

## **Non-clinical activities**

### **Consultancy/Training**

I have worked with the Modernising Healthcare Partnership and the Department of Health as a consultant, advisor and trainer. Specialist areas of interest and expertise are: implementation of change through doctors, delivery of web-based education, communication and training materials, crossing cultural barriers, and planning for the realities of the healthcare future.

With Oxford Medical, I have provided interview, management training and negotiating skills courses for doctors

I am founder of Medical Marketing UK, offering online and offline promotional support for doctors in independent practice

I am founder of Creative Negotiation, providing negotiation skills workshops to medical and non-medical businesses and to individuals

I was retained by Abbott Laboratories as adviser to the Director of the UK Patient Care Division and continued to work with several other pharmaceutical companies for some years. My particular areas of expertise were the design and analysis of highly focused cost-effective clinical trials and analysis of market patterns.

I worked with Dr Frada Eskin (Department of Community Medicine, University of Manchester) as a trainer and consultant on personally-based management courses for senior National Health Service personnel, and advised the NHS Training Authority on strategies for achieving attitude changes in doctors.

### **Writing, Publishing and Other Media**

Research and resource preparation and evidence reviewing for FirstConsult.com (a medical information and decision support website owned by Elsevier Science).

Synopses of Causation of Diseases for the Ministry of Defence Pensions service (with Medical Text Ltd).

Founder of Medical Websites UK, a website design and marketing service for doctors in private practice.

I have held the posts of Editor of the *British Journal of Parenteral Therapy*, and Guest Editor of the *Journal of Drug Development*. I served on the Editorial Boards of the *British Journal of Clinical Practice*, *Clinician*, and the *Journal of Drug Development*. I was English Language consultant and English Editor to *Skin Cancer* and *Acta Psiquiatria Portuguesa*.

I have been a referee for the *Lancet*, the *British Medical Journal* and *Clinical Nutrition*. I am on the clinical review boards of *Clinical Evidence* (BMJ Group) and MedGenMed (The world's first Internet-based medical journal (Ed George Lundberg)).

## **PERSONAL INFORMATION, QUALIFICATIONS etc.**

Full name: Anthony Michael John **WOOLFSON**

Age: 62 years

Qualifications: MB BS London 1970 (University College Hospital)  
MRCP (UK) 1972  
DM (Nottingham) 1979

Registration: Fully registered in UK (1460610) and Portugal (30446).  
Registered as a specialist with the GMC (UK)

Societies: Fellow of the Royal Society of Medicine  
Full member of the World Association of Medical Editors

Languages: English, French, German, Portuguese, plus understanding of  
Spanish, Dutch, Italian

Contacts: 20 Lodge Close, Canon's Drive, Edgware, Middlesex HA8 7RL  
Mobile: +44 7986 606585  
Email: [tw@tony.woolfson.net](mailto:tw@tony.woolfson.net)  
Website: [www.tony.woolfson.net](http://www.tony.woolfson.net)