

Record Year in Primary Care Recruitment

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INTRODUCTION

Traditionally recruitment in Primary Care in Greater Manchester has been challenging, due to time constraints, capacity & estate issues.

CRN GM had a High Level Objective (HLO's are the NIHR's overarching annual objectives for research delivery in the NHS and other health & social care settings) target of 45% of GP's to recruit one or more participants into NIHR portfolio studies; which we didn't meet in FY 2022/23, with only 23% of our practices delivering research.

A 'Red-Amber-Green' (RAG) rating is used to provide a visual cue to reflect performance. Of the 15 LCRNs in England, we ranked near the bottom for our performance in Primary Care in FY 2022/23.

Greater Manchester LCRN Rank			
Managing Specialty	Recruitment Rank	Rank by Rec Pop	Studies Rank
Primary Care	14	13	10

This year (FY23/24), we decided to refresh our Primary Care strategy and can report this as a success because engagement, recruitment and the number of studies being delivered in GP Practices is now at an all time high.

A new post was created - Research Support Facilitator, with a Primary Care engagement focus, who regularly meets with practices, supporting them with research activities.

We recruited 3 new Primary Care Specialty Leads: Dr Rebbca Clarke, Dr Omair Razzaq & Dr Imran Ghafoor. They have been very proactive in meeting with GP's to discuss their personal experiences of delivering research in a Primary Care setting.

We held our first Primary Care meeting (since pre-covid times) on 31 January 2024 at St John's Medical Centre. There were over 60 attendees (face-to-face & virtual). The agenda included presentations from the Discover Me & TIGER study teams, a discussion about NVCR & a presentation from the FARSITE team.



PARTNER ORGANISATIONS AND COLLABORATORS

- Greater Manchester Primary Care Provider Board
- GM Integrated Care Board
- Primary Care Knowledge Boost Podcast Team (PCKB)



The Greater Manchester Primary Care Provider Board launched a PCN Development Programme in 2023/24, creating an exciting development opportunity for primary care practitioners across Greater Manchester to come together to share learning and good practice.

We were invited to deliver a Hot Topic Session on delivering research in primary care on the 3rd day of the PCN Development programme.



Following the meeting, we received emails from 6 research naive PCN's who were interested in having further discussions about how they could get started with their research journeys. We met with them and they have since submitted several expressions of interest in various studies.

We have a presence on the GM PC Provider Board website and we also provide them with a monthly PC newsletter to share with their audience.

We also attended the Greater Manchester Primary Care Summit in March 2024, networking with colleagues & sharing best practice.

We have introduced Certificates of Achievement for NHS & non-NHS organisations to recognise outstanding

contribution to the delivery of research across the region. We have now awarded 3 of our GP practices with this certificate:



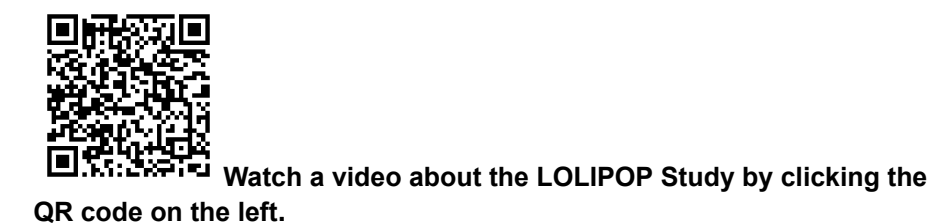
St Johns Medical Centre also won the award for Primary Care or Community Research Contribution at the 2023 Greater Manchester Health and Care Research Awards.

Dr Imran Ghafoor & Ewa Grzegorska took part in a podcast talking about Research in Primary Care with the PCKB team. To date, the podcast has had over 6500 downloads and prompted a number of GP's to get in touch with us to learn more about delivering research in their practices.

Scan the QR Code to listen to the podcast



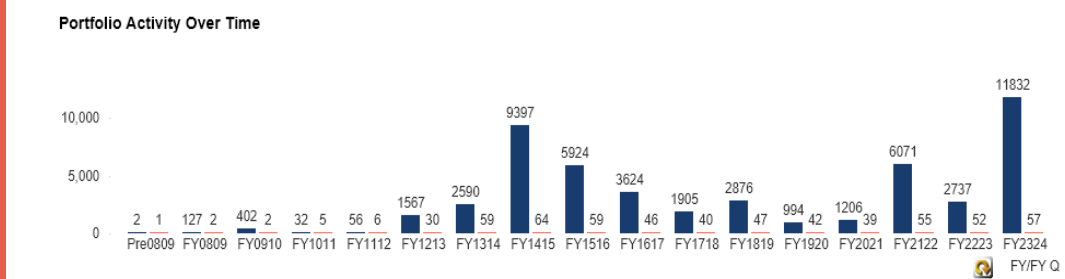
There has been a number of high recruiting, light touch studies that have helped to get research naive practices on board in delivering research to their patients. Studies such as: **LOLIPOP (South Asia Biobank)**, where there have been **700** participants recruited in 2 ½ months.



Discover Me has also been a popular study that GP's have got involved in. It is a nationwide study looking at how health & genetic information can allow us to better understand disease.

20 practices have currently recruited nearly **6000 participants** into the study; there are still a number of practices waiting to get their green light to start inviting patients to partake in the study.

CURRENT PROGRESS



Greater Manchester LCRN Rank			
Managing Specialty	Recruitment Rank	Rank by Rec Pop	Studies Rank
Primary Care	10	8	6

Current ranking out of 15 LCRNs

OTHER OUTCOMES

- 184 practices have recruited to studies this financial year.
- 103 of these practices were ranked as CRN research naive, meaning that they hadn't delivered research with the CRN.
- We are at 41% of the HLO target this year to date.
- There was an increase of 20% in practices on the CRN GM Research Site Initiative Scheme since the previous financial year.

FUTURE PLANS

Continuing on from our success of our first Primary Care meeting, we will continue with the meetings on a quarterly basis, with meetings planned for April & July 2024.

From 1st October 2024 CRN GM will be merging with the CRN North West Coast to become the North West Regional Research Delivery Network, which will mean that we can increase our potential to deliver more studies in Primary Care across a wider footprint and share best practice.

To see the range of portfolio studies we have open to recruitment in Primary Care, scan the QR code:

