



At your GP practice

Communications toolkit - Phase two

Introduction

Services in general practice and the community are being transformed to make it easier for patients to access a wider range of help from general practice, closer to home - by phone or online. The general practice team has expanded to include a wide range of healthcare professionals who work alongside GPs and nurses to ensure patients receive the care they need as quickly as possible. This includes Clinical Pharmacists, Physiotherapists, Paramedics, Physician Associates, Mental Health Therapists, Social Prescribing Link Workers and more.

Over 1600 staff have now been recruited into new roles in Greater Manchester as part of the Additional Roles Reimbursement Scheme (ARRS) and they have already made a real impact delivering care to patients in general practice and in the community. However, we recognise there is limited understanding amongst patients of what these roles do and how the wider team of healthcare professionals can support delivery of their care. We also recognise that GPs are not always aware of the ways in which these roles can complement their practice teams or know they have access to the funding and support that is available to them.

“Who’s who at your GP practice” campaign overview and aims

GP practice teams across Greater Manchester include a range of health and wellbeing experts with different skills and knowledge to help you and your family stay healthy and well. This includes healthcare professionals, including advanced nurse practitioners, social prescribing link workers and care coordinators, working alongside GPs so you see the best person to meet your needs. This could be assessing your symptoms, diagnosing a new health problem, managing a long-term health condition, prescribing medicines, giving health and wellbeing advice, onward referral to see a specialist – and more!

The “Who’s who at your GP practice” campaign features individuals who are working in these roles at GP practices in Greater Manchester. They are shown in short films, social media assets and posters explaining their role and how they can help and support patients. Phase two broadens the scope of the campaign, by including more professionals working in a wider range of roles, which were not covered in phase one.

The aims of this communication toolkit

- To improve people’s understanding of the wider general practice team, so that they can access the most appropriate care and services from the right healthcare professional
- To raise the profile of how these roles can benefit general practice providers and encourage them to access the funding and support that is available.

Please contact the NHS GM campaigns team if you have any questions – gmhscp.gm-campaigns@nhs.net.

How you can get involved

- Use the social media assets to schedule posts on your channels
- Promote the campaign using the suggested copy, for your internal newsletters and sharing with your GP practices
- Share this toolkit with partner organisations and with stakeholder lists
- Put the links to the videos on your practice websites (only using the videos of the roles you have in the practice).

General Practice copy – phase two

Find out more: who's who at your GP practice

The second phase of the “Who's who at your GP practice” campaign” from NHS Greater Manchester has now been launched and features more health and care professionals from Greater Manchester GP practices – including a Mental Health Practitioner, Acute Service Paramedic and Care Navigator. Just like phase one, the aim is to raise awareness of the new roles supported by ARRS (Additional Roles Reimbursement Scheme) and highlight how they can support patients.

The toolkit contains various useful resources including social media graphics, along with accompanying messages, visuals for your waiting room display screens and posters.

You can access the assets [here](#) and choose the most relevant materials which works best to showcase the different roles in your practice – maybe add this onto your website or social media channels if you have them.

For more information, please visit www.gmintegratedcare.org.uk/whoswhoatyourGP

Newsletter copy – phase 2

Find out more: who's who at your GP practice

The second phase of the “Who's who at your GP practice” campaign” from NHS Greater Manchester has now been launched and features more health and care professionals from Greater Manchester GP practices – including a Mental Health Practitioner, Acute Service Paramedic and Care Navigator amongst others. Once again, individuals are talking to camera to explain their roles and how they can help and support patients.

The aim of the campaign is to raise awareness of the new roles that now form part of many multi-disciplinary GP practice teams, thanks to the national ARRS (Additional Roles Reimbursement Scheme).

Services in GP practices and the community are being transformed to make it easier for patients to access a wider range of help from general practice, closer to home - by phone or online. The GP practice team has expanded to include a wide range of healthcare professionals who work alongside GPs and nurses to ensure patients receive the care they need as quickly as possible. This includes Clinical Pharmacists, Physiotherapists, Paramedics, Physician Associates, Mental Health Therapists, Social Prescribing Link Workers - and many more.

Over 1600 staff have now been recruited to the new roles and they have already made a real impact delivering care to patients in general practice and in the community. Prof Manisha Kumar, Chief Medical Officer at NHS GM (and practising Manchester GP), explains the benefits for patients: "A multi-disciplinary GP practice team, made up of highly qualified health professionals, means we can provide the right support, at the right time. Just contact your practice as normal and they will direct you to the best person to support you."

The toolkit contains various useful resources including social media graphics along with accompanying messages, visuals for display screens and posters. You can access it [here](#) and we'd appreciate it if you could post these important messages on your social media channels and share the assets with your groups and networks.

For more information, please visit www.gmintegratedcare.org.uk/whoswhoatyourGP

Video Links - phase 2

- [Care Navigator](#)
- [Dietitian](#)
- [GP Assistant](#)
- [Mental Health Practitioner](#)
- [Nursing Associate](#)
- [Occupational Therapist](#)
- [Acute Visiting Service Paramedic](#)
- [Practice Manager](#)
- [GP Receptionist](#)

Available posters - phase 2

All the posters feature health care professionals from local practices across Greater Manchester (also available for download are the below in landscape format to be used on the digital screens in practices). The posters can be found in the following download link [here](#)




GP Screens – phase 2

All films and some still graphics have been designed to fit GP practice screens, which can be downloaded [here](#)


Social media assets – phase 2

All assets can be found in the following download link [here](#)



Please note: Do not use the images in the table, these are for reference only and not hi-resolution for using on socials.


Graphic	Long copy (Facebook & Instagram)	Short copy – up to 280 characters (Twitter)	Alt copy (image description)
<p>Mental Health Practitioner</p> 	<p>A Mental Health Practitioner can offer a longer appointment, so they can gain a better idea of your needs and signpost you to the right support.</p> <p>Rebecca explains how a Mental Health Practitioner can help you: https://www.youtube.com/watch?v=hQeFcrONHqQ</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>A Mental Health Practitioner can offer a longer appointment to get a better idea of your needs and signpost you to the right support.</p> <p>Rebecca explains more: https://www.youtube.com/watch?v=hQeFcrONHqQ</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Visual contains image of a Mental Health Practitioner. Text reads, I'm a Mental Health Practitioner, Rebecca, Salford. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>
<p>Acute Visiting Service Paramedic</p>	<p>An Acute Visiting Service Paramedic carries out home visits for GP practices. They can get you the care</p>	<p>An Acute Visiting Service Paramedic carries out home visits for GP practices. They can get the care to you and help avoid a hospital admission.</p>	<p>Visual contains image of an Acute Visiting Service Paramedic consulting a patient. Text reads, I'm an Acute Visiting Service</p>

	<p>you need at home - helping to avoid a hospital admission.</p> <p>Ally explains how an Acute Service Visiting Paramedic can help you: www.youtube.com/watch?v=2QgIDQ_HYoo</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Ally explains more: www.youtube.com/watch?v=2QgIDQ_HYoo</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP #WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Paramedic, Ally, Bury. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>
	<p>A GP assistant can assist with various appointments, including booking health checks and tests like ECGs and immunisations.</p> <p>Siobhan explains how her role helps doctors focus on your needs during consultations and handle urgent tests efficiently, ensuring a smoother experience at the GP practice.</p> <p>👉 https://www.youtube.com/watch?v=Sijeoe6YWtsE</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p>	<p>A GP assistant can help you with health checks, ECGs, immunisations, and more, ensuring doctors can focus on your needs. Watch Siobhan explain: https://www.youtube.com/watch?v=Sijeoe6YWtsE</p> <p>Learn more at www.gmintegratedcare.org.uk/whoswhoatyourGP #WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Visual contains image of a GP assistant speaking to a patient. Text reads, I'm a GP assistant, Siobhan, Wigan. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>

	<p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>		
<p>Receptionist</p> 	<p>GP receptionist team staff are your first point of contact, whether that's on the phone or if you're at the surgery.</p> <p>Vickie explains how they can help make your experience as smooth as possible, directing you to the right services, be it face-to-face, telephone, or online appointments.</p> <p>👉 https://www.youtube.com/watch?v=leZMZ3DqD0k</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Meet your first point of contact at the surgery or on the phone: our dedicated GP receptionist team. They can guide you to the right clinician or service, including in-person to online appointments. Watch Vickie explain more: https://www.youtube.com/watch?v=leZMZ3DqD0k</p> <p>Learn more at www.gmintegratedcare.org.uk/whoswhoatyourGP #WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Visual contains image of a GP receptionist speaking to a patient. Text reads, I'm a GP receptionist, Vickie, Manchester. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>
<p>Practice Manager</p>	<p>A Practice Manager at a GP surgery is dedicated to ensuring your care is top-notch and your experience is positive. Your wellbeing is their priority!</p> <p>Nicola explains how practice managers play a vital role in ensuring the smooth operation within the GP surgery.</p>	<p>A Practice Manager at a GP surgery work to provide top-notch care and a positive experience. Your wellbeing is their priority! Nicola explains their vital role within the GP surgery. Watch more: https://www.youtube.com/watch?v=1qnMmfsqzy0</p> <p>Learn more at www.gmintegratedcare.org.uk/whoswhoatyourGP</p>	<p>Visual contains image of a Practice Manager speaking to a GP staff. Text reads, I'm a Practice Manager, Nicola, Bury. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>

	<p>👉 https://www.youtube.com/watch?v=1qnMmfsqzy0</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	
<p>Care Navigator</p>	<p>A Care Navigator uses an online system to help you get the right care. Just share your symptoms, and they will connect you with the appropriate healthcare provider, whether it's a GP, nurse or specialist member of the team.</p> <p>Amy explains that this system is convenient, private, and accessible from anywhere. No need to wait on hold – just type your request, and help is on the way.</p> <p>👉 https://www.youtube.com/watch?v=JdKNG7VBQQE</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>	<p>A Care Navigator ensures you get the right care using an online system. Share your symptoms and they'll connect you with the right healthcare provider – whether it's a GP, nurse, or specialist team member. Amy explains more: https://www.youtube.com/watch?v=JdKNG7VBQQE</p> <p>Learn more at www.gmintegratedcare.org.uk/whoswhoatyourgp #WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Visual contains image of a Care Navigator. Text reads, I'm a Care Navigator, Amy, Wigan. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>

	<p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>		
<p>Dietician</p> 	<p>A Dietitian can diagnose and treat diet-related issues, supporting healthy eating, managing conditions like diabetes, and preventing diseases. They focus on condition such as heart health and weight management.</p> <p>Chloe explains how they provide practical, personalised guidance to help you make healthier choices. Whether through one-on-one consultations or group sessions, they're here to support your well-being.</p> <p> https://www.youtube.com/watch?v=ZLfGzmMYU3E</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>A Dietitian diagnoses and helps treat diet-related issues, supporting healthy eating, managing conditions like diabetes, and preventing diseases. Chloe explains how they provide practical, personalised guidance for healthier choices. Learn more:</p> <p>https://www.youtube.com/watch?v=ZLfGzmMYU3E</p> <p>Visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Visual contains image of a Dietitian. Text reads, I'm a Dietitian, Chloe, Manchester. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>

<p>Nursing Associate</p> 	<p>A Nursing Associate bridges the gap between different healthcare support workers and nurses, offering a valuable pathway. They handle chronic disease management, monitor vital signs, and assist with long-term conditions like diabetes.</p> <p>Matt explains how their role supports nursing staff by managing complex cases, allowing them to focus on patient care.</p> <p>👉 https://www.youtube.com/watch?v=MdhnutmjZDk</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>The Nursing Associate role bridges the gap between various healthcare support workers and nurses, offering a valuable pathway. Matt explains how they manage complex cases, handle chronic diseases, and support nursing staff, ensuring excellent patient care. Learn more: https://www.youtube.com/watch?v=MdhnutmjZDk</p> <p>Visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Visual contains image of a Nursing Associate speaking to a patient. Text reads, I'm a Nursing Associate, Matt, Bury. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>
<p>Occupational Therapist</p>	<p>An Occupational Therapist can assess the ability to carry out daily tasks and help patients manage their condition, adapting their living spaces and connecting them to support</p>	<p>An Occupational Therapist can assess abilities and assess daily tasks, tailoring living spaces and connecting to support groups. They can offer home visits which offer deeper insights into patients needs.</p>	<p>Visual contains image of an Occupational Therapist speaking to a patient. Text reads, I'm an Occupational Therapist, Lauren, Stockport. For more information</p>

	<p>groups. By offering home visits, this allows them to better understand their patient's needs.</p> <p>Lauren explains how specialise in functional assessments and provide unique insights.</p> <p>👉 https://www.youtube.com/watch?v=63Z9hKhcQg</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>Watch Lauren explain more: https://www.youtube.com/watch?v=63Z9hKhcQg</p> <p>For more info, visit www.gmintegratedcare.org.uk/whoswhoatyourGP #WhosWhoAtYourGP #OurGPteam @GM_ICP</p>	<p>visit www.gmintegratedcare.org.uk/whoswhoatyourgp</p>
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