



Who's
who?

The graphic consists of two overlapping arrow-shaped boxes. The top box is orange and points to the right, containing the text 'Who's' in white. The bottom box is blue and points to the left, containing the text 'who?' in white. The boxes overlap in the center.

At your GP practice

Communications toolkit

Developed in partnership with:
NHS Greater Manchester Primary Care Provider Board

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 and they have already made a real impact in general practice and in the community delivering care to patients. 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 general practitioners 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 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 – gmscp.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

Get to know who's who at your GP practice

A new campaign has been launched to raise awareness of the new roles, supported through ARRS (Additional Roles Reimbursement Scheme) that now form part of many general practice teams.

The “Who’s who at your GP practice” campaign launched on Friday 23 June 2023, aims to improve understanding of these roles, and highlight the benefits to your patients. It features health professionals from Greater Manchester, working as part of multi-disciplinary teams within practice, explaining their roles and 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

Please note: An order form for printing posters will be sent to PCNs soon, so now is a good time to start thinking about which ones you want to display and how many you will need.

Newsletter copy

Get to know who's who at your GP practice

A new campaign has been launched to raise awareness of the new roles which now form part of many general practice (GP) teams. It features health professionals working in Greater Manchester, who are part of multi-disciplinary teams, who explain their roles and how they can support patients.

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 many more.

Over 1600 staff have now been recruited into new roles in Greater Manchester as part of the Additional Roles Reimbursement Scheme and they have already made a real impact in general practice and in the community delivering care to patients.

The toolkit contains various useful resources including social media graphics along with accompanying messages, visuals for waiting room 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 – for many (but not all) of the roles

Advanced Clinical Practitioner - <https://youtu.be/P5mgHrtXWQY>

Care Co-ordinator - <https://youtu.be/4Gmyqq8pqbQ> and <https://youtu.be/8RqMJ0lpsho>

Community Pharmacist - <https://youtu.be/LhcSr7BovYA>

First Contact Physiotherapist - <https://youtu.be/LuKZoDHIAA4>

Focused Care Practitioner - <https://youtu.be/fJwYOHTUqMs> and <https://youtu.be/FhtGIIIRidAU>

General Practitioner (GP) - <https://youtu.be/sXIPiOd0Occ>

Nurse Practitioner - <https://youtu.be/8VR3CEtXmrk>

Practice Nurse - <https://youtu.be/fTUoIVM-sME>

Social Prescriber - <https://youtu.be/NYdcA-fAB6s>

Available posters

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: [GOOGLE DRIVE](#).

I'm a First Contact Physiotherapist
I provide expert advice and treatment for patients affected by injury, illness or disability. I may share exercises to reduce pain and discomfort, and improve movement or refer a patient to specialist services.
Kiana, Wigan

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Health and Wellbeing Coach
I support patients to make lasting changes that can improve their physical and mental wellbeing. This could be moving more, eating better or quitting smoking – whatever will make a difference for them.
Jadele, Rochdale

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Focused Care Practitioner
I support patients and their households, when treated with health and social issues that are impacting on their health and wellbeing. I can help to address such as financial and benefits, family issues, mental health, and housing.
Shahbana, Oldham

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Clinical Pharmacist
I provide expert advice on medicines, especially for those with long-term health conditions. This includes supporting patients who have been prescribed a new medication or need a medicine review.
Katie, Manchester

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Advanced Clinical Practitioner
I'm a qualified healthcare professional, with lots of experience and wide responsibilities. I can examine patients, diagnose their conditions, prescribe medicines, push a patient's care, and help to manage long-term conditions.
Gill, Staly

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a General Practitioner (GP)
I'm a GP and I look after common medical conditions and refer patients to hospitals and other medical services for urgent and specialist treatments.
Dr Selvaarasan, Salford

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Practice Nurse
I can advise on many different health concerns and medical devices. I help patients to stay healthy with long-term conditions, offering smoking cessation support, and the management of long-term health conditions.
Selvia, Bolton

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Care Co-ordinator
I'm a trained healthcare professional and help to make sure things run as smoothly as possible for patients with long-term health conditions, particularly those who receive care from many different health services.
Sheryl, Stockport

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Advanced Nurse Practitioner
I'm a trained nurse who can assess patients who have a range of symptoms, diagnosing such conditions as asthma or colds, or cough. If needed, I may prescribe medication or refer patients for further investigations.
Katie, Manchester

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Social Prescribing Link Worker
I talk to people about what matters to them, and what support they need to feel happier and healthier. I know what is available in the community, so connect people to local groups, activities and services that make a lasting difference.
Georgina, Tameside

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

I'm a Physician Associate
I work alongside GPs to assess patients, diagnose health concerns, support those with long-term conditions, and provide advice on how to stay healthy and well.
Almond, Trafford

Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP

We are members of a General Practice team
We provide a range of different roles, with the whole GP practice team. We help prevent illness and offer treatment for patients with long-term conditions, manage long-term conditions, bring to life the GP surgery and GP team web pages. Do you know your GP practice team?
Salford locality



Who's who?
At YOUR GP practice

For more information, visit www.gmintegratedcare.org.uk/whoswhoyourGP



Social media assets


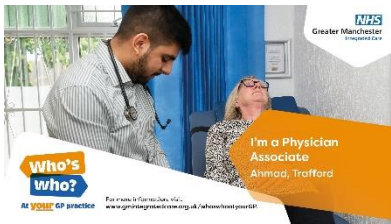
All assets can be found in the following download link: [GOOGLE DRIVE](#).

Please do not use the positional 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>Social Prescribing Link Worker</p> 	<p>A Social Prescribing Link Worker is a professional who specialises in non-medical treatment. They focus on your health and wellbeing by building a care plan tailored to suit you. They support with employment, mental health, social isolation, loneliness, stress, anxiety and much more.</p> <p>Julie explains how a Social Prescribing Link Worker can help you https://youtu.be/NYdcA-fAB6s</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Social Prescribing Link Workers are professionals who specialise in non-medical treatment. They focus on your health and wellbeing providing a plan tailored to suit your needs.</p> <p>Julie explains more  https://youtu.be/NYdcA-fAB6s #WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Social Prescribing Link Worker speaking to a patient. Text reads, I'm a Social Prescribing Link Worker, Georgina, Tameside. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>


<p>Focused Care Practitioner</p> 	<p>Did you know that Focused Care Practitioners can help you to improve your environment to maintain good physical and mental health?</p> <p>They can support you with any difficulties you may be experiencing including addiction issues and housing benefit problems.</p> <p>Shahbana explains more  https://youtu.be/FhtGIIRidAU</p> <p>For more information, visit: www.gmintegratedcare.org.uk/whoswhoatyourgp</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Did you know that Focused Care Practitioners can help you to maintain good physical and mental health? They can support you with any difficulties you are experiencing including addiction and benefit issues.</p> <p>Shahbana explains  https://youtu.be/FhtGIIRidAU</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Focused Care Practitioner speaking to a patient. Text reads, I'm a Focused Care Practitioner Shahbana, Oldham. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>
<p>Practice Nurse</p> 	<p>Practice Nurses can support with a range of minor illnesses or long-term health condition including diabetes, asthma, or COPD.</p> <p>They can also refer you to the most appropriate service for your needs.</p> <p>Sylvia explains more  https://youtu.be/fTUoIVM-sME</p> <p>Visit: www.gmintegratedcare.org.uk/whoswhoatyourgp</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Practice Nurses can support if you have a minor illness or long-term health condition such as diabetes or asthma. They can also refer you to the most appropriate service.</p> <p>Sylvia explains more  https://youtu.be/fTUoIVM-sME</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Practice Nurse asking a patient to blow into a device for checking lung capacity. Text reads, I'm a Practice Nurse. Sylvia, Bolton. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>

<p>First Contact Physiotherapist</p> 	<p>A First Contact Physiotherapist is a musculoskeletal expert and can help support you with muscle and bone problems, in your knees, shoulders and hips 🤝</p> <p>Watch Chris explain more 🖱️ https://youtu.be/LuKZoDHIAA4</p> <p>Visit: www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>A First Contact Physiotherapist is a musculoskeletal expert and can help support you with muscle and bone problems, in your knees, shoulders and hips 🤝</p> <p>Watch Chris explain more 🖱️ https://youtu.be/LuKZoDHIAA4</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Physiotherapist checking movement of a patient's leg. Text reads, I'm a First Contact Physiotherapist. Fiona, Wigan. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>
<p>Care Co-ordinator</p> 	<p>A Health Care Co-ordinator is a professional who helps support with social care needs like mental health problems, loneliness, and dementia. They will make a care plan to suit your needs.</p> <p>In this video, Demi tells us more about the role and how Care Co-ordinators can help you 🖱️ https://youtu.be/8RgMJ0lpsho</p> <p>Visit: www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>A Health Care Co-ordinator is a professional who helps support with social care needs like mental health problems, loneliness, and dementia. They will make a care plan to suit your needs.</p> <p>Demi tells us more 🖱️ https://youtu.be/8RgMJ0lpsho</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Care Co-ordinator speaking to a patient. Text reads, I'm a Care Co-ordinator. Cheryl, Stockport. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>

<p>Clinical Pharmacist</p> 	<p>Clinical Pharmacists are experts in medication and are trained to perform in depth medication reviews 📌</p> <p>They can help patients with practical things like managing their medication and simplifying complicated medication regimes. In addition, they can show patients how to use devices that deliver medication like inhalers or insulin pens.</p> <p>Find out more 📌 www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Clinical Pharmacists are experts in medication and are trained to perform in depth medication reviews 📌 They can help patients with practical things like managing medication and simplifying complicated medication regimes. Visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Clinical Pharmacist speaking to a patient. Text reads, I'm a Clinical Pharmacist. Karen, Manchester. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>
<p>Physician Associate</p> 	<p>Did you know Physician Associates work alongside GPs to examine patients, diagnose health concerns, support those with long-term conditions, and provide advice on how to stay healthy and well?</p> <p>For more information, visit 📌 www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Did you know Physician Associates work alongside GPs to examine patients, diagnose health concerns, support those with long-term conditions, and provide advice on how to stay healthy and well?</p> <p>For more info, visit 📌 www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Physician Associate checking a patient's pulse. Text reads, I'm a Physician Associate. Ahmad, Trafford. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>

<p>Advanced Clinical Practitioner</p> 	<p>An Advanced Clinical Practitioner works alongside a GP consulting with patients who have less complex medical needs. They can help with ongoing chronic long-term conditions as well as acute problems like infections or pain management.</p> <p>Watch Gill explain more  https://youtu.be/P5mgHrtXWQY</p> <p>For more information, visit: www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>An Advanced Clinical Practitioner works alongside a GP consulting with patients who have less complex medical needs. They can help with chronic long-term conditions as well as acute problems.</p> <p>Watch Gill explain more  https://youtu.be/P5mgHrtXWQY</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of an Advanced Clinical Practitioner examining a patient's throat. Text reads, I'm an Advanced Clinical Practitioner. Gill, Bury. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>
<p>Advanced Nurse Practitioner</p> 	<p>An Advanced Nurse Practitioner can advise on many different health concerns and minor illnesses. They can help patients to stay healthy with immunisations, screening, smoking cessation support, and the management of long-term health conditions.</p> <p>Kate explains more  https://youtu.be/8VR3CEtXmrk</p> <p>Visit: www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>An Advanced Nurse Practitioner can advise on many different health concerns. They can help patients to stay healthy with immunisations, and the management of long-term health conditions.</p> <p>Kate explains more  https://youtu.be/8VR3CEtXmrk</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of an Advanced Nurse Practitioner checking inside a patient's ear with a small light. Text reads, I'm an Advanced Clinical Practitioner. Alice, Manchester. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>

<p>Health & Wellbeing Coach</p> 	<p>A Health and Wellbeing Coach supports patients to make lasting changes that can improve their physical or and mental wellbeing. This could be moving more, eating better or quitting smoking – whatever will make a difference for them.</p> <p>Find out more </p> <p>www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>A Health and Wellbeing Coach supports patients to make lasting changes that can improve their physical or and mental wellbeing.</p> <p>Find out more </p> <p>www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a Health and Wellbeing Coach kneeling down to check a patient's weight. Text reads, I'm a Health and Wellbeing Coach. Adele, Rochdale. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>
<p>GP Practice team</p> 	<p>Do you know your GP practice team?</p> <p>It has many other health professionals in different roles who can help you with a wide range of health issues from minor ailments, chronic and long-term conditions.</p> <p>Find out more </p> <p>www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Do you know your GP practice team?</p> <p>It has many other health professionals in different roles who can help you with a wide range of health issues</p> <p>Find out more </p> <p>www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a group of medical professionals standing in a GP waiting room. Text reads, we are members of a General Practice team. Salford locality. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>

<p>GP</p> 	<p>Dr Selvaraasan says, “As a General Practitioner (GP) I treat all common medical conditions and refer patients to hospitals and other medical services for urgent and specialist treatment. But would like to stress that there are a number of different health professionals within a practice that can also assist you.”</p> <p>For more information, visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GMICP</p>	<p>Dr Selvaraasan says, “A GP can treat all common medical conditions and refer patients to hospitals. But I would stress that there are a number of different health professionals within a practice that can also assist you.” Visit www.gmintegratedcare.org.uk/whoswhoatyourGP</p> <p>#WhosWhoAtYourGP @GM_ICP</p>	<p>Visual contains image of a GP in her surgery. Text reads, I’m a General Practitioner (GP). Dr Selvaraasan, Salford. For more information visit www.gmintegratedcare.org.uk/whoswhoatyourgp.</p>
--	--	---	---

Please contact the NHS GM campaigns team if you have any problems downloading from the links provided – gmhscp.gm-campaigns@nhs.net.