

# Medical Advisor to Primary Care

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Reports to: Director of Primary Care

1 day per week, 18 months (contract/secondment)

Location: Agile Working (with some UK travel)

Remunerated position

## About NHS Confederation

The NHS Confederation brings together all parts of the health system. Our members span the full range of organisations that provide and commission services, including acute, community, mental health, ambulance service trusts, primary care networks, GP Federations, integrated care systems and academic health science networks. We also represent the interests of the health and care system on major system-wide issues.

The Primary Care directorate (which hosts the PCN and Primary Care Federation networks) is part of the NHS Confederation and is the voice for PCNs and GP Federations in England. We work with government, arm's length bodies, the media, the primary care sector and the wider health and care system to support delivery of primary care and promote excellence. We help shape and challenge national policy and legislation affecting our members. We make sense of the broader political and policy environment and provide members with up-to-date news and analysis. We also work to identify and spread good practice and innovation in the primary care sector. We provide members with access to regular policy briefings, reports and news bulletins. We also run a popular events programme throughout the year, providing members with opportunities to hear from senior figures in healthcare and for networking with peers.

## About the Role

The post-holder brings clinical expertise and experience to support the effective development of primary care as part of the wider health and care system. The postholder works alongside the Director of Primary Care and with the Chairs and Vice Chairs of the PCN and Primary Care Federation Networks to build credible relationships that support the development of an integrated, whole systems approach to improving the health and care of people and reducing health inequalities. With the changes in the external environment and building on our success, we are embarking on a new strategy for our primary care members. This role will be integral to the successful roll-out.

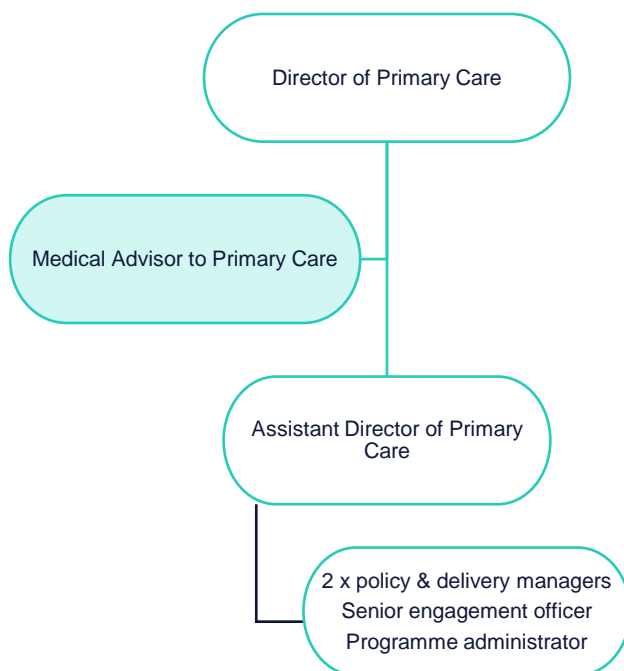
This is a national role and the postholder will be required to speak to the primary care agenda through both traditional and online media channels.

## Responsibilities

The post-holder will:

1. Provide clinical leadership support to the primary care directorate and a primary care perspective to wider NHS Confederation discussions and projects.
2. Understand national policy on primary care and the wider health and care agenda and help to communicate the implications for primary care members.
3. Establish and maintain credible, positive relationships with key stakeholders to understand issues that impact on primary care members, and how the networks can influence on their behalf.
4. Working closely with the Director of Primary Care, represent the NHS Confederation primary care voice at external stakeholder meetings and events, influencing decision making at national level
5. Champion innovative practice and support service improvement activities, identifying challenges and opportunities for improvements
6. Provide clinical input to the scoping, discussion and production of policy briefings, consultation responses and other products to agreed timetables and deadlines – for primary care and wider NHS Confederation
7. Undertake national media interviews when required
8. Chair a multi-disciplinary group of national stakeholders to promote a range of perspectives in the development of primary care.
9. Champion effective primary care leadership and support and develop primary care clinical leaders in our membership to take forward implementation of key priorities.

## Structural Chart



# Person Specification

## Essential criteria

1. Medical practitioner, fully registered with the GMC, in current practice, with good understanding of primary care business structures
2. Previous experience in a primary care medical management role
3. A proven track record as an effective leader who has developed effective teams and driven and delivered sustainable change programmes to transform clinical services, working across organisational and professional boundaries
4. Proven experience of active involvement in regional or national strategy groups
5. Proven ability to rapidly assimilate and analyse complex information, make timely decisions and take ownership of those decisions and their implications
6. A proven ability to build excellent collaborative networks and a track record of building and maintaining key internal and external relationships
7. Highly developed verbal and written communication skills which include an ability to convey clinical priorities and complex messages to colleagues, various stakeholders, media and interest groups
8. Indepth understanding of national policies in relation to primary care and the wider health and social care agenda and the current social and political environment.

## Desirable criteria

1. Understanding of change theory, including barriers and enablers to change
2. Experience of effective and impactful communication through the range of media channels.