

Primary Care Allied Health Professions Ambassadors: launch and update

Supporting multi-professional primary care workforce transformation
across:

Cheshire and Merseyside
Greater Manchester
Lancashire and South Cumbria



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Introduction

Health Education England’s [North West Allied Health Professions Network](#) are supporting new roles in primary care through coordinated approaches to workforce supply and transformation.

We are delighted therefore to launch the role of our Primary Care Allied Health Professions (AHP) Ambassadors across the North West.

Background: AHPs in Primary Care

The [new GP contract](#) ensures general practice plays a leading role in every Primary Care Network (PCN), including teams of health professionals working together in local communities. This introduces new roles in primary care for several allied health professions (AHPs)¹ under the Additional Roles Reimbursement Scheme.

The [recent update from NHS England and NHS Improvement and the BMA](#) extends funding for AHPs and the scheme now includes:


- First contact practitioner physiotherapists (from April 2020).
- Occupational therapists, dietitians and podiatrists (from April 2020).
- Advanced Paramedic Practitioners (from April 2021).

Successful implementation of these roles will benefit from coordinated, sustainable approaches to workforce supply, training and education across the region.

About the AHP Ambassadors

There are seven Primary Care AHP ambassadors working across the North West:

Greater Manchester	
Nicola McAinsh	Principal Service Lead, Elective Therapies, Bolton NHS Foundation Trust
Joanne Roberts	Clinical Lead Physiotherapist, Manchester University NHS Foundation Trust
Judith Dawson	Advanced Physiotherapy Practitioner, Salford Royal NHS Foundation Trust
Cheshire and Merseyside	
Tanya Rumney	Professional Lead for Nutrition and Dietetics, Cheshire West Integrated Care Partnership
Tanya Booth	MSK Lead Therapist, Cheshire West Integrated Care Partnership
Lancashire and South Cumbria	
Scott Murray	Advanced Clinical Practitioner (Paramedic), Bay Medical Group; Lancashire North GP Federation Paramedic Lead
Philip Driver	Extended Scope Physiotherapist, East Lancashire Hospitals NHS Trust

¹  Allied Health Professions are: art therapists, dramatherapists, music therapists, chiropodists/podiatrists, dietitians, occupational therapists, operating department practitioners, orthoptists, osteopaths, prosthetists and orthotists, paramedics, physiotherapists, diagnostic radiographers, therapeutic radiographers, speech and language therapists.

AHP Ambassadors' roles

As a team the Primary Care AHP ambassadors will work in partnership to:

1. Support understanding and uptake of AHP roles in primary care across Primary Care Networks.
2. Provide advice and support on developing new AHP roles in primary care, including training, education, recruitment and retention.
3. Develop a collection of primary care AHP case studies from across the region.
4. Support the development of a North West AHP primary care collaborative.
5. Work with Higher Education Institutes to support the future AHP workforce in primary care.



To do this the ambassadors will work with HEE, primary care networks, [training hubs](#), regional teams and other stakeholders; and connecting with other workforce ambassadors across the region.

They will provide support within their local system as well as more widely across the North West region and nationally.

Share your local primary care AHP service

To support the work of the ambassadors in the region we are now asking for examples of primary care AHP services from across the region – you can share these via the [North West AHP Network website](#).

Useful links

Some useful resources to support the implementation of AHP roles in primary care are:

- [Musculoskeletal First Contact Practitioner Services - HEE implementation guidance](#)
- [Musculoskeletal \(MSK\) First Contact Practitioners](#) - range of resources from HEE
- [Musculoskeletal \(MSK\) primary care e-learning programme](#)
- [AHP First Contact Practice in Primary Care – Level 7 module at the University of Central Lancashire](#)
- [Quick Guide: allied health professionals enhancing health for people in care homes](#)
- [First contact physiotherapy](#) - resources from the Chartered Society of Physiotherapy.

Find out more

You can find out more via the [North West AHP Network website](#) and contact the Primary Care AHP Ambassadors via ahp.north@hee.nhs.uk.



You can also follow the North West AHP Network on twitter via [@NWAHP](#).