

## Physician associate campaign information

Health Education England (HEE) are encouraging physician associates to pursue careers in general practice.

The campaign which ran earlier this year was designed to encourage more physician associates to choose to work in general practice and to increase awareness of the benefits of employing physician associates among GPs and practice managers.

The campaign included a variety of messages about the benefits of working as a physician associate in general practice. Key messages:

- There are many opportunities to develop a career in general practice at all levels
- A role in general practice is varied and includes managing patient lists, making referrals and undertaking home visits
- By working in general practice, physician associates can provide continuity of care for patients with long-term conditions
- Physician associates have an increasing role to play in general practice as part of a wider multi skilled team.
- Physician associates work in conjunction with and are complementary to the wider team working in a GP practice

A toolkit of visual materials can be available on our website: <https://www.hee.nhs.uk/our-work/primary-care/physician-associates-primary-care>

Feel free to share our video case studies too:

<https://www.youtube.com/watch?v=IhF4Rj5SGeM&list=PLrVQaAxyJE3f0bJP7K7T81Ew27EecVVb4&index=1>

### Sample newsletter copy

Physician associates (PAs) are healthcare professionals who are trained in the medical model and can complement the work of GPs and the wider practice team. They can offer both patient facing support and business support, helping to lessen your workload. [A number of video case studies](#) have been produced, highlighting the experiences of GPs and PAs in general practice.

Comment and share your own experiences using #AssociateYourself! Or find out more about employing a PA on the Faculty of Physician Associates' website: <https://bit.ly/2rlZPxn>

### Sample social media messages

#### Twitter

"The impact of the physician associates has been remarkable, it's changed the way the practice works and runs. It feels as though we are a more cohesive group of people delivering better

care.” <https://www.youtube.com/watch?v=hFDYwE6SR-4&list=PLrVQaAxyJE3f0bJP7K7T81Ew27EecVVb4&index=7>

Find out more about what PAs can add to general practice via @RCPLondon website: <https://bit.ly/2rlZPxn> #AssociateYourself

Physician associates (PAs) complement the work of GPs and the entire practice team. If you're thinking about employing a PA, there's lots of helpful advice on the @RCPLondon website: <https://bit.ly/2rlZPxn> #AssociateYourself

From referrals to home visits, a role in general practice for a physician associate varies every single day. Learn more about how you can employ a physician associate via @RCPLondon's website: <https://bit.ly/2rlZPxn> #AssociateYourself

Physician associates can help to broaden the capacity of the GP role and skill mix within the practice team to deliver patient care. Lots of helpful advice & guides on employing a physician associate via @RCPLondon's website: <https://bit.ly/2rlZPxn> #AssociateYourself

“You can really see the difference that you make in patients' lives but also in the lives of your colleagues as well” #AssociateYourself and kickstart your career: <https://bit.ly/2B0obrn>  
<https://youtu.be/PIIrEsGtkOk>

“One of the reasons I decided to enter primary care was the continuity of care.” Take a look at a day in the life of a physician associate in general practice. #AssociateYourself and kickstart your career: <https://bit.ly/2B0obrn> <https://youtu.be/PIIrEsGtkOk>

## Facebook, LinkedIn and Instagram

“I would definitely recommend that other GPs should work with PAs” – Kristina, a GP. <https://bit.ly/2rlZPxn>. Learn more about how you can employ a physician associate via The Faculty of Physician Associates' website: <https://www.youtube.com/watch?v=6KE-7YX78E&list=PLrVQaAxyJE3f0bJP7K7T81Ew27EecVVb4&index=9> #AssociateYourself

“My experience of physician associates on a daily basis has been a really positive one” – Talac, a GP. <https://www.youtube.com/watch?v=hFDYwE6SR-4&list=PLrVQaAxyJE3f0bJP7K7T81Ew27EecVVb4&index=7>. Find out how you can employ a physician associate via The Faculty of Physician Associates' website: <https://bit.ly/2rlZPxn> #AssociateYourself

“The impact of the physician associates has been remarkable. It feels we're a more cohesive group of people delivering better patient care”. Find out how you can employ a physician associate in your practice via The Faculty of Physician Associates' website: <https://bit.ly/2rlZPxn> #AssociateYourself

Physician associates are healthcare professionals who are trained in the medical model and can complement the work of GPs and the wider practice team. Find out more about how you can employ a physician associate in your practice via The Faculty of Physician Associates' website: <https://bit.ly/2rlZPxn> #AssociateYourself

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