

Primary Care UK The Podcast

Primary Care
UK

HOSTED BY
MUNIR ADAM

FAQs

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| <i>What is Primary Care UK?</i> | <p>Primary Care UK is a podcast that meets the needs of primary care staff in GP surgeries, PCNs, and urgent care. It delivers education, valuable information, and promotes mutual understanding and wellbeing. The podcast allows for staying informed without screen-time and invites speakers from various professions, topic experts, and relevant insight providers.</p> |
| <i>How do you access the podcast?</i> | <p>The podcast is accessible directly through the link below, or via links to popular podcast players like Apple Podcasts, Google, Spotify, etc.</p> <p>Primary UK Podcasts</p> |
| <i>Which staff groups is the podcast aimed at?</i> | <p>PCUK's primary audience is composed of clinical staff working in Primary Care (General Practice), although some episodes may have broader appeal. The primary target groups include:</p> <ul style="list-style-type: none">● GPs: Principal, Salaried, Locum, OOH, Trainees● Nurses: General Practice Nurse, Nurse Practitioner, Nursing Associate● AHPs: Physician's Associates, Clinical Pharmacists, First Contact Physiotherapist, Primary Care Paramedic, Mental Health Practitioners● Several episodes have also been found to be relevant and interesting to non-clinical staff, managers, Training Hub leads, and other healthcare professionals working in the NHS. |
| <i>What type of content does PCUK provide?</i> | <p>The content that would be helpful to the target audience can be categorized into five areas:</p> <ul style="list-style-type: none">● Clinical learning (Education updates)● Integration (System updates)● Working together (understanding each other's roles)● Supporting each other (Supervision)● Enjoying work (Personal wellbeing) |

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| <p><i>What organisation/system priorities does this serve?</i></p> | <p>The podcast can assist with different priorities, depending on the episode topic and the specific area, although upskilling the workforce is a common goal across all areas.</p> <ul style="list-style-type: none"> ● Education & training agendas ● Multi-professional agenda ● Recruitment & retention agenda ● Wellbeing agenda ● Equality agenda ● HEE/HLP/NHSE/Training Hub/Trust updates |
| <p><i>What is the added value that PCUK brings?</i></p> | <p>The podcast provide a valuable supplement to other modes of communication and learning, such as emails and webinars. They offer several unique benefits, including the ability to give your eyes a break from screen time, the convenience of being able to listen while on the move (encouraging walks or other activities), and the flexibility to multitask, which is especially helpful when time is scarce.</p> |
| <p><i>How does this fit in with other podcasts? What is it's unique offering?</i></p> | <p>We collaborate with other podcasters in the field, rather than competing with them, and have specific multi-professional criteria for each episode. We aim to bring together various professions in Primary Care and scrutinize each episode for suitability.</p> |
| <p><i>Which organisation is providing this service?</i></p> | <p>PCUK involves the Integrated Care Support Services team and NHS England, to ensure its success. The podcast welcomes speakers from various backgrounds, including individual professionals with valuable insights. The project has Munir Adam serving as both the host and technical editor, while reviewers from various professions provide their feedback. Each organization participating in the project is responsible solely for the episodes they contribute to.</p> |
| <p><i>How successful has PCUK been?</i></p> | <p>The podcast features passionate experts whose contributions receive positive feedback. Although all episodes have relevance in England and some in the UK, the podcast was soft-launched in London before wider promotion in 2023. Despite this, regular listeners are tuning in across the UK, and from around the world.</p> |
| <p><i>How is this funded? Do you receive private sponsorship?</i></p> | <p>The main funding for this project comes from the Integrated Care Support Services, who are the primary backers of Season 2. We may also receive sponsorship from private sources. Munir Adam is the host and technical editor, and we have a fantastic team of volunteers who generously contribute their time, expertise, and oversight. PCUK Podcasts is a not-for-profit organisation dedicated to producing episodes, even without funding. However, we kindly ask for funding to cover the host's time, although it's not obligatory.</p> |
| <p><i>How do I get involved?</i></p> | <p>Please help us promote this podcast to reach as many people as possible. You can use our content to serve your priorities and provide a link to the</p> |

podcast on your website. If you have a topic idea and someone to talk about it, please let us know. If you commission one or more episodes, we'll acknowledge your contribution verbally and in the description. We welcome feedback, comments, and ideas.

I would like to produce an episode. What will this entail?

You would typically do the following:

- Decide on the topic to cover (must be of value across England as a minimum, and have multi-professional appeal)
- Identify one or more speakers willing to talk for the episode.
- Clarify anything specific you want/do not want in the episode, particularly if it is being commissioned by your organisation. This is to ensure it meets your requirements.
- Provide a point of contact email and person, and also who will be approving the draft.

We would also encourage you to be involved with promotion, evaluation, providing your own feedback, and sharing innovative ideas on how the topic might be successfully covered in the recording.

We will do the following:

- Liaise with the main contact person, and directly with anyone speaking in the episode
- Suggest ways of making the recording as impactful as possible
- Host the episode
- Record any conversation(s) unless already provided as audio files; convert and stitch together sections.
- Edit the episode
- Publish the episode
- Promote the episode

I have a question, or a suggestion, who do I contact:

england.primarycareuk@nhs.net



Delivered in collaboration with Integrated Care Support Services