**IGPM Press release**

**The NHS is in crisis – Help patients access the “Right Care, First Time”**

*New campaign video helps explain why you don’t always need to see the GP*   
                                                                                      
General practice is facing unprecedented pressure. Demand is exceeding capacity, patients are facing longer delays and abuse in practice is rising as a result.

Today the [Institute of General Practice Management](https://igpm.org.uk/) (IGPM) launch their campaign to try to reduce the burden on GPs by explaining why you don’t always need to see the doctor.  
  
GP surgeries frequently now have teams of exceptionally skilled, qualified healthcare professionals who have the experience and competency to treat many of the patients who traditionally believe they need to see the GP.

- Repeat medication queries are managed most effectively by pharmacists  
- Sprains, sports injuries and muscle pains are treated by a Musculoskeletal specialist or physiotherapist.  
- Pregnancy tests or the morning-after-pill can be accessed via a Pharmacist

- Earache and sinuses can be managed by your Nurse Practitioner or Paramedic.

- Your child is running an ongoing high fever that is not responding to medication, or you have a lump in your breast – your GP wants to see you.

Utilising the experience of the full primary care team, ensures your GP is able to see the patients who need their expertise more quickly, reducing the demand on their time.

Robyn Clark, a Managing Partner in South Gloucestershire and Director of the IGPM commented:

“More and more patients are needing ongoing treatment in the community but there are also new patients coming in with minor illnesses or ailments that also need seeing. By employing a multi-skilled team practices are able to help improve access for these other issues but keep GPs free to see patients that only they can see, which also helps maintain continuity for ongoing problems. By assisting the Reception staff patients can get the right care, first time for their problem. “

Kay Keane, Practice Manager in Manchester, and Director of the IGPM commented :

“We don’t have just receptionists in General Practice anymore, we have a team of highly skilled care navigators who will help patients to get the care that they need, at the time and place they need, with the person that they need. This ensures that they get the right care first time.

To be seen by the right expert, patients need to share details of their request with the teams on the front desk so we can work with them to get the right care. This isn’t always going to be with a GP. We have so many highly skilled people in the practice and wider team that better suits all our patients needs. GP’s can then concentrate on the most unwell within our communities”

The campaign video [can be found here.](https://www.youtube.com/watch?v=FiH-pDos0BE)

Join with practices around the UK to share this campaign across your social media channels, your newsletters, your local LMCs/ICBs and media.   
  
Help reduce the pressure on your local practice by getting patients the #RightCareFirstTime https://www.youtube.com/watch?v=FiH-pDos0BE  
  
  
  
  
**ENDS**  
  
For more information on the ‘Right Care, First Time” campaign contact  
  
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