

LMC Update November 18th 2021

Campaign Highlights the Full Capabilities of General Practice

The next face of our awareness campaign has launched this week to help patients better understand the roles of health professionals working in general practice who are available to support them with their health care needs.

This is the second phase in the “We Are Primary Care” initiative created with the support of the local Clinical Commissioning Groups. The campaign features films and graphics featuring local general practice workers including physiotherapists, clinical pharmacists and advanced nurse practitioners.

The core message of We Are General Practice is to demonstrate that, in addition to GPs, many practices are staffed with a wider team of health professionals with specialist skills and knowledge.

The phase 2 campaign announcement can be viewed [here](#). All the new materials for practices to use – videos, graphics and posters – can be viewed on the existing [campaign page here](#), where you can still find all the materials from phase 1 which focussed on ending abusive behaviour.

The first of the new videos (on the role of Health and Lifestyle Practitioner) can be viewed on [our YouTube page](#) and more videos will be added soon.

All practices will soon be receiving a pack of printed materials including posters.

Please do make use of all the materials in practices, websites, practice screens, and social media. And let us know your feedback on the materials and how you’ve used them.

Events

There are several events coming up soon which you may be interested in:

GP Forum Study Day – Women’s Health
Thursday November 25th 2021, 11:30-16:30
The Mercure Grange Park Hotel, Willerby, Hull HU10 6EB
Free event

There will be presentations and discussion on

- Breast Disorders – Benign and Malignant – treatment options and surgical procedures (Mr Dorin Dumitru, Castle Hill Hospital, Hull)
- Gynecological Cancers – Cervical HPV vaccination, screening and management of abnormal smears. Ovarian screening and treatment options. (Dr Marina Flynn, Castle Hill Hospital, Hull)

This event carries 3 hours of CPD. A Certificate of Attendance will be issued along with a Personal Development Plan summary form, which will be supplied for your portfolio. Any lecture notes provided by the speakers will be available to download.

Further details including booking information can be found on the [event flyer](#). Online booking at [GP|FORUM – Events \(gpforum.com\)](https://gpforum.com)

Hull Medical Society – Innovation Within Healthcare

Thursday November 25th 2021, 19:00 – 20:30

Online Event via Zoom. Free and open to all.

The world is facing healthcare problems too big for any individual organisation, it takes true partnerships to solve these problems. The speaker will be Stuart McKinlay, Vice President Global Research and Development, Advanced Wound Management at Smith+Nephew.

More details and online booking at [Eventbrite](#).

**HCV HCP Mental Health, Learning Disabilities and Autism International Conference
Friday November 26th 2021, 09:30am-13:00 – to be held virtually. Free event.**

Humber, Coast and Vale Health and Care partnership are holding their third annual international conference to celebrate the great work that is happening across mental health, learning disabilities and autism services.

The aim of the event is to showcase the improvements in mental health, learning disabilities and autism services that we have delivered as part of our partnership working across the Humber, Coast and Vale area.

The themes for the conference this year include building resilience during a pandemic, caring for our carers and looking after our frontline staff. The event will hear from the following keynote speakers:

- Claire Murdoch, National Director for Mental Health, NHSE/I.
- Professor Neil Greenburg, Professor of Defence Mental Health, Kings College London.
- Dr Jo Jordan, Clinical Lead, HCV HCP Staff Resilience Hub.

Book your place via [Eventbrite](#).

BMA Law – Partnership Disputes

Tuesday November 30th 2021, 13:00 – 14:00

Webinar. Free event.

BMA Law's expert partnership lawyer Sarah Carr will explain why you need to have a robust and up to date Partnership Agreement, and highlight the pitfalls of and solutions to some common GP partnership problems.

Want to attend but can't make it on the day? BMA Law will record the webinar and send it to all registered attendees after the event.

[Register for your place](#)

Management of IBS in Primary Care Consultation

King's College London are carrying out research into the ways GPs diagnose and provide dietary advice for patients with Irritable Bowel Syndrome (IBS). IBS is a common functional gastrointestinal disorder that can have a significant impact on people's quality of life. The way doctors diagnose patients with IBS, as well as the type of dietary advice provided to patients with IBS have not been widely documented.

This survey will help researchers understand their practices and needs in this important area. The questionnaire will take approximately 5 minutes to complete. Participants will be invited to enter a 32GB iPad prize draw. Take the survey at https://kclbs.eu.qualtrics.com/jfe/form/SV_bxRJNZtEShrLtZ3. Closes 22/11/2021.

Support from the LMC

Remember the LMC is here to support you, and we have lots of information and resources available on our [support pages](#).

A summary of our current support offer can be viewed [here](#). Places for the Practice Manager Buddying event for Practice Managers (30 November) are filling fast so don't delay saving your place – [more details](#).