Promoting Person-Centred Primary Care: a Framework for Policy Development

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Hull York Medical School, UK

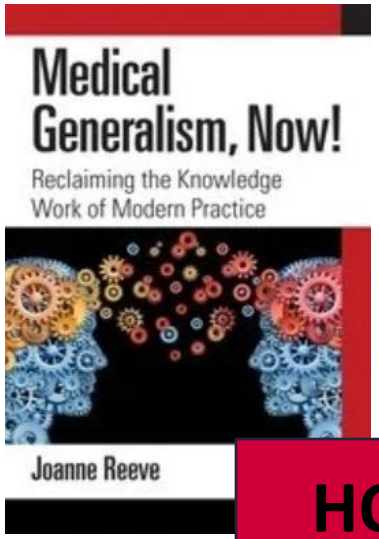
joanne.reeve@hyms.ac.uk

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Strengthening primary healthcare is an international priority



WHAT



HOW



WHY

- **CHANGE is HARD**
- **Needs CULTURE SHIFT** – not just more of the same
- **Story of 4E, 4P, 3B, 3M**

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Why we must: tackling the 3B's



Image c/o BMJ 2009, vol 339
Du Veure 2015: doi: 10.1136/bmjopen-2015-010119

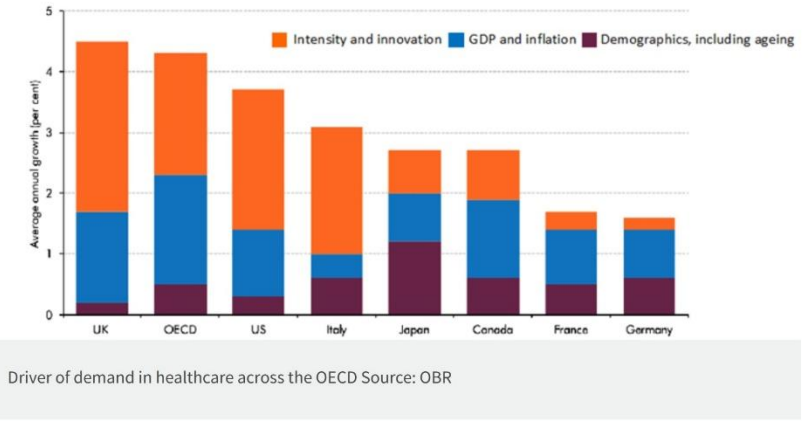
BURDEN



Martin 2025: BMJ https://doi.org/10.1136/bmj-2024-080811

BURNOUT

DRIVERS OF DEMAND



Driver of demand in healthcare across the OECD Source: OBR

Wilson 2020: www.hsj.co.uk/service-redesign/7027119.article

imBALANCE

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How we can: delivering the Culture Shift



Department of Health & Social Care

Good for you, good for us, good for everybody

A plan to reduce overprescribing to make patient care better and safer, support the NHS, and reduce carbon emissions

Published 22 September 2021

Independent Investigation of the National Health Service in England

The Rt Hon. Professor the Lord Darzi of Denham OM KBE FRS FMedSci HonFREng

September 2024

- Shift focus from disease -> whole person
- Expand Specialist medicine to include Advanced Generalist Medicine
- Shift from knowledge to wisdom based practice [**4E's**]

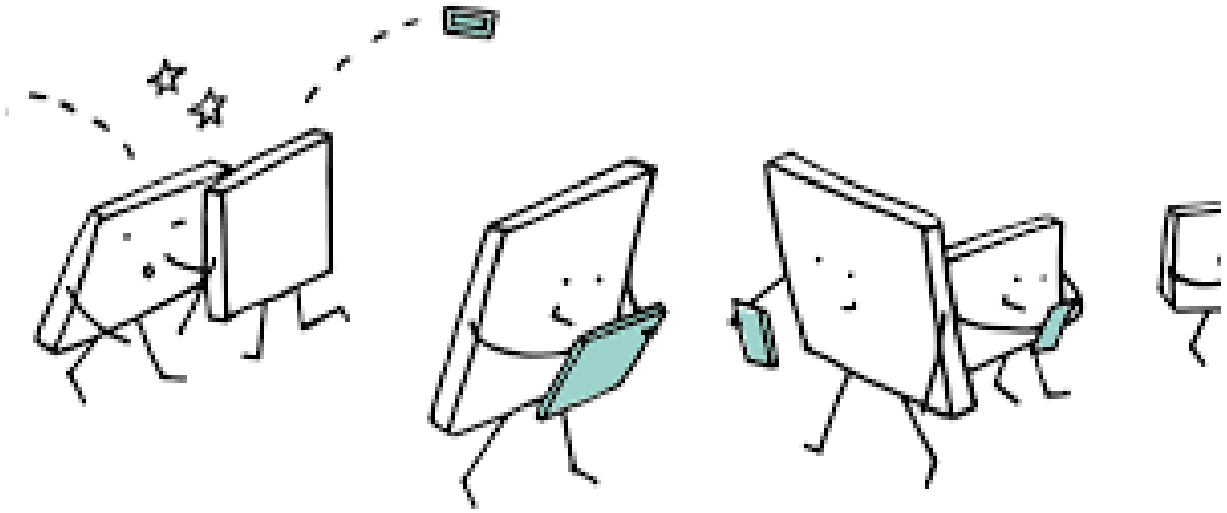
N Engl J Med. 2017 Aug 17;377(7):607-609. doi: 10.1056/NEJMp1706528.

Medical Education in the Era of Alternative Facts

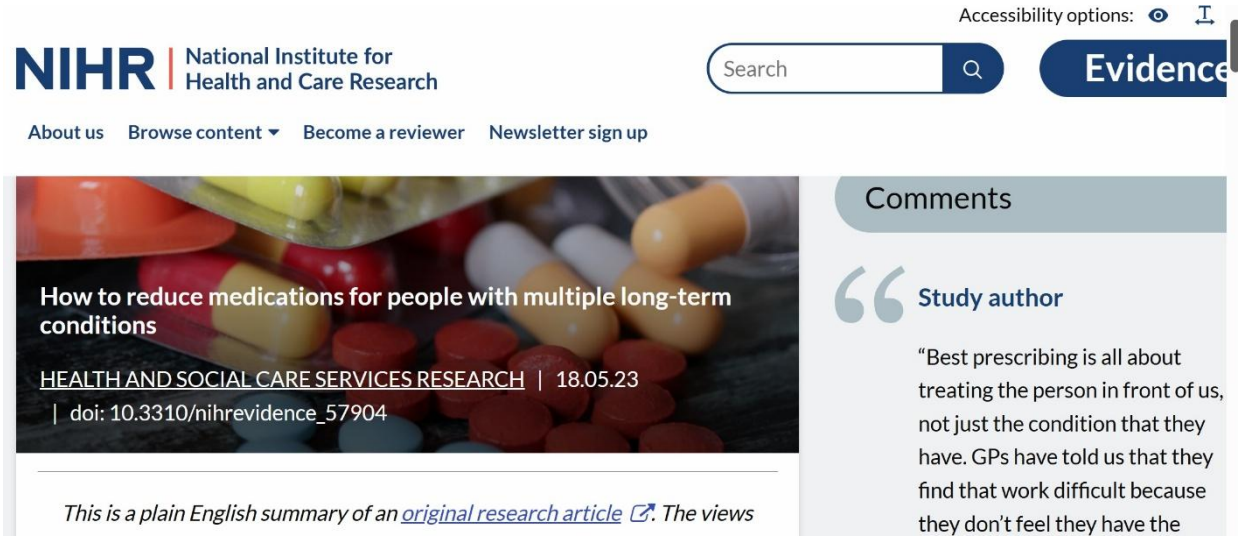
Richard P Wenzel [1]

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Tackling the 3Bs: 3 UK examples



Tackling BURDEN: Problematic Polypharmacy & TAILOR



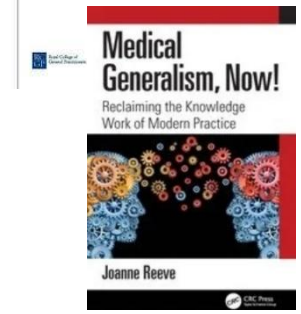
www.journalslibrary.nihr.ac.uk/hta/AAFO2475

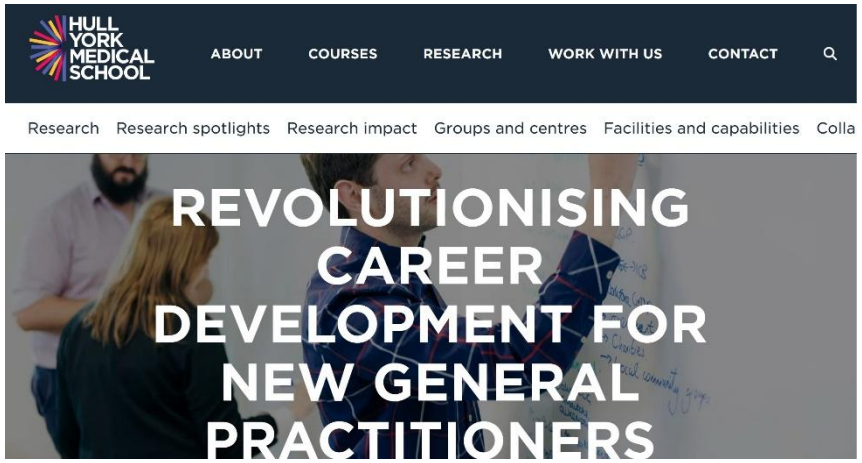
- Tackle the 4P's: Permission, Prioritisation, Prof skills & confidence, Performance mmt
- with the **DExTruS** framework: Data, Explanation, Trust & Supportive infrastructure

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Tackling BURNOUT: Workforce & CATALYST





- Strengthen Knowledge Work of professional practice - 4E's (EXPLORE, EXPLAIN, EVALUATE, EPISTEMOLOGY)
- => 3Ms of motivation (MEANING, MASTERY, MEMBERSHIP)

J Contin Educ Health Prof. 2024 Oct 1;44(4):242-248. doi: 10.1097/CEH.0000000000000566. Epub 2024 Aug 8.

Supporting the Primary Care Workforce Through Training in Advanced Generalist Practice: An Evaluation of the Catalyst Program

Myriam Dell'Olio [1], Joanne Reeve

Affiliations + expand

PMID: 39115357 DOI: 10.1097/CEH.0000000000000566

BJGP Open | BJGP Open

BJGP Open. 2021 Mar 31;5(2):BJGPO.2021.0005. doi: 10.3399/BJGPO.2021.0005

Understanding the impact of professional motivation workforce crisis in medicine: a rapid review

Efioanwan Andah [1,*], Blessing Essang [1], Charlotte Friend [1], Sarah Greenley [1], Kath
Maria Spears [1], Joanne Reeve [1]

CATALYST

WISEGP
www.wisegp.co.uk

www.hyms.ac.uk/research/stories/revolutionising-career-development-for-new-general-practitioners
https://pmc.ncbi.nlm.nih.gov/articles/PMC3259801/

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re-BALANCING the system

- New contracts for multimorbidity (PACT)
- New conversations with patients (Wise Provocation)
- New *Complex* Interventions (TIMES)


BJGP Open

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Research

Implementing change in primary care practice: lessons from a mixed-methods evaluation of a frailty initiative

Carol Bryce, Joanna Fleming and Joanne Reeve

BJGP Open 2018; 2 (1): bjgpopen18X101421. DOI: https://doi.org/10.3399/bjgpopen18X101421




Times
Tailored ManagEment of Sleep

HOME

PATIENT AND PUBLIC INVOLVEMENT

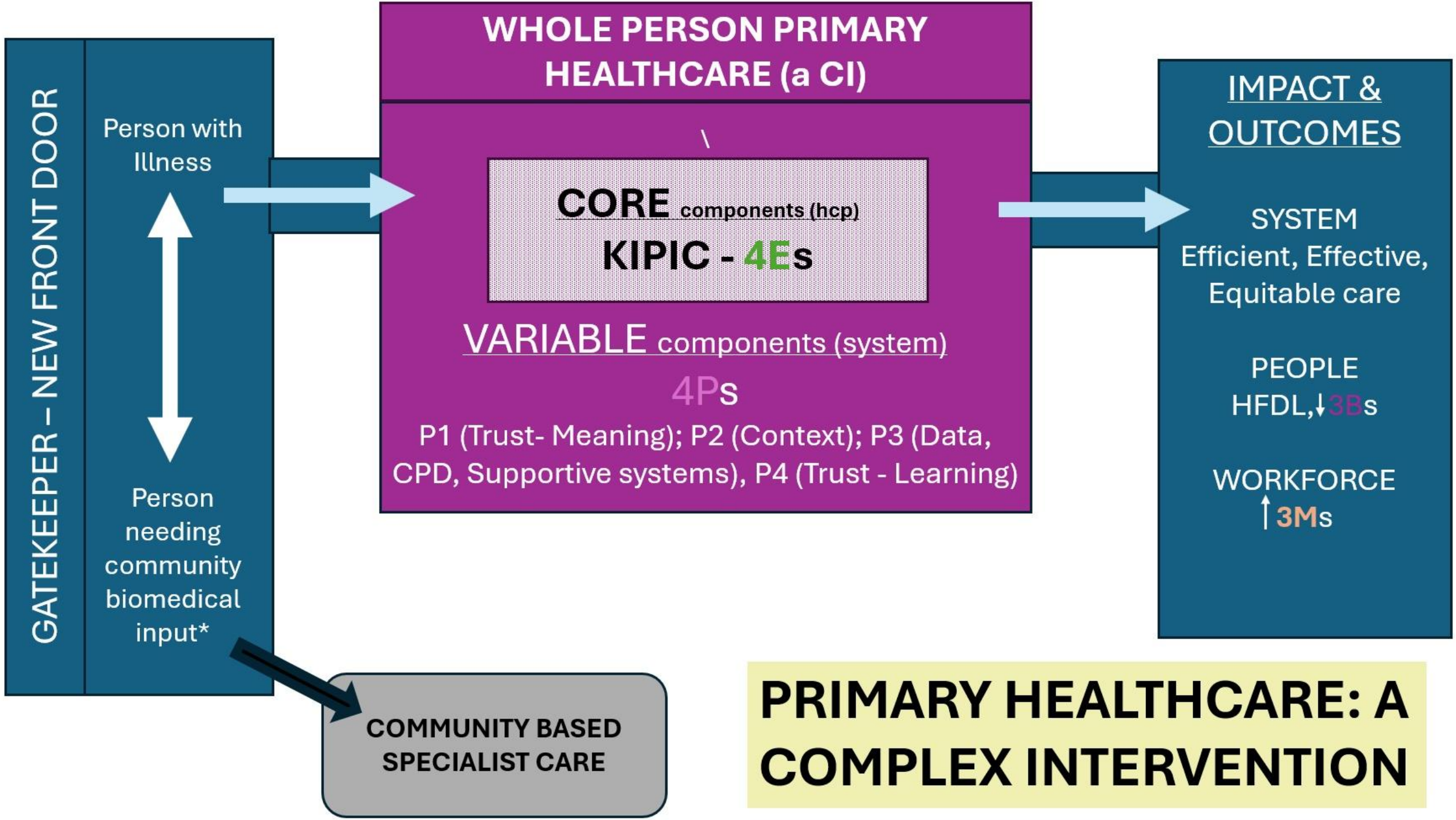
Welcome to Tailored ManagEment of Sleep (TIMES)


Research Methods & Reporting

A new framework for developing and evaluating complex interventions: update of Medical Research Council guidance

BMJ 2021 ; 374 doi: https://doi.org/10.1136/bmj.n2061 (Published 30 September 2021)

Cite this as: *BMJ* 2021;374:n2061


GATEKEEPER – NEW FRONT DOOR
Person with Illness
Person needing community biomedical input*
WHOLE PERSON PRIMARY HEALTHCARE (a CI)
CORE components (hcp)
KIPIC - 4Es
VARIABLE components (system)
4Ps
P1 (Trust- Meaning); P2 (Context); P3 (Data, CPD, Supportive systems), P4 (Trust - Learning)
IMPACT & OUTCOMES
SYSTEM
Efficient, Effective, Equitable care
PEOPLE
HFDL,↓3Bs
WORKFORCE
↑3Ms
COMMUNITY BASED SPECIALIST CARE
PRIMARY HEALTHCARE: A COMPLEX INTERVENTION

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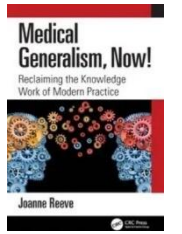
WISEGP www.wisegp.co.uk

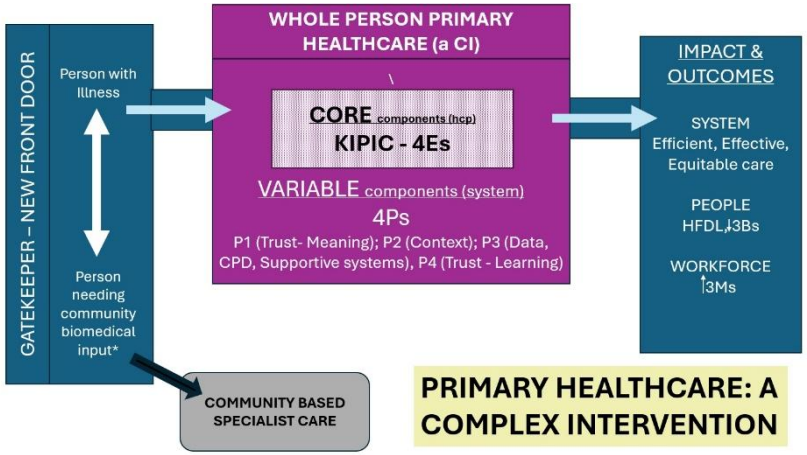
CATALYST

CONCLUSIONS

- GOAL: from EBM ->AGM
- VISION: wisdom of AGM 4E
- SKILLS: CATALYST, WiseGP, Interpretive Med 4E
- RESOURCES: inc. prioritisation of learning in context 4P 3M
- OUTPUT: KIPIC for WPC (with ↓3B & ↑3M)

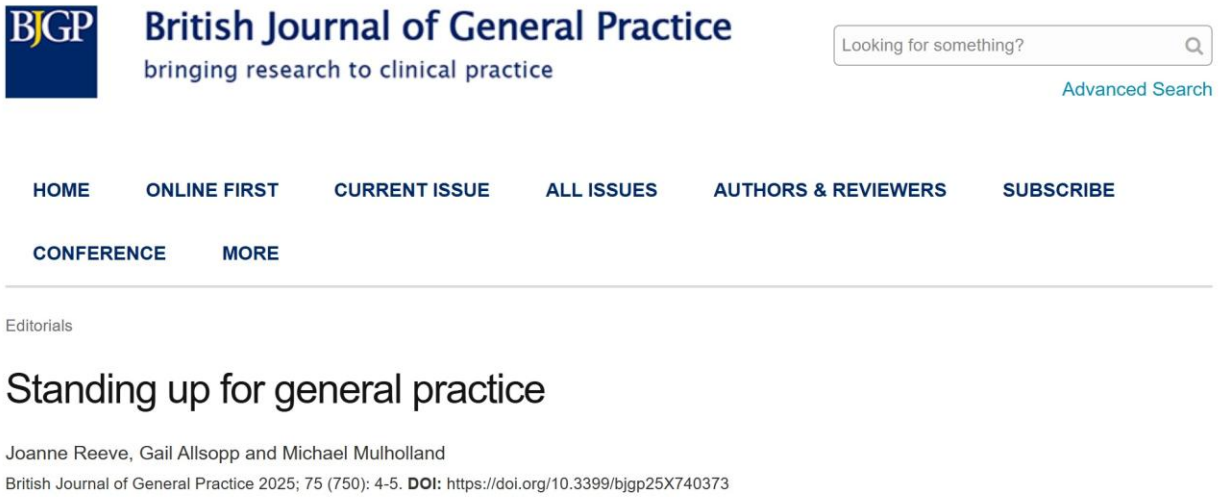






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Together, we can stand up for person-centred primary healthcare



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Standing up for general practice

Joanne Reeve, Gail Allsopp and Michael Mulholland

British Journal of General Practice 2025; 75 (750): 4-5. **DOI:** https://doi.org/10.3399/bjgp25X740373

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