

Role	Primary and Community Care
Responsible to:	Integrated Director of Primary Care & Public Health Director of Integrated Commissioning
Accountable to:	Healthier Greenwich Partnership
Hours	0.1 wte
Remuneration	Subject to discussion / backfill
Term of Appointment	One Year with option to extend for additional year
Notice Period	Three months

Role Outline – Clinical Lead for Primary and Community Care

Role Overview

We are seeking a dynamic individual who is a strategic thinker and system player. The role requires an individual with a good knowledge of the challenges currently facing our health and social care system, but who is also aware of the opportunities presented by integrated working across health and care.

The post holder will be responsible for supporting the development of transformational models of care, which deliver good quality resident and patient outcomes over primary care and community care.

The individual will be adept at building credible relationships that enable the trust and confidence of primary and community care colleagues across the borough. A proactive approach to communication with key stakeholders will be critical to this post.

Key objectives will be to:

- Facilitate the development of a clinical vision for primary and community care working together in Greenwich working key stakeholders
- Play a leading role in transforming the primary and community care system of healthcare at neighbourhood, Greenwich Place, Oxleas and south east London levels for Greenwich
- Provide a strong focus on reducing health inequalities, bringing system partners together to address this challenge
- Support system change to promote improvement, innovation, address variation with a focus on patient safety and quality
- Contribute to setting the strategy for innovation and transformation of primary and community care services
- Contribute to neighbourhood development as a core strategic approach to community-based patient-centred care

- Link the strategic deliverables for primary care, community care, LCNs and PCN in delivering a new model of integrated care
- Translate national policy or direction around primary and community care for local implementation, and support engagement with clinical and care professionals
- Support the provision of co-ordinated primary and community care services to our local population from neighbourhood through to place at scale
- Support effective workforce redesign, developing and embedding a multidisciplinary approach
- Develop an understanding on the challenges of long waits for routine care and solutions
- Provide direct expert clinical experience and advice into any new pathways – ensuring that more care is delivered in the community with the appropriate resources
- Support improved access to primary care services and the delivery of the extended access service, ensuring pathways with local borough services, NHS 111, Urgent and Emergency Care, Care Homes and access to diagnostics are developed
- Provide expertise to ensure Greenwich achieves efficiencies through redesigned pathways and optimal models of delivery, providing public confidence in the local NHS
- Be able to communicate highly complicated and sometimes contentious matters such as complex service challenges, risks, and processes to a range of audiences including staff, stakeholders and the public
- Work with all stakeholders in the Healthier Greenwich Partnership
- Engage actively and constructively with external partners, enabling partnership working – including partners in the care home and home care markets
- Drive and challenge each key working relationship to innovate and achieve the agreed objectives
- Nurture key relationships and maintain networks internally and externally, including local, south east London and London networks

2. Main Responsibilities

The key requirements identified for this role and the approaches:

Relationships

- Essential to have good relationship skills to galvanise clinical, care and operational perspectives across primary and community care.
- Must have a comprehensive understanding of the health challenges facing people living in Greenwich

- Must have a good understanding and knowledge of primary care, community provision population health needs in Greenwich
- Positively engage with external agencies and act as advocate for Greenwich
- Actively look for potential opportunities to improve overall service delivery and performance
- Connect and build trust with colleagues and patients across traditional boundaries - developing strong networks and relationships that work in service of patients over organisations, places or professional groups.

Clinical/service decision-making

- An experienced clinician with exceptional communication and collaboration skills who has the credibility to lead colleagues
- Able to make a connection between their work and the benefit to patients and the public
- A willingness and ability both to draw on established evidence and best practice and to challenge themselves and others to think creatively and seek out and spread innovation to generate new solutions to current and future challenges
- Make sound operational and clinical judgements that ensure safe and effective service provision
- Listen with compassion to the needs, hopes and challenges of those they work with and serve, using this understanding to actively involve others in the decisions that affect their lives.
- Able to interrogate and interpret quantitative and qualitative data to draw sound conclusions and inform evidence based decision making
- Support the borough lead to gather, verify and assess all appropriate and available information to gain an accurate understanding of the situation.
- The clinical lead will work closely with the Greenwich commissioners and other clinical and care professionals to identify innovative ways to improve the lives and clinical outcomes for people

Service delivery and outcomes

- Able to evidence a commitment to delivering patient centred care
- Ensure that the needs of service users and their carers are at the core of the way services are delivered
- Catalyse and embed ways to test and share new and innovative ideas and approaches that improve how we design and deliver care to our patients and population
- Ensure that service delivery is person centred, outcomes focussed and protective of individual service users' dignity

- Support colleagues to ensure that services meets all the relevant quality standards, specifically Care Quality Commission, CCG and all relevant NICE guidelines
- Support the effective and efficient deployment of resources to achieve agreed outcomes and targets
- Work as a team member developing and maintaining effective working relationships
- Keep up to date with relevant policies and procedures

Creativity and innovation

- Dynamic personality with the ability to build trusted stakeholder relationships and wide support networks in Greenwich and across south east London
- Encourage and test new ways of working together, collaborating, and learning from each other to achieve our collective ambition to improve the health and wellbeing of our population
- Seek out and embrace different ideas, perspectives and challenges – being able to adapt and change course by continually learning from others around them
- Be able to take an innovative and creative approach to solving problems
- Considers innovation in the workplace an ongoing responsibility and welcomes change as an integral part of both individual and organisation development
- Acts as a positive role model for innovation and a facilitator for change

Planning and organising

- A visionary and strategic thinker open to new ideas and ways of working
- Develops practical and realistic plans to achieve outcomes/objectives
- Considers the wider implications with regards to skills, resources in achieving plans/ outcomes/objectives
- Ensures appropriate resources and levels of capability to deliver priorities
- Takes responsibility for delivery of plans, outcomes and objectives which may involve coordinating and organising others
- Self-motivated, with an enthusiasm for leading and driving change at scale

Communication

- Has excellent communication skills, with the ability to build effective relationships, influence, persuade and negotiate with others
- Able to evidence political astuteness, sensitivity, empathy and cultural awareness
- Actively contribute to a culture of positive communication

- Support the borough lead to deliver presentations and training internally to staff and externally to partners/ agencies, where appropriate
- Support the borough lead with CQC inspections, service developments and other relevant tasks

Personal development

- Continually develop own clinical knowledge and practise with respect to service speciality
- Maintain professional registration relevant to the role (e.g. GMC, NMC, etc.)

Equality and Diversity

- Act in ways that support equality and value diversity
- Help to develop and maintain an organisational culture that supports equality and diversity