

















As part of our work to build understanding of the way primary care is working, please find available below social media materials highlighting the different roles in primary care.







A range of health and care professionals work at GP practices or medical centres, including GPs, practice managers, receptionists and many other staff. GP practice teams also works closely with health visitors, midwives and staff from mental health and social care services. This multi-disciplinary team brings together the expertise and skills of different professionals to make sure patients get the help they need.





Please note that the original high-resolution images are available to [download from our resource page](#).

ROLE	MESSAGE	TWITTER	INSTAGRAM
Pharmacy technician	Pharmacy technicians work in primary care using their specialist knowledge to offer advice to patients on how to best manage both their health and medicines #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM PHARMACY TECHNICIAN</p> <ul style="list-style-type: none"> ✓ Ensure effective and efficient use of medicines ✓ Respond to medication queries from patients and staff ✓ Use their technical skillset to support clinical pharmacists 	 <p>YOUR PRIMARY CARE TEAM PHARMACY TECHNICIAN</p>
Occupational therapist	Occupational therapists support people of all ages with problems resulting from physical, mental, social or development difficulties #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM OCCUPATIONAL THERAPISTS</p> <ul style="list-style-type: none"> ✓ Help people who have difficulties doing everyday activities ✓ Work as part of the primary care multi-disciplinary team ✓ Identify goals to help people maintain, regain, or improve independence 	 <p>YOUR PRIMARY CARE TEAM OCCUPATIONAL THERAPIST</p>

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Podiatrist	Podiatrists are healthcare professionals that have been trained to diagnose and treat foot and lower limb conditions #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM PODIATRIST NHS</p> <ul style="list-style-type: none"> Provides assessment, evaluation and treatment for patients Works with healthcare professionals such as physiotherapists and dietitians Focuses on prevention and early intervention 	 <p>YOUR PRIMARY CARE TEAM PODIATRIST</p>
Dietician	Dietitians are healthcare professionals working in a variety of settings including primary care that diagnose and treat the diet and nutritional problems of individual patients as well as working more widely in public health #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM DIETICIAN NHS</p> <ul style="list-style-type: none"> Assesses, diagnoses and treats dietary and nutritional problems Enables people to make appropriate lifestyle and food choices Promotes good health and helps prevent disease 	 <p>YOUR PRIMARY CARE TEAM DIETICIAN</p>
First contact physiotherapist	First contact physiotherapists are qualified independent clinical practitioners who can assess, diagnose, treat and manage musculoskeletal conditions #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM FIRST CONTACT PHYSIOTHERAPIST NHS</p> <ul style="list-style-type: none"> Where appropriate can discharge a patient without a medical referral Can be directly accessed by patients Provides patients with a rapid, accurate diagnosis and health plan 	 <p>YOUR PRIMARY CARE TEAM FIRST CONTACT PHYSIOTHERAPIST</p>

ROLE	MESSAGE	TWITTER	INSTAGRAM
Community paramedic	Community paramedics in primary care can recognise and manage the deteriorating patient and can support patients with long-term conditions, minor injuries and minor illness #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM COMMUNITY PARAMEDIC <ul style="list-style-type: none"> ✓ Recognising and managing deteriorating patients ✓ Supporting patients with mental health and falls treatment ✓ Supplying a range of medicines including antibiotics and analgesics </p>	 <p>YOUR PRIMARY CARE TEAM COMMUNITY PARAMEDIC</p>
Nursing associate and trainee nursing associate	The nursing associate is a new support role in primary care that bridges the gap between healthcare support workers and registered nurses #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM NURSING ASSOCIATE AND TRAINEE NURSING ASSOCIATE <ul style="list-style-type: none"> ✓ Delivering hands-on, person-centred care ✓ Working with people of all ages in health and social care settings ✓ Plan to train thousands more nursing associates every year across the country </p>	 <p>YOUR PRIMARY CARE TEAM NURSING ASSOCIATE AND TRAINEE NURSING ASSOCIATE</p>
Social prescribing link worker	Social prescribing link workers connect people to community groups and other organisations for practical and emotional support and offer a holistic approach to health and wellbeing #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM SOCIAL PRESCRIBING LINK WORKER <ul style="list-style-type: none"> ✓ Give people time and focus on what matters to the person ✓ Support community groups to be accessible and sustainable ✓ Patients can also self refer </p>	 <p>YOUR PRIMARY CARE TEAM SOCIAL PRESCRIBING LINK WORKER</p>

ROLE	MESSAGE	TWITTER	INSTAGRAM
Care co-ordinator	Care co-ordinators provide extra time, capacity and expertise to support patients in preparing for clinical conversations or in following up discussions with primary care professionals #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM CARE CO-ORDINATOR Provides extra time, capacity and expertise to support patients Works closely with GPs and other primary care colleagues to manage patient workload Focuses on delivery of personalised care</p>	 <p>YOUR PRIMARY CARE TEAM CARE CO-ORDINATOR</p>
Mental health practitioner	Primary care mental health practitioners provide one-to-one support to people within GP practices, helping to discharge people from hospitals, liaising between services and providing ongoing mental health support #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM MENTAL HEALTH PRACTITIONER Part of a team addressing the needs of patients with mental health issues A bridge between primary care and specialist mental health providers Supports to enable social support in the community</p>	 <p>YOUR PRIMARY CARE TEAM MENTAL HEALTH PRACTITIONER</p>
Clinical pharmacist	Clinical pharmacists work in primary care to clinically assess and treat patients, using their expert knowledge of medicines to help those with chronic diseases and much more #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM CLINICAL PHARMACIST Clinically assessing and treating patients Expert knowledge of medicines Helping patients with chronic diseases and those with complex medication use</p>	 <p>YOUR PRIMARY CARE TEAM CLINICAL PHARMACIST</p>

ROLE	MESSAGE	TWITTER	INSTAGRAM
Health and wellbeing coach	Health and wellbeing coaches work in primary care to help patients develop the knowledge, skills, and confidence to reach their own health and wellbeing goals #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM</p> <p>HEALTH AND WELLBEING COACH</p> <ul style="list-style-type: none"> ✓ Health coaching skills ✓ Support people to reach their health and wellbeing goals ✓ Encourage proactive prevention of new and existing illnesses <p>NHS</p>	 <p>YOUR PRIMARY CARE TEAM</p> <p>HEALTH AND WELLBEING COACH</p>
Physician associate	Physician associates work alongside doctors in primary care to provide medical care such as diagnostics, investigations and treatments. By providing a stable section of the workforce they can help ease the pressures the NHS currently faces #PrimaryCare	 <p>YOUR PRIMARY CARE TEAM</p> <p>PHYSICIAN ASSOCIATE</p> <ul style="list-style-type: none"> ✓ Healthcare professionals with a generalist medical education ✓ Work alongside doctors to provide medical care such as diagnosis, investigation and treatment ✓ Help ease pressures in the NHS by providing a stable section of the workforce <p>NHS</p>	 <p>YOUR PRIMARY CARE TEAM</p> <p>PHYSICIAN ASSOCIATE</p>