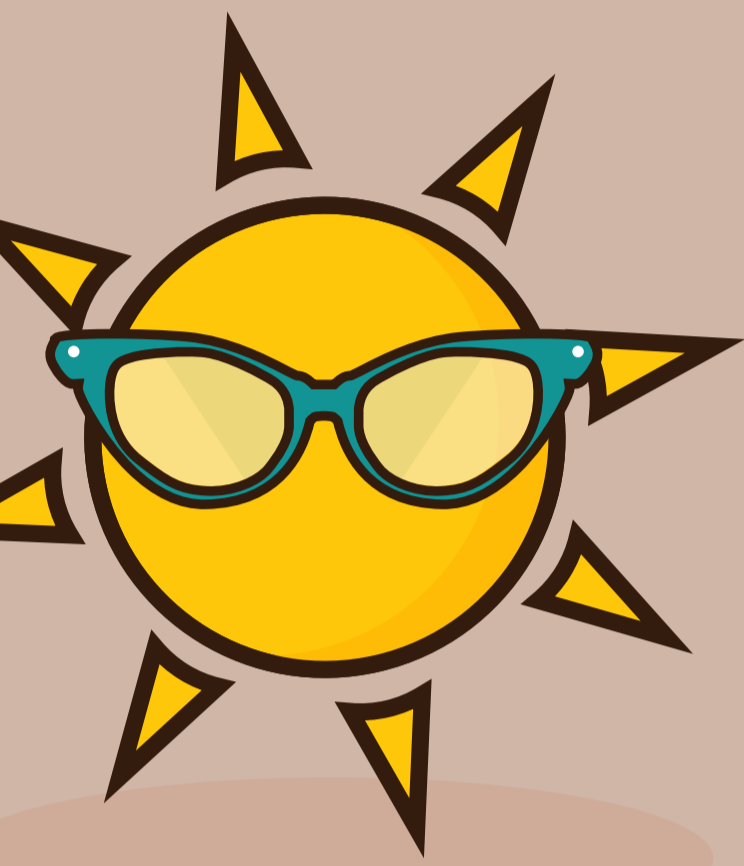




THE PRACTICE MANAGER

A need to know guide



It's time to shine

The heat is on. General practice has come to be viewed as central to addressing current NHS challenges. The solution, as outlined in the *Five Year Forward View*, is seen to be a 'scaling up' of GP practices to larger organisations or networks that deliver broader, highly coordinated services. Add to this the existing internal stresses - increased pressure on services, limited resources, recruitment challenges - and you see practice leaders are being asked to deliver excellent outcomes with severely stretched resources.

Not only must GP partners and practice managers juggle finances, income generation, procurement, HR, security and site maintenance but also facilitate new care models and meet rising standards of care. We're here to help them shine.

What do we know about those forging the future of general practice?

The health sector is ever in flux, this means our readers need focused, to-the-point information that enables them to quickly and effectively enhance their offering and mark themselves out as leaders of the proverbial pack.

GP partners and practice managers are accountable for patient and practice outcomes - managing, for example, recruitment, procurement, HR, site maintenance and staff training - which is reflected in the remit of our content.

The government's *Five Year Forward View* openly tied the success of its own health agenda to the development of a successful primary care sector. For primary care to really prosper, it requires unequivocal management. Our readers are the very professionals to influence when it comes to selecting, specifying or purchasing decisions in the practice.



Some areas of interest leading the agenda at the moment


QOF - Quality and Outcomes Framework


Patient Premium expenditure


Care Quality Commission (CQC) standards


Multi-disciplinary, integrated primary care


Improved infrastructure: premises and technology