City East Oxford PCN

Joint PCN learner pathways

Additional project description

Developing materials to support the learning environment, create a brand and identity for the PCN, network and promote PCN learning environments

Project deliverables

- To create an identity for the PCN to promote its image professionally and gain more learners and buy in from universities and the voluntary sector
- We wanted to develop and enhance existing supporting documentation through timetables, practice profiles, disease led pathways and a welcome pack to support inductions and information sharing with universities

Methods

- Contracted a graphic designer, who worked with the PCN Manager to create a logo and brand that represents the three practices, wellbeing and collaborative working
- We also developed a welcome pack, updated existing templates and provided example work to share with other PCNs and TVW Primary Care School
- Increased networking by PCN Manager to promote new branding and supporting of others wishing to take part in the PCN learning environment or wanting help post accreditation

Outcomes and impact

- Create a clear brand and logo to enhance PCN image and promote its services within PCN learning environment to universities, TVW Primary Care School, PCNs, Primary Care workforce and across TVW
- Improve supporting docs for learners with branding and logo and to make the PCN learning environment materials look more professional
- Produce a new welcome pack for learners as well universities which also highlights the PCNs successes
- Sharing of materials to help support newly accredited PCNs in their set up and inspire others with ideas on to achieve best outcomes
- Drive to network across Oxford Health, universities and their departments, TVW, voluntary sector
- Bring in more learners, to include increase offer to all ARRS, understand PCN capacity
- Completion of PCN learning environment schedule planner that helps plan learner's placements, timetabling and capacity of PCN and practices

Breakdown and use of funding

- Approximate total - £1,500 - welcome pack estimated £340, templates £360, brand identity £800. Remaining £3,500 yet to be spent - further activity to be identified following completion of this project

Reflections and learning

- PCN Manager has been mindful of their time when undertaking this additional work
- Allocating specific time to help manage multiple workloads has helped and to support project deadlines

Next steps

- Launch of PCN learner schedule which incorporates practice-level med student commitments, to help identify what capacity the PCN has when taking on a learner
- To get to a position where there is almost a rota or structure of learners coming through the PCN with multiple HEIs across a rolling academic year to help with long term management of the learning environment
- Learner timetables templates ready to use for each placement
- To expand learner placements within the INT project

CITY EAST OXFORD
PRIMARY CARE NETWORK