DERBY & DERBYSHIRE GENERAL PRACTICE PROVIDER BOARD

STRATEGIC CLINICAL LEAD ROLE (Digital)

JOB DESCRIPTION

1. JOB DETAILS

Job Title: Strategic Clinical Lead (Digital)

Reporting to: GPPB Medical Director

Accountable to: Derby & Derbyshire Primary Care Networks/Practices

2. THIS ROLE

The Strategic Clinical Lead for Digital will be representing GPPB and hence Derby & Derbyshire general practices and PCNs, to give a general practice provider voice into pathway design, and transformation plans. The Clinical Lead can expect the full support of the GPPB Board Members and executive team. They are accountable to the Derby & Derbyshire Primary Care Networks and Practices and will be required to provide regular feedback on key meetings attended and associated work programme. The role will be undertaken in line with GPPB mission, vision and values. (see supporting information)

The strategic Clinical Lead will work collaboratively with clinicians and managers from community and secondary care, but always with a clear focus on general practice's role in any service provision or design.

The individual will bring their unique perspective, informed by their expertise and experience, and ensure that:

- The voice of General Practice is clearly heard and understood
- There is a consistent focus on quality, integration and innovation
- Decisions are taken with regard to securing the best use of public money
- There is a focus on prevention, reducing inequalities, and improving patient outcomes
- Good governance principles are adhered to

3. KEY RESPONSIBILITIES

- **Strategic Leadership:** Provide expert clinical leadership and a strong general practice perspective on all digital transformation programmes, ensuring they are clinically sound and fit for purpose within primary care.
- **Digital Champion:** Drive and support the adoption of digital technologies across general practices, including online consultation platforms, digital triage systems, patient-facing services, and data sharing solutions.
- **Clinical Governance & Safety:** Ensure robust clinical governance and safety standards (e.g., DCB0129/DCB0160) are applied to all digital health technologies used within primary care.
- **System Collaboration:** Represent GPPB in meetings with the Integrated Care System (ICS), secondary care, neighbourhood care, and technology suppliers to co-design integrated digital pathways that work for patients and staff.
- **Communication & Engagement:** Act as the key liaison for digital matters, providing regular feedback to PCNs and practices on digital initiatives and ensuring their views are clearly heard and understood by system leaders.
- **Addressing Inequalities:** Focus on how digital solutions can help reduce health inequalities, ensuring equitable access for all patient populations and considering the challenges of digital exclusion.
- **Support and Empower:** Amplify clinical and managerial leadership across general practice and PCNs, driving locally relevant initiatives, and strengthening capacity through existing frameworks. To include supporting the appointment of a GP IT Clinical Fellow, manager lead and communities of practice.

Person Specification:

We are looking for a highly regarded and forward-thinking clinical leader. The ideal candidate will be able to think strategically beyond their own professional viewpoint and inspire innovation across the system.

Professional Qualifications and Experience	Essential	Desirable
An appropriately qualified GP on the current NHS Derby City and Derbyshire performers' list as a practice partner, salaried doctor or a regular locum at a constituent GP practice (GMC registered). <u>or</u> An appropriately qualified and experienced non-GP clinician working at a constituent GP practice within the ICB area.	X	
Knowledge	**Essential**	**Desirable**
A strong interest and understanding of primary care clinical IT systems (e.g., EMIS, SystmOne) and familiarity with the NHS digital policy landscape, including the NHS Long Term Plan and the 'What Good Looks Like' framework.	X	
Understanding of NHS strategic priorities and policy frameworks		X
Appreciation of the complexity of integrated care and cross-sector collaboration.	X	
Aptitude	**Essential**	**Desirable**
Strategic and credible leader with the ability to influence across systems and inspire innovation.	X	
Excellent interpersonal skills with a proven ability to work collaboratively, share information effectively and build strong relationships across a range of organisations.	X	
Able to balance competing priorities and align front-line needs with system-wide objectives.	X	
Leadership Skills	**Essential**	**Desirable**
Visionary and values-driven leader, demonstrating empathy, integrity, and a commitment to inclusive leadership	X	
Collaborative and accountable, able to motivate colleagues and hold peers to high standards of delivery.	X	
Track record of embedding patient-centred care and delivering high-quality clinical outcomes.	X	
Interest in leadership in complex change programmes, including service redesign and innovation in care delivery.	X	