

Dear colleague

As you may be aware, the next round of recruitment for GP training applications will open 7 – 29th November 2018.

National campaign activity is largely targeted at Foundation year doctors, to help raise awareness of the benefits of a career in primary care as they are thinking about or ready to choose their specialty options.

Targeted social media has proved to be an effective channel to communicate information using our [community Facebook](#) page for example.

This year, we'd like to feature some accounts from GPs and GP trainees who are willing to help us describe how you feel about treating your patients and what you have achieved or the outcome /benefit was. As doctors spend a majority of their training and working life in hospitals, the aim is to better show what can be achieved by working in primary care:

- the skill of the primary care clinician in triaging, determining a diagnosis or treatment with multiple undifferentiated presentations
- challenge and stimulation of using the range of your medical training, dealing with conditions not limited to one body part or system
- ability to influence, educate and help prevent illness
- satisfaction of a good outcome for the patient

We've noticed that the case studies on the GP National Recruitment Office ([GP NRO website](#)) are regularly viewed, providing an easy to digest, peer to peer account that describes the ability to incorporate special interests into general practice and the flexibility to tailor a portfolio career.

With this in mind, are you able to **provide a reflective 500 (or so) word account** of a particular patient or group of patients within your clinical practice, special interest or portfolio experience as you:

- made an initial diagnosis and continued to treat over a period of time
- describe the challenges or difficulties you encountered – this could include clinical or non-clinical/social obstacles or surprises
- worked with your practice team or wider social and community care colleagues or school/police
- describe the patient outcome/benefit and any potential future plans

Ideally we'd like to showcase examples including a range of age groups, highlighting the unique position you were in as a GP. If the experience sticks in your mind it's likely to be out of the ordinary or include some unusual aspects that the audience would be interested to read and learn that really happened! It could mean that something you discovered (that eureka moment) or an intervention that you instigated or researched that made a difference.

Even if you can get your thoughts down we're happy to help shape it until it meets your approval and is suitable for a website audience.

If you are interested please email GP Recruitment gprecruitment@hee.nhs.uk where the team will be on hand to guide you through.