Supply induced demand as it relates to primary care
Event summary

The Prime Minister’s Challenge Fund aims to extend access to general practice and primary care across the nine regions of England. In doing so, it aims to tackle the problems faced by working people in booking a GP appointment at a time that is convenient to them and to extend access to unscheduled GP care in order to reduce demand for other, more costly unscheduled services such as minor injury units, urgent care centres and Accident and Emergency.

This seminar will aim to explore how to measure and monitor supply induced demand and to identify methods through which to modify the impact of service user choices and provider responses on supply induced use of health services.

We will explore:

- Measuring and monitoring supply induced demand
- Designing provider responses to modify supply induced demand for primary care
- Influencing patient help-seeking behaviours for minor and acute illness

Access our related resources:

View highlights from our general practice events:


www.nuffieldtrust.org.uk/talks/transforming-general-practice-unlocking-potential
### Agenda

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<td>13.30</td>
<td>Registration and lunch</td>
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<td>Dining Room</td>
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<td>14.00</td>
<td>Welcome and opening remarks</td>
<td>Chair: Nigel Edwards, Incoming Chief Executive, Nuffield Trust</td>
<td>Seminar Room</td>
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<td>Dr Rebecca Rosen, Senior Fellow in Health Policy, Nuffield Trust</td>
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<td>14.15</td>
<td>Insights from recent research to understand and quantify supply induced demand in primary care</td>
<td>Professor Jon Nicholl, Professor of Health Services Research, University of Sheffield</td>
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<td>Professor Martin Roland CBE, Professor of Health Services Research, University of Cambridge</td>
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<td>15.00</td>
<td>Practical actions: applying learning to the design and evaluation of the Prime Minister’s Access Challenge Sites</td>
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<td>15.15</td>
<td>Pharmaceutical viewpoint</td>
<td>Professor Nick Barber, Director of Research, The Health Foundation</td>
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<td>Walk in centre and telephone advice service viewpoint</td>
<td>Dr David Lloyd, GP, The Ridgeway Surgery</td>
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<td>16:00</td>
<td>Social marketing and multimedia methods to change patient behaviour</td>
<td>Neil Heather, Managing Director, StormCreative</td>
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**Session 1: Measuring and monitoring supply induced demand**

**Session 2: Designing provider responses to modify supply induced demand for primary care**

**Session 3: Influencing patient help-seeking behaviours for minor and acute illness**
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<td>16:50</td>
<td>Closing remarks</td>
<td>Deborah Jaines, Head of Primary Care Policy, NHS England</td>
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<td>Dr Rebecca Rosen, Senior Fellow in Health Policy, Nuffield Trust</td>
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<td>17:00</td>
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Speaker Biographies

Chair: Nigel Edwards, Incoming Chief Executive, Nuffield Trust

Nigel Edwards is the Incoming Chief Executive of the Nuffield Trust. He is currently a Senior Fellow at The King’s Fund and a Director with the Global Healthcare Group at KPMG LLP. He was Policy Director of the NHS Confederation and has a wealth of experience in health and social care.

Nigel led the NHS Confederation in developing and influencing health policy on behalf of members and ensuring NHS organisations have a prominent public voice. At the same time he oversaw the NHS Confederation’s well-respected policy and communications services and the NHS European Office. Nigel was responsible for founding the Health Services Research Network to provide a voice for the research community and improve dialogue between managers, policy makers and research.

Prior to this he was Director of the London Health Economics Consortium at the London School of Hygiene & Tropical Medicine, where he remains an honorary visiting professor.

Nigel is a well-known media commentator, often in the spotlight debating key policy issues. He is a member of the group providing advice to the Prime Minister on health policy.

Professor Nick Barber, Director of Research, The Health Foundation

Nick Barber lectured as a pharmacologist before entering hospital pharmacy, where he was a chief pharmacist at the National Heart Hospital and at Oldchurch General Hospital. He became a Professor at UCL School of Pharmacy in 1992 and founded their Department of Practice and Policy. In 2012 he also became Director of Research at The Health Foundation. He has published over 160 peer reviewed papers, particularly in the areas of medication safety, technology assessment, patient adherence and pharmacy practice; this work led to the creation of the national New Medicine Service in community pharmacies. He has been a visiting Professor in Patient Safety at Harvard Medical School, has presented the BBC2 series ‘The Victorian Pharmacy’ and is a former Vice-President of the Royal Pharmaceutical Society of Great Britain.

Neil Heather, Managing Director, StormCreative

Neil Heather is Managing Director at StormCreative. Setting up Storm in 1998 Neil has developed the company into an award-winning full-service creative media agency. Neil’s passion and understanding of all elements of media – from traditional formats to the newest techniques – help him to deliver an unrivalled level of service to clients, both as a creative director and a marketer. He is an advocate of fully understanding a business and its customers before starting work on the campaign itself. This intrinsic appreciation helps to identify how to best package your product and position it within the marketplace.
Dr David Lloyd, GP, The Ridgeway Surgery

David Lloyd has been a GP at the Ridgeway Surgery since 1980. He trained in Bristol and learnt to be a GP at Northwick Park, working through many changes in the surgery and the health service. He is now keen for more changes to happen.

David is directly involved in Harmoni, an organisation looking after patients when surgeries in West London are shut, and working with NHS Direct to make it a useful and essential part of the local health system. He has several special interests: mental health, health information technology, children's health and asthma.

Professor Jon Nicholl, Professor of Health Services Research, University of Sheffield

Jon Nicholl is a Professor of Health Services Research and the Dean of the School of Health and Related Research. He has recently been appointed as the inaugural Director of the NIHR School for Public Health Research. He was Director of the Medical Care Research Unit at the University of Sheffield from 1993 to 2010. Before joining Sheffield University in 1981 as a medical statistician he spent five years as a research associate at University College London working on road traffic accident prevention.

He is an NIHR Senior Investigator and was Chair of the NIHR HTA Programme Commissioning Board from 2005 to 2010, and their Clinical Trials Board from 2007 to 2010. He also served as Deputy Chair of the Medical Research Council’s Health Services and Public Health Research Board and their Clinical Trials Board.

Professor Martin Roland CBE, Professor of Health Services Research, University of Cambridge

Martin Roland became Professor of Health Services Research in the University of Cambridge in 2009. He trained at the University of Oxford, where he obtained his doctorate. Following vocational training in Cambridge, he worked in London and in Cambridge before moving to the Chair in General Practice in the University of Manchester in 1992. In 1994, he established and subsequently became Director of the National Primary Care Research and Development Centre. Between 2006 and 2009, he was also Director of the NIHR School for Primary Care Research, a collaboration between the five leading departments of primary care in England. In September 2008 he took up a part-time appointment as Special Advisor to RAND Europe, a not-for-profit policy research organisation based in Cambridge. In 2010, the University established the Cambridge Centre for Health Services Research as a formal collaboration between the University and RAND Europe.

Professor Roland has been a practising GP for 30 years. His main areas of research interest are developing methods of measuring quality of care, and evaluating interventions to improve care in the NHS. His previous areas of research include back pain, hospital referrals, out of hours care, and nurse practitioners in general practice.
Dr Rebecca Rosen, Senior Fellow in Health Policy, Nuffield Trust

Rebecca Rosen is a Senior Fellow in Health Policy at the Nuffield Trust and a General Practitioner in Greenwich. She is also an accredited public health specialist. Her current policy interests include integrated care, primary care, new organisational models for general practice and NHS commissioning.

Rebecca is a clinical commissioner in Greenwich clinical commissioning group where her lead areas are long-term conditions and quality.

Within her GP practice, Rebecca leads work to improve continuity and quality of care for people with chronic complex ill health and to apply the principles of the chronic care model in a practice setting.

In the past Rebecca has worked as Medical Director of Humana Europe; as a Senior Fellow at The King’s Fund; and in NHS and academic public health departments. Past research interests include the diffusion of new medical technologies, patient choice and primary care policy.
About the Nuffield Trust

Nuffield Trust is an authoritative and independent source of evidence-based research and policy analysis for improving health care in the UK.

We aim to help provide the evidence base for better health and health care through:

- Conducting cutting edge research and influential policy analysis
- Informing and generating debate
- Supporting the clinical and managerial leaders of tomorrow
- Examining international best practice and using this to inform policy-making and practice in the UK.

Our events

We provide a respected forum for debate and a platform for UK and international health leaders to discuss health care reform. The Talks section of our website spreads the learning from our events and wider programme of research – visit www.nuffieldtrust.org.uk/talks to access videos and audio interviews, presentation slides and more.

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