

Dear Colleagues,

Primary Care Innovation Academy: Business School Programme for Primary Care Network Clinical Directors and emerging GP leaders

We are delighted to be able to invite you to join the first-ever 'mini-MBA' course designed and delivered for clinical directors of PCNs and emerging GP leaders. It will be delivered by the University of Cambridge's Judge Business School.

The course has two purposes:

1. To help you, as GP leader, make the most of the opportunities ahead with your Primary Care Network - for the benefit of your patients, your practice, your PCN and yourself.
2. To help foster and support a network of primary care Clinical Directors and GP leaders at a time of major change.

The desired outcome is a vibrant, energized and empowered community of primary care Clinical Directors and GP leaders - able and willing to engage confidently with their local system for the benefit of the community.

The programme builds on the success of the Cambridge MBA programme, one of the leading programmes of its kind in the world. We have recruited your faculty from amongst the best teachers on the Cambridge MBA. Rather than focusing on very specific problems that you face in your practice; they will bring relevant examples from across industries to the classroom to encourage you to take a step back and look at the wood rather than the trees. There is a lot to be learned about effective negotiations with difficult colleagues from hostage negotiations, about teamwork from F1 teams, about customer satisfaction from John Lewis, and about cost-efficiency from Walmart and Ryanair. We will draw out these lessons and then discuss how they can be adapted to improve general practice.

The programme will not provide direct solutions but ways of thinking about problems that will enable you to develop and implement solutions that are appropriate for your local circumstances.

In addition to the teaching days with Judge faculty, we will offer an online forum that will help you stay in contact with faculty and translate the learning during the teaching days to your specific problems on the ground. Think of this as a WhatsApp group with some additional functionality. The main purpose of this online component is the provision of a safe space for the exchange of ideas and learning from one-another between teaching days.

The programme will be delivered over the course of 10 months, starting in September 2019. We will begin with an induction weekend, 21-22 September, which will help us to get to know one-another and develop trust. The induction weekend will be a retreat, including accommodation. The induction weekend will be followed by 7 teaching days on Fridays, dispersed over the 10 months and interwoven with discussion and debate on the online forum. You will find all programme dates at the end of this letter.

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We hope you find this programme attractive. The programme fees are £6,000 (plus VAT) per participant. This may sound a lot - but the programme that we have designed for you is in fact heavily subsidized by Cambridge Judge Business School for the NHS and would normally cost on the order of £20,000 per participant in a fully commercial context.

The maximum number of places is 35. If there are more applicants than places, applicants will be selected on merit. All applicants should submit a short CV and a one-page letter to explain why this programme will be useful for them at this point in their career and how they will support the development of their PCN. Please send your CV, application letter and a photo to: healthprogrammes@jbs.cam.ac.uk by 30th August 2019

We will also provide an opportunity to ask questions directly at **two webinar sessions with Stefan Scholtes, see details below, please do sign into one:**

13 August 1-2pm webinar link: <https://jbs.adobeconnect.com/pcia01/>

20 August 1-2pm webinar link: <https://jbs.adobeconnect.com/pcia02/>

- *Please sign in 5 minutes before the start of the session*
- *You will need a sound enabled computer or device*
- *Internet – Minimum browser requirements - Google Chrome 30.0 / Mozilla Firefox 25.0 / Apple Safari 6 / Microsoft Internet Explorer 9*
- *You will be able to ask questions via the text function*

The Cambridge-Judge faculty are excited about the programme and are looking forward to working with you over the coming year.

Best wishes,

Stefan Scholtes, Dennis Gillings Professor of Health Management, Cambridge Judge Business School, University of Cambridge
Mark Sanderson, Medical Director, NHS Cambridgeshire and Peterborough Clinical Commissioning Group

Dates of the programme

Saturday 21- Sunday 22 September 2019 – Residential Induction Weekend - Moller Centre, Cambridge

Friday 8 November 2020 - All of the 1-day sessions will take place at Cambridge Judge Business School

Friday 6 December 2020

Friday 24 January 2020

Friday 13 March 2020

Friday 1 May 2020

Friday 5 June 2020

Wednesday 1 July 2020

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