**Expression of Interest - WorkWell Primary Care Innovation Fund**

**To:** Clinical Directors, PCN Leads  
**From:** WorkWell NWL Team  
**Subject:** £20k Innovation Fund - Building on Dr. Turner's Success  
**Deadline:** 15th August 2025

**The Opportunity**

Based on **Dr. Elanor Turner's proven results** showing **28% reduction in GP appointments** through proactive and systematic fit note management, we're inviting expressions of interest from 5 PCNs for £20k WorkWell Primary Care Innovation Fund, per PCN.

**The Ask**

**From Your PCN:**

* [ ] **ARRS staff enhancement** - expand existing roles for proactive and systematic patient identification
* [ ] **Clinical engagement** - GP commitment to "prescribing employment support", recurring fit note depending on completion unless urgent
* [ ] **Partnership working** - collaborate with Shaw Trust coaches
* [ ] **Outcome tracking** - participate in evaluation and results monitoring
* [ ] **6-month commitment** - September 2025 to February 2026

**What We Provide:**

* [ ] **£20k funding** (60/20/20 payment by stage structure)
* [ ] **Shaw Trust partnership** - specialist employment support expertise
* [ ] **Training and support** - conversation skills, system integration
* [ ] **Evaluation framework** - track outcomes and demonstrate impact

**Expression of Interest - Please Complete**

**PCN Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Clinical Director:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Details:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Eligibility Confirmation:**

* [ ] Core20 population >15%
* [ ] High recurring Med3 rates identified
* [ ] Large working age population (>30,000)
* [ ] PCN capacity for systematic implementation

**Commitment Statements:**

* [ ] We commit to systematic admin-led patient identification
* [ ] We will participate in 6-month evaluation programme
* [ ] We agree to 30% GP appointment reduction target
* [ ] We will engage with Shaw Trust partnership model

**Brief Statement (100 words max):**

*Why is your PCN interested in this opportunity and how does it align with your population health priorities?*

**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_|\_\_

**Submit by 15th August 2025 to:** [awaugh001@ealing.gov.uk](mailto:awaugh001@ealing.gov.uk)

**Questions?** Please submit them here: <https://tinyurl.com/EOI-questions>

Please note only questions submitted via the link above will be responded to. You can submit as many questions as you would like to be answered until the deadline.

*This opportunity builds directly on proven local success while addressing health inequalities through systematic employment support integration.*

**Supporting Information**

**Selection Criteria**

We're seeking **4-5 PCNs** that meet evidence-based targeting criteria:

**Essential Criteria:**

* [ ] **Core20 population >15%** - addressing health inequalities in most deprived areas
* [ ] **High recurring Med3 rates** - patients with ≥3 fit note certificates in 12 months
* [ ] **Large working age population** - maximum impact potential for employment support
* [ ] **PCN maturity** - capacity to implement systematic admin-led approach

**Additional Factors:**

* [ ] Existing WorkWell engagement and partnership strength
* [ ] Mental health prevalence data (correlation with employment support needs)
* [ ] Integrated neighbourhood team alignment
* [ ] Clinical leadership commitment to systematic vs. opportunistic approach

**The Offer - £20,000 per Selected PCN**

**60% Upfront Payment (£12,000):**

* **Enhanced admin capacity** - systematic patient identification and engagement
* **Shaw Trust partnership** - connected specialist employment support
* **System integration** - EMIS/SystmOne search functionality and reporting
* **Training programme** - employment support conversation skills

**40% Stage-Based Payment (£8,000):**

* **£4,000 at Month 4** – interim review, e.g. engagement, Work and Health support
* **£4,000 at Month 6** – final audit findings

**Implementation Approach - "Smart Search Method"**

Building directly on **Dr. Turner's proven methodology:**

**Phase 1: Systematic Identification**

* ARRS search for patients with ≥3 Med3s in 12 months
* Target health conditions known to benefit from employment support
* Proactive not opportunistic approach
* EMIS and S1 guidance, SNOMED codes
* Email (see template as a guide)

*(1/2)* ***“****Dear Patient,*

*I am reaching out to you as our system shows that we have issued you a 'fit note' (also known as a medical certificate) in the past month. There is a new NHS/<enter borough> council scheme called WorkWell, offering free coaching and support to anyone struggling with employment related “*

*(2/2) “issues. If this sounds like you and you could be interested in accessing this coaching please reply 'yes' to this message.*

*Best wishes, Dr <enter name>”*

**Phase 2: Simple Conversation Framework**

*"Many of my patients find that specialist help around suitable work helps their recovery. WorkWell could help identify what support you need, when you're ready. Would you like to know more?"* (15 seconds)

**Phase 3: Quick Digital Referral**

* 2-click process from clinical systems
* Direct connection to Shaw Trust expertise
* GP "prescribes employment support" as treatment and next Med3 tied to completion unless urgent (15 seconds)

**Expected Outcomes**

**Based on Dr. Turner's Evidence:**

* **30% reduction in GP fit note appointments** (exceeding her 28% result)
* **200+ appointment slots** returned to practice capacity (extrapolated from 50 patients)
* **Improved patient satisfaction** (92% positive feedback on employment discussions)
* **Clinical benefits** - reduced medication dependency, discharge from other services

**Strategic Benefits:**

* **Scalable model** for remaining 40 PCNs
* **Evidence for 3-year extension** funding
* **System integration** with existing WorkWell services

**System Impact**

“WorkWell is definitely preventative. It reduces repeat GP visits and medication. It supports people before issues become entrenched and improves their confidence in their employment.” – Ann Waugh, WorkWell Learning and Change Programme Manager, West London Alliance

WorkWell is transforming lives and reshaping systems. The programme is designed to reduce pressure on the NHS, particularly in primary care. By increasing the proportion of referrals coming from GPs from 13% to nearer 50% in 2025/6, many practices can better target their tight resources to meet the need of those that need it most.

Benefits include:

* **Fewer GP visits:** Early employment support helps prevent worsening health conditions.
* **Simplified referrals:** a “Smart Search WorkWell” guidance and template allows GPs to easily identify patients receiving recurring fit notes who could benefit from the employment support that also reduces health barriers.
* **Targeting social determinants**: By prescribing employment support, the programme tackles a major cause of poor health outcomes—poverty and long-term unemployment.

A snapshot audit conducted by Dr. Elanor Turner, Grand Union MC, Grand Junction, of 10 patients referred to WorkWell between October 2024 and March 2025 showed some promising outcomes.

* 28% reduction in appointments after WorkWell referrals
* 41 fewer appointments in total
* 8 out of 10 patients needed fewer appointments
* Two patients were able to reduce/stop antidepressant medication
* One patient no longer needed our social prescriber, freeing up that capacity