

2-4 Victoria House
Capital Park
Fulbourn
Cambridge
CB21 5XB

29 November 2018

**To: Primary and Secondary Care Employers
across Midlands and East**

Dear Colleague,

Request for Expressions of Interest: Physician Associate Ambassadors – 2017-18

You may be aware that, from November 2016, HEE developed and tested a new Physician Associate (PA) *Ambassador* role across the West Midlands. The programme - the first of its kind in the UK - is designed to address local workforce need and the national imperative to increase the PA workforce in Primary Care.

Ambassadors are experienced PAs who are released for half of their time over a 12 month (fixed term) contract period, to undertake duties including:

- Assisting employers with understanding PA role scope, governance and development needs
- Assisting and guiding workforce planners
- Leading development of “train the trainer,” CPD and preceptorship programmes;
- Developing and leading employer engagement strategies;
- Representing the interests of the PA profession at national stakeholder meetings / events / conferences;
- Generating innovative workforce transformation and service improvement strategies;
- Multi-media marketing and promotion of the profession.

With successful pilot outcomes, provider engagement and national interest in the programme, HEE recognises the value of the role and will continue to support development of PA Ambassadors across Midlands’ and East primary care, secondary care and mental health settings.

We would like to invite expressions of interest from NHS organisations wishing to support the recruitment and development of PA Ambassadors.

HEE will commit to provide investment as detailed in the guidance document appended to this letter. To assist your understanding, the guidance also details expectations on employers and provides a model Job Description and Person Specification.

We will be aiming to recruit a maximum of 12 posts across the Midlands and East geography, so would encourage you to register your interest as soon as possible by completing and submitting the attached form to matthew.aiello@hee.nhs.uk (email only please) - **no later than 12pm on Friday 15th December 2017.**

You will be informed of the outcome of your expression of interest by **Tuesday 19th December.**

I am very grateful for your consideration. Please do not hesitate to contact me if you would like to discuss this request further.

Yours faithfully,



Phil Carver
HEE Local Director – East of England