

# Partner pack - for Physician Associates

A toolkit of visual materials has been developed and can be used to accompany these pieces:

<https://www.hee.nhs.uk/our-work/primary-care/physician-associates-primary-care>

Feel free to share our video case studies too:

<https://www.youtube.com/watch?v=IhF4Rj5SGeM&list=PLrVQaAxyJE3f0bJP7K7T81Ew27EecVVb4&index=1>

## Sample newsletter copy

Health Education England have launched a campaign to promote the exciting opportunities available to physician associates in primary care. Working in primary care involves working with GPs and the wider practice team to provide continuity of care for patients, particularly those with long-term conditions. A number of [video case studies](#) have been produced allowing you to gain an insight into this role.

Watch out for their social media posts and videos – and please do comment and share with your own experiences using #AssociateYourself! Find out more about joining primary care on the [Health Careers website](#).

## Social media copy

### Twitter

Have you considered a career as a physician associate in general practice? The role offers really exciting opportunities. Find out more via @HealthCareersUK:  
[Healthcareers.nhs.uk/AssociateYourself](https://www.healthcareers.nhs.uk/AssociateYourself) #AssociateYourself

"I find it very rewarding when I've supported a patient with a mental illness and seen them come out the other side feeling hopeful and stronger than they were." – Andy, a physician associate working in general practice. Learn how you can join general practice via @HealthCareersUK website:  
[Healthcareers.nhs.uk/AssociateYourself](https://www.healthcareers.nhs.uk/AssociateYourself) #AssociateYourself

"I love it because I see a diverse and varied set of patients" – Samira, physician associate in general practice <https://www.youtube.com/watch?v=IhF4Rj5SGeM> Learn how you can #AssociateYourself and join general practice via @HealthCareersUK website: [Healthcareers.nhs.uk/AssociateYourself](https://www.healthcareers.nhs.uk/AssociateYourself)

A role in general practice as a physician associate is varied and includes managing patient lists, making referrals and undertaking home visits. Learn how you can join general practice via @HealthCareersUK website: [Healthcareers.nhs.uk/AssociateYourself](https://www.healthcareers.nhs.uk/AssociateYourself) #AssociateYourself

### Facebook, LinkedIn and Instagram

Graduating as a physician associate? General practice offers a varied role with fantastic career opportunities. #AssociateYourself and kickstart your career today – find out more about via the Health Careers website: [Healthcareers.nhs.uk/AssociateYourself](https://www.healthcareers.nhs.uk/AssociateYourself)

Working in primary care as a physician associate involves working with GPs and the wider practice team to provide continuity of care for patients, particularly those with long-term conditions. Find out

more about how you can join general practice via the Health Careers website:  
[Healthcareers.nhs.uk/AssociateYourself](https://healthcareers.nhs.uk/AssociateYourself) #AssociateYourself

As a physician associate working in general practice, you'll find a wealth of opportunities for you to progress in your career. Find out more about how you can join general practice via the Health Careers website: [Healthcareers.nhs.uk/AssociateYourself](https://healthcareers.nhs.uk/AssociateYourself) #AssociateYourself

As a physician associate, general practice offers a varied role with fantastic career opportunities. Find out more via the Health Careers website: [Healthcareers.nhs.uk/AssociateYourself](https://healthcareers.nhs.uk/AssociateYourself) #AssociateYourself