



# Prospectus 2021

The leading primary care  
educator in the UK and Ireland

# Introduction

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NB Medical is the leading primary care educator in the UK and Ireland. Over 22 years we have become the largest provider of both lecture based & online education to Family Doctors and allied health professionals.

We hold a database of over 50,000 primary healthcare professionals, enjoy 500,000+ website visits per year and provide continuing professional development (CPD/CME) training for over 20,000 general practitioners, GP specialty trainees, primary care nurses, practice pharmacists and paramedics annually – we work with all members of the primary care team.

World class education and training is delivered through a combination of face-to-face lectures, webinars and online modular, case-based, continuing professional development (CPD).

In 2019 alone (pre-COVID) we delivered approximately 150 face-to-face lecture day courses to around 15,000 delegates, over half of these as bespoke courses directly commissioned by clinical commissioning groups (CCGs), GP vocational training schemes and out of hours providers (e.g. Care UK).

All of our courses are accredited by the Royal College of General Practitioners (RCGP) or the Royal College of Nursing (RCN); our specialty Diabetes Course is endorsed by 'Diabetes UK' and the Cancer for Primary Care Course is supported by Cancer Research UK.

Our course content is 100% independent of external influence and carries a “no conflicts of interest” guarantee.

We have an increasingly global profile and have provided courses in Europe, the Middle East, Asia and Australia (See global section).

Hear more: 📞 <https://youtu.be/AAKN8hOa8DA>

“Our mission is to help Primary Care professionals practice evidence-based medicine in an easy, time efficient way.”

**Dr Simon Curtis**  
**Joint Founder & Medical Director**

# UK and Ireland

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We are continuously evolving and expanding our offer to meet the ever changing needs of the NHS and its primary care workforce. As well as face-to-face courses we have a full suite of online tools for webinar and CPD module learning hosted on our website and through our NB App.

## Live lecture “day” courses – Hot Topics

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Our signature ‘Hot Topics’ GP Update course led the way. It built the foundation for NB Medical to offer face to face courses and live online course webinars in a broad range of specialist subjects, all targeted at the primary care workforce.

The courses revolve around short, engaging presentations that merge recent clinical evidence with real-life clinical scenarios. The courses receive outstanding feedback for the quality of the presentations, the relevance of the content and the positive ‘Feel-Good’ factor generated on the day.

In a recent course survey **99%** of delegates described our course as Excellent or Very Good.

Each course comes with a fully hyperlinked online course booklet which includes easily digestible Keep it Simple Summaries (**KISS**).

We continually redesign our course content and ensure we align with the most up to date evidence-based policies, procedures and best practice.

“Consistently the best GP all-round education there is! Superb and slick, excellent resources and confident speakers.”

**Dr McMichael**  
**General Practitioner**



## Our courses:

### Hot Topics GP Update

Our most established product: a one day, evidence-based course which provides busy GPs with all new developments and guidelines needed to keep up-to-date.

### Post-COVID

In this course we review the pathophysiology of SARS-CoV-2 infection, how acute complications present and can inform us about long COVID, review which investigations may be helpful and which may not, and what treatments actually work for those with enduring symptoms.

### Women's Health

Covers everything you need to know about contraception, HRT, vulval symptoms, pelvic pain, PCOS and a lot more.

### Diabetes for Primary Care

The Diabetes for Primary Care course is ideal for all GPs, practice nurses and pharmacists needing an update in diabetes.

### Cancer for Primary Care

The Cancer for Primary Care course will bring you right up to date with recent developments in cancer care.

### Urgent Care

The Urgent Care course is a truly multidisciplinary, evidence-based update in acute patient management relevant to the general practitioner.

### Primary Care Nurse

The Hot Topics Primary Care Nurse Course is designed and adapted to meet the specific needs of all nurses working in primary care settings.

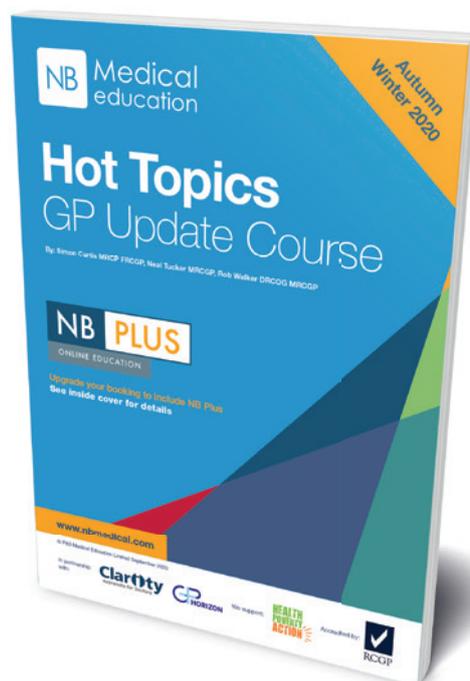
### Bespoke

We also provide CCGs, out of hours and private organisations with bespoke update courses for their workforce. Bespoke meetings are tailored to cover clinical priorities which can then be merged with important locally relevant information e.g. Local Referral Pathways.

Examples included in our course example document with previews available at <https://www.nbmedical.com/courses/preview>

“The quality of the teaching has been excellent with very positive feedback from our GPs who really value NB’s informed, peer-to-peer approach.”

**Phil Morgan**  
Primary Care Manager





## Webinars

### Live

Each of our lecture 'day' courses are also hosted live online allowing those who would rather learn remotely to interact with the live event in real time. The webinars contain up to 6 hours of teaching and are linked to CPD questions that reinforce the learning points.

In addition, we offer shorter, 60-90 minute, bespoke live webinars which allow the fast accumulation of subject specific knowledge.

### On demand

Our live 'day' lecture courses are filmed and edited down into fully searchable sessions. This allows subscribers the opportunity to pick and choose what, when and how they learn.

We can record anything live and reformat it to meet the needs of an 'on demand' audience. We will also design and deliver content with the specific purpose of being positioned as 'on demand'.

"I like the fact that it is evidence based education, the topics are very useful for everyday practice, the presentation style is excellent and the hand book and KISS are superb to refer to."

**Dr Kumar**  
General Practitioner

## CPD

To complement our courses NB provides over 100 hours of online 'learning modules' for further CPD work. Interactive modules are based around typical case scenarios presenting in Primary Care and follow a 'question and answer' format.

We have approximately 11,000 registered users who have completed in the region of 67,500 hours of online CPD.

Topics include: anxiety, asthma, COPD, chronic heart failure, dementia, depression, gout, hypertension and many many more!

## CPD Dashboard and Workbook

The NB Medical online portal is a 'one stop shop' aimed at making day-to-day working life simpler, streamlined and evidence-based. It is a single point of access for;

- All educational materials and interactive course booklets (with fully hyperlinked references), webinars, CPD modules, podcasts, blogs and KISS summaries.
- CPD tracking for courses – CPD modules, webcasts etc
- Appraisal Workbook which allows the documentation of all the areas required for appraisal.

## NB PLUS

**NB PLUS** is a 'NETFLIX' style of offering where a customer has access to a wide range of online CPD materials of various styles and content. The subscription includes

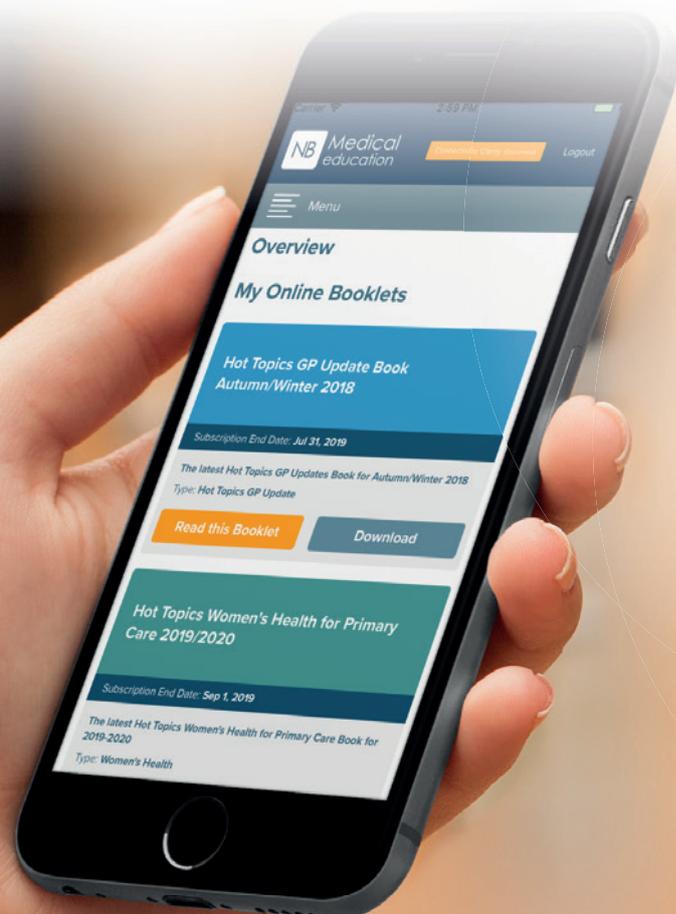
- All online course webinars and online course reference books
- Over 100hrs of online CPD learning modules
- Safeguarding and Child Protection Update
- Basic Life Support Refresher



## NB Medical NB App

Allows mobile access to Course Books, Webinars and online CPD modules. An essential tool for patient management and an excellent mobile learning resource

- Available on Apple & Android
- Download from App Store or Google Play



# Global

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We are committed to using our vast experience and expertise to support the development of Primary Care provision and education globally. We have an increasingly global profile and have delivered lecture courses in Europe, the Middle East, Asia and Australia. We have also provided online educational materials to partners in India.

Through partnership we prioritise the need to understand the context in which primary care is delivered in a country or region. This ensures that the material we present is locally relevant and of genuine value to both individuals and the relevant health system.

We aim to support the realisation of universal health coverage through improved and better capacitated primary care.

## Experience

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### Australia

We have a joint venture company with Medcast PTY Ltd, an Australian Medical Education Company based in Sydney. To date we have delivered 17 live lectures and enjoy approximately 2000 subscribers to online content.

### Hong Kong

Working with the Chinese University of Hong Kong we regularly delivered two day Hot Topics courses to around 500 delegates.

### Abu Dhabi

The Abu Dhabi Ministry of Health invited us to deliver a Hot Topics programme to their family doctors. Around 600 delegates were in attendance.

### India

We have partnered with Dosily, a subsidiary of the Apollo Medvarsity group to deliver on-demand content to their 50,000 + subscribers.

### Europe

Prior to COVID we ran annual Hot Topics GP Update and Urgent Care courses in the Netherlands for up to 700 primary care professionals.

“By far the best course I have attended. A clear, structured and useful learning experience. I would recommend this to any other primary care professional needing updating!”

Dr Singh, GP



# Global offer

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Whilst our UK products and services form the basis of our global offer, we commit to working in genuine collaboration to ensure any educational interventions are context driven. Examples include:

## Live lecture 'day' courses/ Masterclasses

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We can provide lecture style education on any aspect of primary care and will work with you to ensure it meet the needs of your target audience.

- 0.5 – 5 day courses
- Large audience numbers – as big as a venue allows
- Covering a broad range of subjects or a deep dive into one
- Open to working with simultaneous/consecutive translation
- Potential to recruit expert trainers with specific language skills
- Potential to record the live course and position as live webinar in parallel
- Potential to record the live course and re-position as 'on demand' webinar post event.

## NB 360: Blended learning

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The diversity of our offer coupled with our flexible approach means that we can build a bespoke combined educational package to meet all needs. For example, a 4-stage plan could include:

- Live Lecture 'Day' Course – large numbers enjoying face to face education
- Recorded for live webinar – Real time access and interaction for 1000s more
- Recorded and positioned 'on demand' post event – Increased engagement + long time access
- Complimentary CPD modules to reinforce the learning objectives from the course.

## Webinars

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### Bespoke

The design and delivery of bespoke content specific to your needs

- One day 'Hot Topics' courses covering a broad range of subjects or a deep dive into one
- Short and succinct 30 – 60-minute subject specific sessions
- Open to working with simultaneous/consecutive translation
- Potential to recruit expert trainers with specific language skills
- Delivered live, on demand or a combination of both
- Long term access to world class education

### Existing content

We have 100s of hours' worth of online content with sessions covering the full spectrum of primary care. Each merges recent clinical evidence with real-life clinical scenarios.

We can provide existing NB Medical content 'as is' for use on a partners platform, offering immediate access to industry leading continuing professional development (CPD/CME).

### Re-purposed content

A contextualised adaption of existing content with your support and collaboration.

We can refine existing content to ensure its suitability for a new audience. This might include the exclusion of references to the NHS, the inclusion of context specific information or a combination of both.

## CPD modules

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We have over 100 hours of on-line case based learning modules for further education and continuing professional development (CPD). We can provide this as stand-alone product or as part of a package to compliment both day lecture and webinar-centred learning.

# Organisational profile

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Our strength is our team. We have maintained a hand-picked team of primary care professionals who are working GPs and nurses to deliver our courses. They are all passionate about education and the future of primary care. Our business team runs on the same ethos and we feel this is reflected in the material we produce and the feedback we receive from our delegates.

## Founders/Directors

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NB Medical Education was founded in 1998 by Dr Philip Nichols (CEO) and Dr Simon Curtis (Medical Director) initially as a weekend “hobby” to supplement their junior doctor salaries. It is now the largest provider of postgraduate medical education to primary care healthcare professionals in the UK & Ireland and remains in the private ownership of the two founders. Bios for each of the founders are included as complimentary ‘Founder Bios’ document.

## Expert presenting team

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Our expert pool of presenters is led by Dr Simon Curtis who is based in Oxford. They are all NHS GPs and nurses who are recognised nationally and internationally within their area of expertise and work tirelessly to maintain a position at the forefront of modern practice.

Our recruitment process is incredibly robust to ensure that only the best join NB.

Bios for our current presenter team can be found later in this document and on our website

[www.nbmedical.com/presenters](http://www.nbmedical.com/presenters).

## Business team

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The commercial, IT and administrative heart of the business is managed by Dr Philip Nichols in the North East of England and consists of a diverse team of enthusiastic and experienced experts who are committed to providing the best service possible for NB customers.

“Booking an NB Medical Hot Topics course for our protected learning afternoon proved a complete winner for all involved. We attracted the highest turnout we have ever had for such an event – 350 GPs and nurses (90% of workforce). They were not disappointed. Everyone went home with the same messages of how we can together deliver the best quality care in key areas.”

**David Hobson**  
Clinical Lead Education and Training,  
Coastal West Sussex CCG

# Contact

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# Engage

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