

Collaborative Working Project Summary

Project title	GP Obesity Leadership Programme
Organisations involved	<p>The organisations responsible for the delivery of the project are Novo Nordisk UK and the Royal College of General Practitioners (RCGP).</p> <p>An Expert Faculty will oversee the management of the project. This will comprise healthcare professionals with expertise in obesity, including a medical colleague from Novo Nordisk.</p>
Aims and objectives of the project	<p>The aim of this project is to enhance care for people with obesity by creating leaders in the management of obesity in primary care who will work to drive change and improvements in this disease area. As obesity experts they will provide leadership and high-quality clinical guidance to their colleagues and networks, thereby ensuring key learnings and insights drive improvements in the management of obesity across the country.</p> <p>Novo Nordisk and the RCGP share aligned objectives relating to the need to improve the delivery of obesity education for the benefit of people with obesity. The key objectives are:</p> <ul style="list-style-type: none"> • To design and launch an educational programme to support 20 GPs to develop leadership skills in the delivery of obesity care • To develop a national network of GPs to ensure key insights into best practice are shared at both local and national levels • To ensure the cohort of 20 participating GPs successfully complete the four core learning modules.
Time period	The project is proposed to start planning and implementation in August 2021, and to complete by the end of 2022.

<p>Expected benefits of the project</p>	<p>Benefits to patients/enhancing patient care: The aim of this project is to enhance care for people with obesity by creating leaders in the management of obesity in primary care who will work to drive change and improvements in this area, to create GP leaders in obesity with the express intention of identifying how GPs could better support people with obesity to manage their weight and related co-morbidities where they wish to do so, and by equipping GPs with the skills, knowledge and expertise to best support them. Through the development of a geographically dispersed cohort of GP leaders it is intended that these insights will be shared at a local and national level to help drive improvements in patient care across the country.</p>
	<p>Benefits to the NHS: This project will help to ensure more GPs have the skills and knowledge needed to engage with people with obesity. This will ensure they are signposted to appropriate interventions (e.g. lifestyle through to clinical support) at the precise time of need, helping to mitigate the development of conditions which are more costly and complex for the NHS to treat.</p>
	<p>Benefits to Novo Nordisk: This project should enhance Novo Nordisk's reputation nationally and demonstrate the important role the company can play in helping to drive improvements in obesity care, from diagnosis to ongoing clinical support. It could help lead to the development of a national network of GP leaders sharing expertise at a local and national level to drive improved understanding of obesity and the obesity care pathway.</p>
	<p>Benefits to the RCGP: The project will help to position the RCGP as a key driver in improving both the provision of support and education on obesity for GPs, and the standard of primary care and support available for people with obesity at both local and national levels. The RCGP will also develop their expertise on obesity care and treatment, develop their connections in this therapy area, and further promote the value of their online obesity hub, a virtual platform providing eLearning courses on obesity for primary care professionals.</p>

<p>Resource contribution from each organisation involved</p>	<p><u>Novo Nordisk</u></p> <p>Financial contribution: Novo Nordisk will be making a financial contribution to the RCGP totalling £154,299 (plus VAT) to support the costs of delivering this project.</p> <p>Non-financial contribution: Novo Nordisk will contribute its expertise within the obesity space and knowledge of obesity experts across the UK, in line with current data protection regulations, to support the realisation of the project aim and objectives as described above.</p> <p>Novo Nordisk will also be responsible for delivering the 'Understanding the Latest Scientific Data' module during which participants will be expected to undertake a review of the latest scientific data on obesity. For this module, Novo Nordisk will organise and directly fund the 20 GP participants' attendance at an obesity scientific congress.</p>
	<p><u>RCGP</u></p> <p>The RCGP will contribute its expertise and knowledge of the GP workforce, and access to its membership, to recruit for and advertise the programme to support the realisation of the project aim and objectives.</p> <p>The RCGP will also lead the project management of the programme and will be responsible for the development and delivery of three of the four core educational modules.</p>
	<p><u>Pooled resources</u></p> <p>Novo Nordisk and the RCGP will share expertise on obesity and obesity experts to help identify those best-positioned to participate and ensure the success of this project in line with its aim and objectives.</p> <p>Novo Nordisk and the RCGP will both provide project management support and work together to ensure the project is delivered effectively and in line with the target timeline.</p>