Our vision for the future of the Alliance reflects the dawning of a new era for the NHS, and extends and develops what we have achieved so far.

We have a new energy and purpose, and today's NHS Alliance will work closely with our offshoot, NHS Clinical Commissioners, to ensure clinical commissioning is successfully implemented and not just rhetoric. We know that excellent commissioning relies on excellent provision.

The Alliance of the future is all about helping providers to be excellent; to help them fully understand the requirements of clinical commissioning groups, and to be equipped to meet those requirements.

We believe it's vital for everyone who cares about a sustainable, patient-centred NHS, shared decision making, and maintaining the highest quality of care to be a member of this vibrant community. We look forward to welcoming you.

Michael Dixon, Chair
Rick Stern, Chief Executive
Julie Wood, National Director Clinical Commissioning
Benefits of NHS Alliance membership

- Practical tools and resources to save you time in your day job, and help you meet the new regulations
- The opportunity to join discussions about primary and community care, and shape the primary care agenda
- Networking and learning from best practice and innovation at a national level
- Access to leadership thinking from some of the most influential people in the health sector
- Participation in ground-breaking campaigns to improve quality of care and develop a partnership approach between patients and health professionals
- Representation among policymakers and thought-leaders at the highest national level
- NHS Alliance has a high media profile in the health and national press and we represent member issues at many levels
- Attract, retain and make the most of your staff. The Alliance supports personal and professional development through training programmes – both face to face and online, webinars, as well as bespoke seminars
- A professional charter and code of conduct ensures that professional standards and behaviour are upheld in all NHS Alliance forums and align with commissioner values
Why we are part of NHS Alliance

**Amit Bhargava**, GP and co-lead for the general practice network: “NHS Alliance provides access to a high level of debate, with a broad range of people who are passionate about improving the health and wellbeing of their patients.”

**Heather Henry**, leading our campaign on inequalities: “for those who lack the confidence to get involved, I’d say come forward, find your voice, and share your views with us.”

**Brian Fisher**, GP and co-lead for the patient participation and involvement network: “NHS Alliance encourages you to share and think of practical solutions that would really make a difference. I’d encourage everybody to join.”

**Michael Orozco**, managing partner and co-lead for the general practice network: “NHS Alliance has an ethos of promoting and supporting primary care. It provides access to a great network – not only primary care professionals, but also our colleagues in secondary care and the wider community. There are exciting new resources for people across the healthcare sector to tap into that will help them with their future challenges.”
NHS Alliance uniquely brings together clinicians of every kind, and managers and patients. It also brings together providers in primary care – whether they be general practice, NHS Trust, social enterprise or independent – all with a mission to improve and do their very best for each and every patient. Its strong values over the past fifteen years have given it the ear of government, while its tireless work in patient and public involvement has provided a voice for patients.

This ethic extends from the NHS Alliance National Executive, who all give their time for free to the frontline clinician or manager, whose ambition is to improve the service they offer. Everyone in Alliance has a day job – that is its strength as the voice of the working frontline – the people doing it!

NHS Alliance has always welcomed patient-focused organisations, and individuals of all disciplines, representing them to Government and its agencies to influence policy in the interests of all its members. This won't change; and while we remain a firm supporter of clinically-led commissioning, our focus today is on the provision of high quality primary care services that fully meet the requirements of the new commissioners. Our vision is to connect and speak for those at the heart of service delivery.
We are setting out a new vision and purpose for the NHS Alliance in our manifesto for primary care, which we will publish early in April 2013.

It will affirm NHS Alliance’s position as the independent voice of primary care and the home for those who want to look forward. It will also signal a more inclusive partnership approach involving patients and all health service providers (both independent and NHS) to take a partnership approach towards delivering primary care in the future.

The manifesto will clearly describe what NHS Alliance members think is important to the delivery of excellent primary care and what they pledge to work towards. It will include in-depth comment from thought leaders.

Members will be integral to shaping this influential statement of intent for the next three to five years.
Connecting through campaigns

We work with our members and partners to campaign on issues that are central to the future of primary care and the wider NHS.

We have three new campaigns:

**New culture and behaviour** – sharing decisions with patients so that they feel more in control of their care and supporting front line staff so they feel confident in providing the care people need;

**Integrated primary care** – bringing care closer to the patient, so that all health services, social care and the wider community join up to give us all, as individuals and as communities, the basis for a healthier, happier life;

**Tackling inequalities** – ensuring that everyone gets the care they need, especially marginalised individuals and communities who tend to find it hardest to access the care they need.

We will develop specific projects in each of these areas based on what our members tell us. Come and join the conversation and campaign for a fairer future for all.
Promoting best practice and collaboration

NHS Alliance provides an extensive calendar of events at all levels, from chairman lunches to expert briefings and sector master classes. Our annual conference is a unique event, bringing together some of the most senior professionals in the health sector alongside those delivering and receiving services on a daily basis. It is regarded as one of the most important events in the health calendar and consistently delivers feedback from the front line that influences policy and service delivery at every level.

Our Acorn Awards provide members with the opportunity to showcase innovation and excellence, and illustrate how particular challenges – for example around cost savings or patient engagement – can be tackled. The awards recognise the achievements of those who are breaking the mould and shares the learning and good practice across the health service.
Our networks provide an opportunity to meet, online and face to face, to share ideas and improve the way you work. They also engage with key decision makers and prepare reports that both shape national policy and support local innovation.

Our current specialist networks are:

**Patient and Public Involvement** – national experts and front line practitioners with an impressive track record of influencing national policy;

**General Practice** – moving beyond practice management to the whole general practice team. A wide range of tools and advice to help you stay on top in a fast changing world;

**Specialists** – bringing hospital based consultants together with experts in general practice to develop services that work across organisational boundaries to deliver care closer to home;

**Urgent Care** – an elected leadership group of providers that has prepared a series of papers on how to deliver integrated urgent care and preparing for NHS 111. This network is now open to clinical leaders in clinical commissioning groups;

**New providers in Primary Care** – connecting new organisations that will be critical in delivering high quality care for the future;

**Innovation** – a long-standing network of innovators across primary care now working within the NHS Alliance and trialling a new website for sharing ideas.
Stand out from the crowd

Being a member of NHS Alliance helps you stay ahead of developments in primary care.

Key offerings are:

- an extensive range of national meetings, NHS insight days, regional seminars, workshops, master classes and network events;
- a telephone helpline, in-house and joint publications;
- a comprehensive website www.nhsalliance.org with access to member only sections and a website to dedicated to achieving excellence in primary care, with examples of best practice from around the country www.nhsace.com;
- briefings and reports on major issues at the cutting edge of health policy; examples of reports published in 2011 include the Clinical Commissioners’ Guide to the Voluntary Sector produced jointly with ACEVO; and highlighting lessons and examples of best practice around implementation of NHS 111;
- blogs and features for sector publications inspired and informed by our members;
- surveys and analysis relevant to our members;
- the findings of pilot initiatives, often in partnership with others both inside and outside the NHS;
- proactive and reactive media engagement.
Be part of the dynamic NHS Alliance community

We'll focus on the value and let you decide the cost

NHS Alliance welcomes anybody with a passion for making primary care excellent and putting patients at the centre of care, especially general practices, social enterprises and independent providers, as well as those on the frontline providing care, patient participation groups and individual patients.

It is easier than ever to become a member. We now have just three types of members – practices, providers and partners – and we are determined to support a collaborative and inclusive approach to everyone who wants to improve healthcare and ensure a sustainable NHS.

So we are delighted to announce that we are inviting you to join us at a fee level that works for you or your organisation. You decide what we're worth to you. It's that simple.

For further details about the NHS Alliance and to become a member visit our website:

www.nhsalliance.org or email: admin@nhsalliance.org

contact number: 01777 869080.
What does NHS Alliance stand for? The bold decision, a generous gesture and an open mind. We both speak for you, and listen to you. And we are especially keen to hear what you have to say about membership fees. So while we focus on delivering value, we'd like you to make the decision on cost.

From now until the end of March 2013, we are inviting you to join us and it's entirely up to you to choose what you think we are worth to you.

www/nhsalliance.org/youchoose

A voice for the future, a voice for primary care

**Patients:** a place where you can help shape an NHS fit for your future.

**Frontline staff:** connecting those at the heart of service delivery to facilitate shared learning and best practice.

**Practices:** the only voice to speak for the whole general practice team.

**Providers:** a place where you can connect with commissioners and are supported to meet the new commissioning challenges with practical advice and tools.