

PRESS RELEASE FROM THE FAMILY DOCTOR ASSOCIATION

“The sign of a patient-centred GP practice.”

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VIRGIN SHOWS IMPORTANCE OF BRAND FOR GENERAL PRACTICE

The Family Doctor Association says patients now have two strong brands from which to choose their kind of general practice. The Family Doctor Association brand offering the promise of a non –commercial, holistic and patient centred care as opposed to the strongly commercial approach of the Virgin brand.

Patients choosing a Family Doctor Association branded practice can be certain of seeing their own GP, a GP who knows them as a person in short a practice that offers a “My GP” service.

Patients wishing to register with a Family Doctor Association member practice can use the “Find a GP practice” facility on the Association’s website www.family-doctor.org.uk/FindDoctor.aspx

The Family Doctor Association lead for Brand Development, **Dr Michael Taylor** said, “Virgin Healthcare’s entry into the GP market place is a loud wake up call for all GP practices. Practices now need to consider to what sort of practice they aspire to be. It will certainly make colleagues think about how they wish their practices to be seen in the segmenting market place.

Dr Taylor believes practices have a simple choice: market your practice or struggle. “Any practice that thinks it can sit back on its laurels and do what its always done will find that it’s going to shrink and die,” he added.

Dr Taylor is the author of the Marketing Guides for GP practices published by the Family Doctor Association. A series of six guides available from www.family-doctor.org.uk



OR



Dr Michael Taylor
Brand Development
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The Family Doctor Association is a national network of family doctor practices of all sizes that offer their patients continuity of care and the opportunity to see their own GP. The Association’ campaigns about the importance of continuity of care in family medicine. It’s purpose is to encourage, assist, cajole and motivate fellow GP practices, the Department of Health and health leaders to recognize its importance in the delivery of quality primary health care.

The Family Doctor Association is a registered educational charity no. 299871 and was founded in 1985. The Family Doctor Association is the new name for the Small Practices Association.