

Evaluating the impact of the HCP Hub



Supporting respiratory care in primary and community settings through a digital learning platform.

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Introduction

GPs and general practice nurses (GPNs) have traditionally managed long-term respiratory conditions such as asthma, COPD, and bronchiectasis. However, this workforce is under pressure, with one-third of GPNs due to retire within five years¹ and one in four GP and GPN posts projected to be vacant by 2030^{2,3}.

To meet rising demand, care is increasingly delivered by allied health professionals through the Additional Roles Reimbursement Scheme (ARRS)^{4,5}. Yet, the lack of standardised respiratory competencies contributes to variation in care and deepens health inequalities⁶. Diagnostic access remains inconsistent⁷, and limited specialist support leaves primary care teams managing complex cases with little backup⁸.

Only **25% of people** with asthma report receiving basic standards of care, including reviews, inhaler checks, and written action plans⁹. In response, Asthma + Lung UK launched the HCP Hub in June 2024 to equip novice clinicians with the tools to deliver consistent, evidence-based care.

Objective

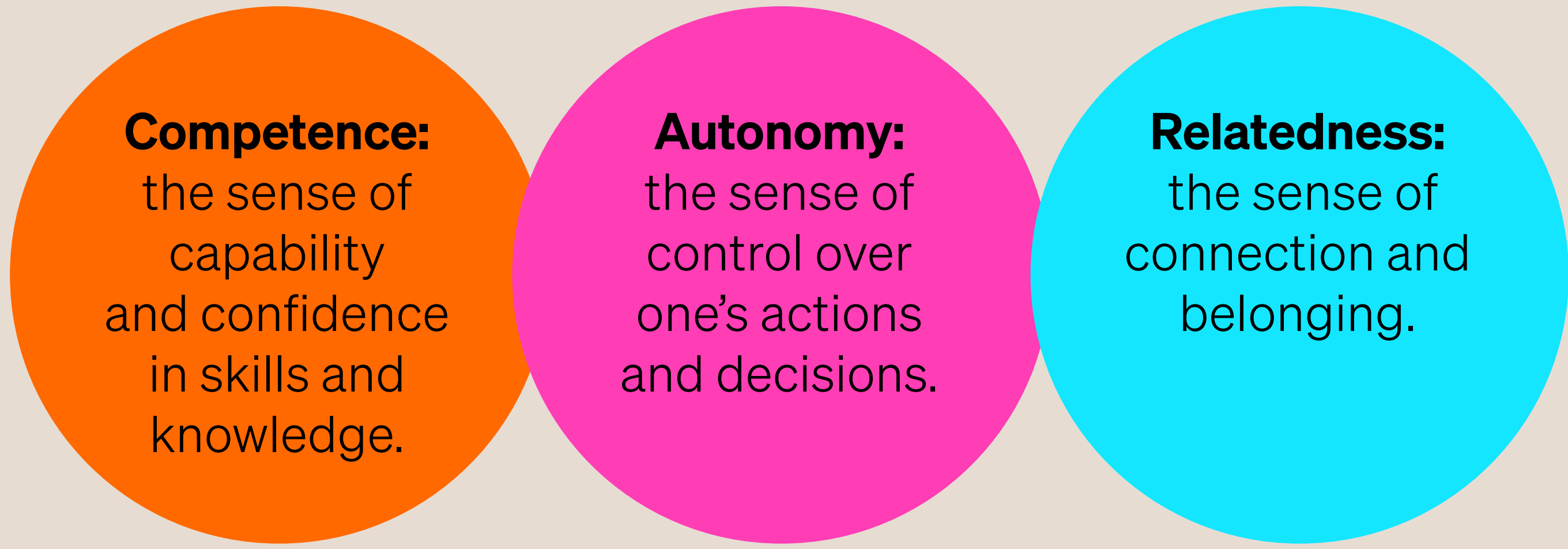
To improve basic care for all lung conditions by providing a trusted digital resource that supports healthcare professionals, particularly those in primary care, who are new to respiratory care, under-trained, or under-supported. The HCP Hub is not a substitute for formal education but serves as:

- A virtual mentor offering reassurance, guidance, and reliable information
- A curated source of knowledge, tools, and community to support confident delivery of essential care
- A catalyst for growth, inspiring clinicians to pursue further learning, join specialist organisations and become respiratory champions of the future.

Methodolgy

Self-Determination Theory (SDT)

We used the SDT model of motivation and human flourishing¹⁰. It proposes that for individuals to feel engaged and effective, three fundamental needs must be met.



Insight and learning

We applied the SDT model to our insight work by conducting questionnaires, interviews, and workshops with over 100 healthcare professionals. The interviews and workshops specifically explored the psychological states experienced by novice-level clinicians when completing an asthma self-management plan. The workshops highlighted how meeting HCPs psychological needs can enhance confidence and motivation in clinical practice.

HCPs move through different emotional states and levels of curiosity when they need knowledge. These moments shape how they can access and use information. We identified three key moments that shape how HCPs engage with information — the “oh no”, “ah” and “ooh” moments. Each represents a different emotional state and learning need, with clear implications for how the Hub should provide support.

This awareness directly informed the Hub’s design, ensuring it can meet HCPs where they are and provide the right type of support in the right moment.



A Year of the hub: results

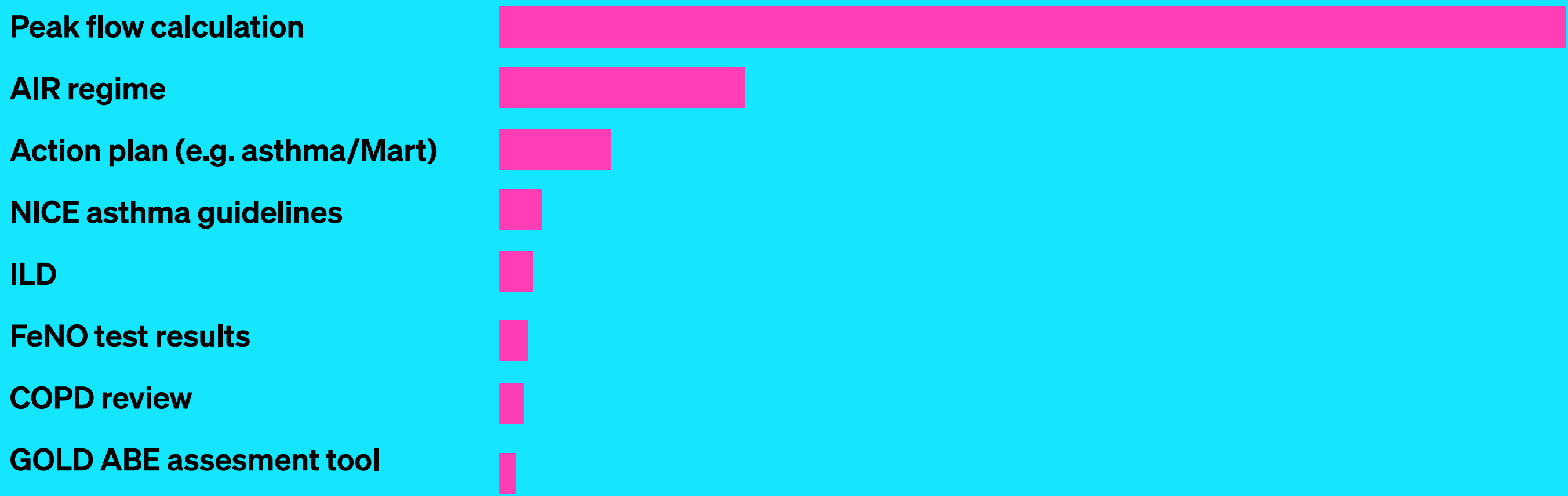
Engagement and Most Accessed Content

- Over **2,300** HCPs from a range of professional backgrounds across England and Wales are subscribed to the HCP Hub newsletter.
- Monthly views increased from **10,000** to more than **30,000** in 12 months
- Traffic spikes followed the release of clinical content on COPD, ILD, childhood asthma, and bronchiectasis, highlighting demand for condition-specific resources.
- Most accessed tools included the peak flow calculator, AIR regime guidance, and asthma action plans.

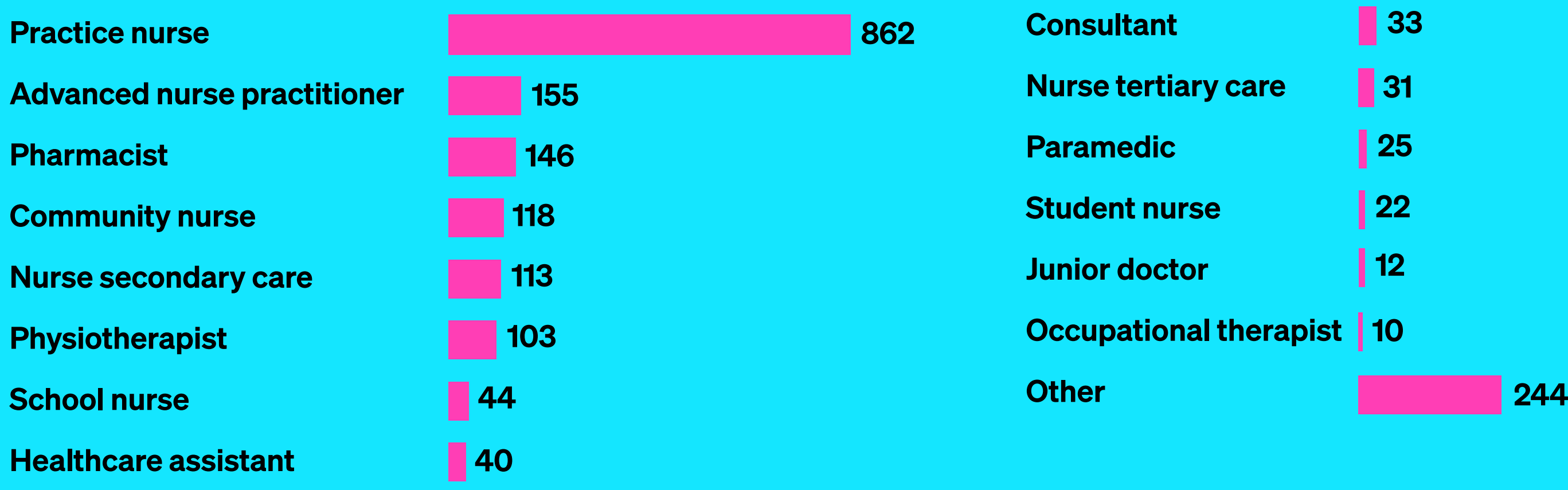
These trends suggest:

- A strong preference for simple, actionable resources
- Ongoing clinical uncertainty in asthma diagnosis, treatment, and self-management
- High reliance on the Hub as a quick-reference and reassurance tool.

What topics bring HCPs to Asthma + Lung UK’s HCP Hub



HCPs subscribed to newsletter



Conclusion

The HCP Hub demonstrates that a collaborative, behaviourally informed digital platform, underpinned by thoughtful design, can empower novice clinicians and raise standards of care.By combining original content with curated resources, a clear and consistent design style, and regular community engagement, the Hub boosts clinical confidence, encourages best practice, and fosters a stronger sense of belonging within the respiratory care workforce.

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For more information

