A collective ambition owned by every member for the benefit of every person with, or at risk of, lung disease:

- To be the respiratory leader within the lung health community that thinks comprehensively about the whole person and involves them in decision-making
- For lung disease to have parity with cardiovascular disease and diabetes
- To challenge complacency, where respiratory diagnosis and management is not taken seriously
- That demands professionals are trained to do the job they do
- For the basics, informed by evidence and value, to be done the right way as standard
- To raise the bar and be 'cutting edge' through a passion for excellence and improvement
- That prioritises respect, inclusivity, joy and camaraderie - bringing people together and providing the catalyst that makes change happen
Our Focus

- Asthma
- COPD
- Tobacco dependency
- Respiratory infection / antibiotics

In the context of multi-morbidities with greater attention paid to a symptom based patient centred and more holistic approach
## PCRS-UK Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Key Message / theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Better education = better care; be trained to do the job you do</td>
</tr>
<tr>
<td>Diagnosis</td>
<td>Accurate diagnosis is the basic building block of good care</td>
</tr>
<tr>
<td>Tobacco dependency</td>
<td>Long term health condition, key clinical responsibility for all health professionals; tackling it should be routine part of care</td>
</tr>
<tr>
<td>Structure of care</td>
<td>Making the most of available time (consultation) and resources</td>
</tr>
<tr>
<td>Getting research into practice</td>
<td>Implementation evidence/considerations need to be a key driver throughout R&amp;D /guideline/policy development process</td>
</tr>
</tbody>
</table>
Primary Care Respiratory Update

• Spring 2017 – Diagnosis
• Summer 2017 – Making the most of time and resources – Practical Tips
• Autumn 2017 – Infection and Antibiotics
• Winter 2017 – Shared care and symptom management
Patient passport: standards of care patients should expect

Service standards (population)

Standards for providers / commissioners to ensure services are available / can be delivered to achieve patient standards

COPD Quick Guide

Clinical advice that if adopted will meet patient expectations of Passport and in line with nationally accepted guidance

Health professional education standards

Self rating scale and Skills document to ensure individual HCPs trained and educated to a level appropriate to deliver what is in Passport and Quick Guide

Supported by other PCRS-UK core programmes and materials including

- Smoking cessation materials
- Primary Care Respiratory Update
- Policy work - guidelines
- Resp Leaders Programme
- PCRS-UK Conference
- Inhaled Drugs Table
- Membership/e-alerts
- Affiliated Groups