

PRIMARY CARE BRIEF
15th June 2021

Public Communications Campaign for the GM Care Record

The GM Care Record (GMCR) allows workers in health or social care, access to patient information that is critical to support decision-making about care and treatment. The GMCR is already a success story and is being accessed by hundreds of health and care professionals every day to support direct care.

The GMCR is not only being used to support care and treatment, it's also providing health and care teams with vital information to improve service planning and transform care pathways, as well as conducting vital research to understand the impact COVID-19 has on our communities. This includes rapid research into new treatments, social care impact and impact on patients with existing health conditions. More information on studies approved using deidentified information from the GMCR can be found [here](#).

Accessible from within your existing Electronic Patient Record system, the GMCR can also be used to support the direct care you deliver to patients, giving access to information stored in the systems of other care providers including current health or care issues, medications, allergies, results of any recent tests and much more.

Working closely with GM partners, the GM Health and Social Care Partnership and Health Innovation Manchester are developing the GMCR to ensure it provides professionals with the information they need to provide the best care and treatment, and as a partnership we are committed to transparency. To this end, we will be launching a public information campaign targeted at residents and patients, raising awareness of the GMCR, and showcasing the benefits in direct care and in wider healthcare research and planning. The campaign will also signpost opt-out routes, should people decide that they do not want their information to be included in the GMCR. The campaign website can be found [here](#).

We have developed a full toolkit of communications materials for you to use, to ensure that people are fully aware of the GMCR and would ask you to use these on your website, social media and in other patient communications. You can access the toolkit [here](#).

In addition, an information pack on the GMCR is available [here](#) for primary care which answers many of the common questions you may have.

The GM Care Record joins up health and care records across Greater Manchester to support direct patient care and research within GM. This is separate to the national scheme and being part of the GM Care Record will not mean that patient's records become part of any national data sharing initiatives.

Please don't hesitate to contact us if you would like any further information about the campaign. Get in touch with us at: communications@healthinnovationmanchester.com.

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