



Commissioned learning for your clinicians

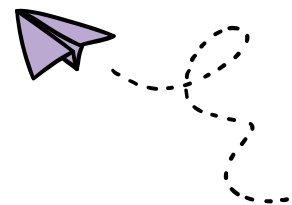
Red Whale

Lifelong Learning for Primary Care

v1.2



Multidisciplinary learning from Red Whale



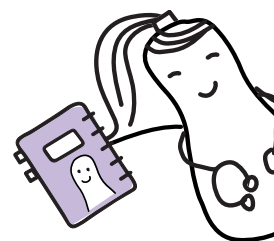
Who are we?

We are a group of practising primary care clinicians who are passionate about evidence-based medicine. Our mission is to help our colleagues build their confidence and use safe practice with their patients. We know there aren't enough hours in the day to digest the mountains of guidelines and evidence that are fired at us, so we distil the most recent and relevant bits and present them in an engaging and practical way – using a variety of styles of teaching. We support over 25,000 primary care clinicians each year through via online and face-to-face learning, including many clinicians who take part in privately commissioned learning.

We work with commissioners to put together a package of learning, with flexible content and timings. And – to make your life a little easier – we offer different booking options to make the process of commissioning learning with us as easy and seamless as possible. Our admin team are here to support both you and your clinicians every step of the way.

Our Learning Options

Online, in-person, on demand or live and interactive - we offer learning to suit the needs of your multidisciplinary team.



Bespoke Learning Packages - Choose your own learning!

If you're looking to commission an online education product or programme totally bespoke to you, then our in house courses team would love to hear from you! You tell us your requirements, and we'll work with you to make our teaching engaging and exciting for your clinicians.



Study Day Live

Study Day Live brings together our high quality pre-recorded content, with a live Red Whale GP host, in our dedicated TV studio. Clinicians watch on the same date and can interact with the presenter throughout the day.

Why choose Study Day Live?

Study Day Live is dramatically different from the dull six hour Zoom call with a presenter and a slide pack you might imagine. We adopt tried and tested television strategies, mixing pre-recorded materials with live content - to keep the audience engaged and to deliver highly effective teaching, whilst making the day genuinely enjoyable. People learn differently so we carefully curate our courses with a mixture of learning styles to cater for the needs of everyone, and most importantly to keep their attention throughout the day!

Because Study Day Live events take place on a fixed date, they have the advantage of giving clinicians the opportunity to book study leave and really immerse themselves in the event. The result? Highly engaged clinicians who have a great user experience.



I thought maybe an online course wouldn't be as good as the real face to face version of a course but it was fantastic and exceeded all expectations.



Benefits for the course commissioner

Highly engaged clinicians – we find that a fixed date in the diary boosts attendance and that giving delegates opportunities to interact with the presenter, really drives their engagement.

Flexible course content – you choose pre-recorded segments from our library of high-quality content across a wide range of different topics.

Content tailored to your locality - we tailor our teaching around local issues, guidelines or objectives and can dial local guests into the studio to discuss these.

Admin support from our team to make your life easier – we help promote your course and our admin team can manage delegate queries.

Benefits for your clinicians

Resources for further learning – 12 months access to Red Whale Knowledge - our fully searchable and continually updated library of written resources, covering more than 96% of the essential knowledge, skills and competencies for primary care, as defined by the RCGP. Plus optional add-on of printed handbook, posted to your clinicians' door.

A fixed date in the diary – for clinicians to take study leave and make time for learning.

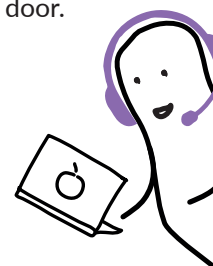
Great quality education - varied, dynamic teaching, focussed learning activities and resources to help embed knowledge.

Interaction – opportunities throughout the day to interact with the presenter, ask questions and take part in polls.

Option to watch again on demand – as well as tuning in to the live event, clinicians can re-watch - at any time - for 12 months afterwards.

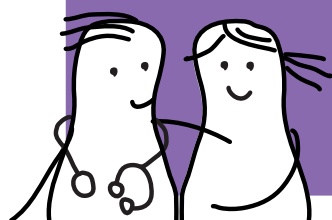
Zero travel! Study Day Live offers the convenience of learning from home.

A source they can trust – we take NO sponsorship from pharmaceutical companies and all of our teaching is driven by a genuine desire to help clinicians and their patients.



We run Study Day Live events for large groups and aim to deliver them for a lower price than you would pay to commission a face-to-face course and a venue in which to hold it. Let us know your delegate numbers and we'll send you a quote.

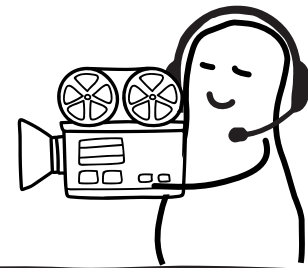
sales@redwhale.co.uk



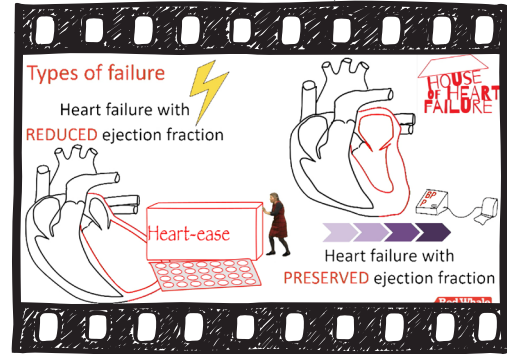


What does the Study Day Live experience look like?

Not the boring talking heads with endless packs of slides you might expect.



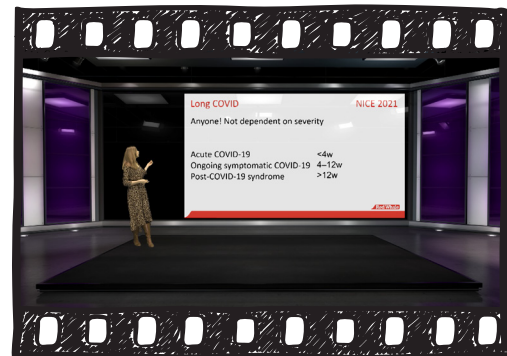
Interactive online courses console with downloadable resources, polls & questions



Green screen segments: engaging videos that give clinicians a truly immersive experience



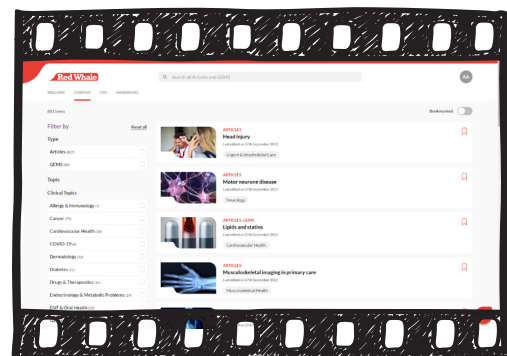
Presenter discussions on topics we are teaching



Lecture-based teaching



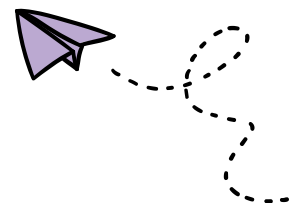
Dialled in guests from your area to discuss local issues



Signposting additional online written resources on Red Whale Knowledge



The presenters were very entertaining and the variety of different methods of getting information across was done brilliantly.



One-day Courses

As well as our one-day Study Day Live option, we offer other ways of learning with us.



On Demand - One day online course

Our most popular one-day update courses delivered on demand, so clinicians can learn in their own time for 12 months and no-one misses out on learning if they can't make a fixed date. Courses are fully chapterised, so clinicians can choose sections to watch as a group in protected learning time, or as an individual. A great option for a smaller budget and available for a minimum of 10 delegates.

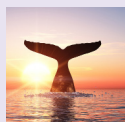


Face-to-Face - One day in-person event

Up to 6 hours of great quality teaching, delivered face-to-face by a member of our GP presenter team - in a venue of your choice. You choose the topics and we deliver the learning! Fully interactive learning, perfect for larger groups.

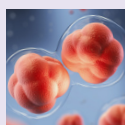
Both options include 12 months access to Red Whale Knowledge – our library of online written resources and choice of whether or not to include a printed handbook with the commission. All members of the primary care team are welcome to all of our courses – see below details of who each course is most suitable for.

Our courses:



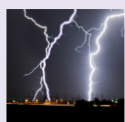
GP Update - Delivered by practising GPs, with content updated twice a year in the spring and autumn. Our flagship course, covering the latest and most relevant changes in primary care.

Suitable for: Prescribers seeing 'undifferentiated' patients in primary care e.g. GPs, ANPs, Physician Associates, ACPs & Paramedics.



Women's Health - Get your clinicians confident with gynaecological consultations! No special interest needed to attend but the course fulfils the CPD criteria for DFSRH/DFFP LoC IUD/SDI.

Suitable for: Clinicians who assess, diagnose and manage undifferentiated conditions in primary care including assessment of gynaecological problems, pregnant women, sexual health, contraception and menopause e.g. GPs, ANPs, Paramedics, Physician Associates & ACPs.



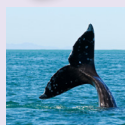
MSK and Chronic Pain - This course gives clinicians a whole new set of tools and aims to revitalise their enjoyment of treating patients with long term MSK conditions and chronic pain.

Suitable for: Clinicians who assess, diagnose and manage MSK conditions in primary care settings e.g. GPs, ANPs, First contact physiotherapists, Physician Associates, Paramedics & ACPs.



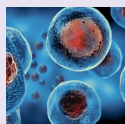
Mental Health - A range of tools and skills to use within a 10-minute consultation, teaching a structured approach to mental health appointments.

Suitable for: Clinicians who assess, diagnose and manage undifferentiated conditions in primary care settings where mental health concerns may have a contributing role e.g. GPs, ANPs, Physician Associates, Clinical pharmacists, Paramedics, ACPs & First contact physiotherapists.



GP Nurse Update - our GP Update course, with content adapted for GP Nurses!

Suitable for: Non-prescribers involved in long term condition monitoring and treatment room work e.g. Practice nurses/ treatment room nurses, Non-prescribing community nurses, HCAs or Nursing Associates expanding their practice into long term condition monitoring.



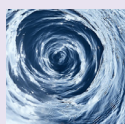
Cancer Update - Supports primary care clinicians to avoid common pitfalls, tackle health inequalities in diagnosis & screening, and personalise care for people living with and beyond cancer.

Suitable for: clinicians who assess, diagnose and manage undifferentiated conditions in primary care e.g. GPs, ANPs, Physician Associates, Paramedics & ACPs



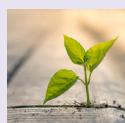
Clinical Pharmacist Update - our GP Update course, with content adapted for Clinical Pharmacists!

All pharmacists working in primary care (experienced prescribing pharmacists who have worked in primary care for some years may prefer the GP Update Course).



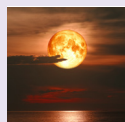
Urgent and On-The-Day Primary Care - A jam-packed course covering 38 topics including fever; rashes; coughs; breathlessness; ears, eyes & throats; UTIs; back and belly pain!

Suitable for: All primary care roles.



New! The Lifestyle Medicine Course - Get empowered with the knowledge & skills required to support your patient, population and your own health using evidence-based lifestyle medicine!

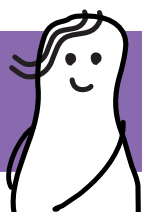
Suitable for: All primary care roles.



New! Managing Blood Results in Primary Care Our one-day online course covering key topics for managing blood test results in primary care. Designed to support clinicians through the process of requesting tests and have a clear plan when results are filed.

One-day online courses include 12 months Red Whale Knowledge access

- 900+ continuously updated resources covering around 96% of the RCGP curriculum.
- The perfect in-practice tool for quick and reliable answers in consultations.
- Easy ways to find your way around our resources: super-fast search; filter by type and topic; bookmarking; 'pick up where you left off' and browse by course handbook.
- Ready-made protocols (or 'GEMS') to standardise practice within surgeries & PCNs.



🗨️ Absolutely spectacular visual animations, incredibly engaging presenters with a wealth of knowledge. 🗨️

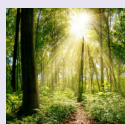


Half-day Online Courses

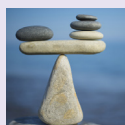
Live-hosted online courses with a fixed date in the diary for your clinicians to take some protected learning time and watch online courses as a group or as an individual.

Our half day online courses dive a bit deeper into specific topic areas which are common in primary care and ones that we tend to find a bit tricky. As well as the option to join live, clinicians can also watch on demand, so no one misses out on the learning and those who wish to consolidate their learning after a live event, can do so.

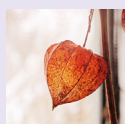
Our half day online courses are a great solution for clinicians who enjoy learning in bite-sized chunks to fit around their schedule, and for commissioners with a smaller budget. Available for as little as 10 delegates or as large an audience as you like.



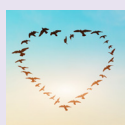
Menopause - A holistic and evidence informed approach to supporting women through the menopause transition: shared decision making for managing symptoms; a pragmatic guide to prescribing HRT and alternatives to HRT.



Type 2 Diabetes Demystified - Designed to build our confidence in supporting patients with type 2 diabetes and make a real difference to their lives: assessing and managing risk, to diagnosis, management and high impact lifestyle support; spotting emergencies and choosing drugs.



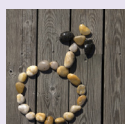
Older People & Frailty - Key skills to help us support our older patients: what is 'normal' ageing?; frailty, multimorbidity and polypharmacy; medication reviews and deprescribing; delirium, depression and dementia.



Contraception and Sexual Health - Key updates on contraception and female sexual health issues - emergency contraception; what's new in contraception; medical problems, drugs and contraceptive choices; vaginal discharge and infections; dyspareunia and psychosexual issues.



Child & Adolescent Mental Health - Build your skills and confidence in this key area for primary care. We will cover: self-harm, anxiety, depression & eating disorders; the impact of neurodiversity and adverse childhood experiences; microskills to support people waiting to be seen, and more.



Men's Health - A comprehensive and evidence informed approach to dealing with men's health issues in primary care. We will cover: Prostate and testicular cancer, BPH/LUTS, erectile dysfunction, testosterone deficiency, premature ejaculation, cardiovascular health and mental health.

Find out more about our half day online courses at redwhale.co.uk/courses



Membership Packages – Red Whale Unlimited

About Red Whale Unlimited



- ★ Unlimited access to any of our **live-hosted online courses**, running throughout the year – including live interaction with Red Whale presenters.
- ★ **On demand** access to all full and half day courses – watch any course at any time!
- ★ Access to **Red Whale Knowledge** - 900+ fully searchable online written resources – plus a range of **short video Bytes** on redwhale.co.uk.

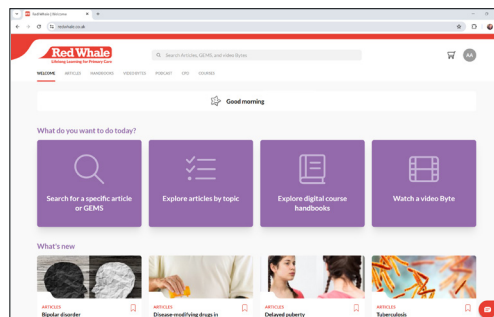
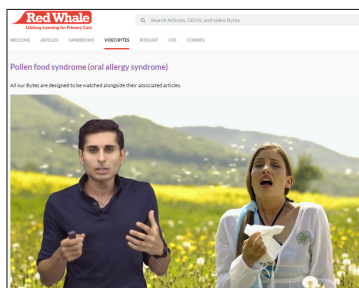
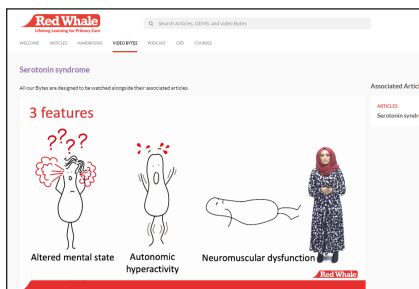
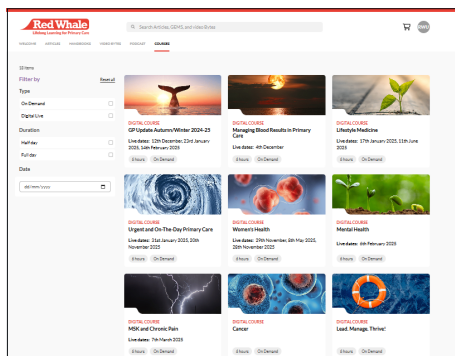
NEW! Searchable short video bytes! These little nuggets of know edge are perfect for clinicians to get fast answers, for a quick refresher or to build up their CPD when their schedule is tight.

Who is Red Whale Unlimited for?

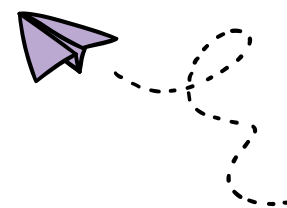
Red Whale Unlimited is designed for ALL primary care roles - **GPs, Locums, OOH GPs, ANPs, Emergency Care Practitioners, Pharmacists and more!**

What does the Red Whale Unlimited learning platform look like?

Clinicians first need to set up a Red Whale account, or log in, and place an order for Red Whale Unlimited. On the Red Whale Unlimited console, they will see our next live-hosted online event date, a calendar of upcoming event dates and our full suite of online on demand courses. They can click through to any course at any time and – if they started watching previously - it will automatically pick up where they left off.



Interested in commissioning Red Whale Unlimited for your clinicians? Get in touch with our dedicated In House Courses team to discuss your needs Email us at sales@redwhale.co.uk to get started.



Red Whale Knowledge membership

Red Whale Knowledge (previously GPCPD.com) is the backbone of all the teaching we do at Red Whale. It's our library of written articles and GEMS covering all the content we teach, all in one place, like an online encyclopaedia for primary care professionals. It is included as standard when you commission courses from Red Whale, and is also available as a standalone membership. A great budget-friendly option to support smaller or larger groups of clinicians for a whole 12 months.

- 900+ continuously updated resources covering around 96% of the RCGP curriculum.
- The perfect in-practice tool with super-fast search function for quick and reliable answers in consultations.
- Easy ways to find your way around our resources: filter by type and topic; bookmarking; 'pick up where you left off' and browse by course handbook.
- Ready-made protocols (we call them GEMS) to standardise practice within surgeries and PCNs.

Take a look at a summary of our learning options

	Fixed live date	Available for 12 months	12 months Red Whale Knowledge access	Unlimited access to ALL online courses	Option to bespoke content	Printed handbook	CPD credits	Minimum delegates	Cost (varies by delegate no.)
Study day Live	★	★	★		★	Optional	5 from the day + RWK*	Large groups	£££
Online on demand course		★	★			Optional	6 from the course + RWK*	10	££
Face to face course	★		★		★	Optional	Up to 6 + RWK*	Large groups	£££
Half day online courses	★	★					3	10	£
Red Whale Knowledge			★				100s	5	£
Bespoke programme					★		As many as you wish	No Minimum	££££
Red Whale Unlimited	★	★	★	★		Available at a discounted rate	100s	No Minimum	££££

★ Or, you choose your perfect combination of learning options and we create the solution for you!

* RWK = Red Whale Knowledge



Our dedicated In House Courses team will be more than happy to help you decide the best training solution for your needs, your circumstances and your budget.

Email us at sales@redwhale.co.uk to get started.



Learning options for the whole multidisciplinary team

	GP	GPST	Practice nurse	Advanced Practitioners / ANPs	Clinical Pharmacist	Physician associates	Paramedics	First contact physiotherapists
6 hour courses								
GP Update	★	★		★	★	★	★	
GP Nurse Update			★	★				
Clinical Pharmacist Update					★			
Managing Blood Results in Primary Care	★	★		★	★	★	★	
Women's Health	★	★		★		★		
Urgent and On-The-Day Primary Care	★	★	★	★	★	★	★	★
Lifestyle Medicine	★	★	★	★	★	★	★	★
Mental Health	★	★		★	★	★	★	
Cancer	★	★		★		★	★	
MSK and Chronic Pain	★	★		★	★	★	★	★
3 hour courses								
Type 2 Diabetes Demystified	★	★	★	★	★	★	★	
Menopause	★	★	★	★		★		
Contraception and Sexual Health	★	★	★	★		★		
Child and Adolescent Mental Health	★	★		★		★		
Men's Health	★	★		★		★		
Older People and Frailty	★	★	★	★	★	★		



Get in touch with the In House Courses team to find out more
sales@redwhale.co.uk

