

PCI Ambassadors 2025-2026

Health and care professionals – apply to join the Personalised Care Institute's Ambassador Programme today



Join Us as a Personalised Care Institute Ambassador

Be a champion for personalised care throughout health & social care

Who We Are

The Personalised Care Institute (PCI) is on a mission to transform health and social care so that every person can feel empowered, confident, and in control of their health. Our **ambassador programme**, launched in 2021, connects us with passionate health and care professionals who believe in personalised care. Our ambassadors represent a diverse, multidisciplinary network of clinical and non-clinical roles, primary and secondary care, social care, academia and third sector.

What Being a PCI Ambassador Means

As a PCI Ambassador, you will:

- Act as a visible advocate for the PCI, influencing practice and policy both locally and nationally
- Stay current with our webinars, resources and events promoting our work at every opportunity where relevant (we provide training, toolkits, and networking opportunities)
- Write blogs, articles, or commentaries to support our comms both on our website and through media opportunities that showcase real-world impact
- Speak (or co-speak) on panels, podcasts, conferences and events
- Collaborate with peers across professions to amplify messages and initiatives
- Contribute to PCI's growth and the wider movement toward person-centred care

Over the years, ambassadors have made a real difference—publishing in leading journals, crafting pieces for national bodies (e.g. The Queen's Institute of Community Nursing, Nursing Standard), and speaking at major conferences.

We are looking for:

- Health and care professionals (both clinical and non-clinical), working across all specialties in Primary, Secondary, Social Care, Academia, and Third Sector settings
- Willingness to promote the work of the PCI and act as an advocate for the organisation and personalised care
- Evidence of passion for personalised care, shared decision-making, and patient empowerment
- Willingness to engage (writing, speaking, collaborating)
- Confidence to represent PCI, share your experiences, and amplify others' voices
- Commitment to integrity, impact, and inclusive practice

We encourage applications from under-represented disciplines, communities, and regions to ensure our network is broad, equitable and reflective of all voices.

What You'll Gain

We hope the programme will benefit participants through career development opportunities such as public speaking activities, public engagement and others.

As an ambassador, you will:

- Have a platform to share your ideas, experience, and innovations
- The chance to submit blogs for the PCI website, quotes for our social media channels and comments to appear in our press releases to the media
- Receive support, training, and access to the PCI's latest tools and resources
- Influence change and help shape the evolution of personalised care in England
- Have the opportunity to lead a Special Interest Group within your subject area
- Have the chance to network and collaborate with like-minded health and care professionals who share your passion for personalised care
- You will receive support materials such as template slide decks and social media assets to help you communicate to your colleagues and followers

We know that the thought of embedding personalised care within our day-to-day conversations, frameworks and contracts could feel daunting for many, but with 40% of patients saying they would like to be more involved in decisions about the management of their healthcare, it has become increasingly clear that the health and care industry needs to consider its approach

All we'd like in return is:

- Your support to help spread the word about the importance of personalised care and the value of PCI's highly-rated free training courses and resources – find out more [here](#)
- Your commitment to complete at least one of the PCI's courses so that you can talk about it honestly and openly about our learning resources. Our short courses are only 30 minutes long and we receive excellent feedback from our learners – click the link above to find out more

- Your commitment to engaging with opportunities available through the PCI such as contributions to webinars, blog posts, promoting the PCI's activities and attending quarterly meetings
- The promise you will support and uphold the values and integrity of the PCI

Time & Commitment

The role is voluntary and flexible. Your contribution can be tailored to your availability and interests — whether it's occasional writing, regional speaking, or deeper collaboration. The programme has been developed to ensure flexibility and involvement in a non-onerous fashion, with an estimated time involvement of a maximum of half a day per month. As a minimum we expect you to support the organisations workstreams and initiatives, as well as attend one engagement session per quarter.

Why become an ambassador

Being part of the Personalised Care Ambassador Programme will open a range of professional opportunities for you as we work together to demonstrate the value of personalised care. It will also benefit health and care professionals as well as patients, their families, and carers, by showing what good personalised care looks like and what impact it can have.

Building on our success

Upon launching the ambassador programme in 2021, the PCI has welcomed over 100 highly qualified, skilled and passionate health professionals from across a range of disciplines – including GPs, nurses, midwives, physiotherapists, social prescribing link workers and a host of other health and care roles.

Our ambassadors have successfully spread the word about personalised care locally, nationally, and even internationally through several blog posts, articles, speaking engagements and publications. A few examples include:

- [How Personalised Care is delivering a pattern of positive patient results](#) by Karen Oloresnhaw for *The Queen's Nursing Institute*
- [What is personalised care and why is it so important?](#) by Maria Whelan for *Nursing Standard*
- [How shared decision making can help GPs better meet patients' needs](#) by Dr Ollie Hart and Dr Devina Maru for *GP Online*
- [Personalised care is everyone's business](#) by Nick Livada for the *Chartered Society of Physiotherapy*
- [Do you know about Human Rights? - Personalised Care Institute](#) from Jacqui Graves, *PCI Ambassador, Primary Care Cancer Care Nurse, Advisor for Macmillan Cancer Support and Trustee at Penny Brohn UK*

- [Embedding Personalised Care: An Organisational Journey - Personalised Care Institute](#) by Neil Marshall, Head of Operations and Relationships at Connect Health

What our current ambassadors say

“As a Personalised Care Institute Ambassador you will connect with passionate professionals from varied clinical backgrounds, all with the goal of embedding personalised care into our health and care services. You will be given the opportunity to listen and learn about how others have helped build the personalised care skills among their own professional groups and share your own journey in building the personalised care skills among colleagues. The learning it has offered has helped me inspire others from the Physiotherapy profession to help change the narrative from “what’s the matter with you” to “what matters to you?”. As an ambassador you can help raise the awareness of the amazing online learning resources the PCI have to offer.”

Nick Livadas Clinical Lead – JMAPS Northumberland & South Tyneside / PCI Ambassador

“To wake up each morning, to live and breathe personalised care in every interaction whether in a social or professional setting, is what makes me so proud to be an ambassador for PCI. Their goal is aligned to my ikigai and it is always a pleasure to share their online learning in all my keynote speeches to pharmacy students and pharmacists globally. If you are passionate about personalised care, shared decision making and social prescribing, then do apply to be an ambassador and be part of a world class team.”

Arun Nadarasa – Founder of International Social Prescribing Pharmacy Association (ISPPA)/ PCI Ambassador

How to Apply / Next Steps

Applications are currently open! Please complete the [PCI Ambassador Application Form](#) no later than 5pm on Friday, 5th December 2025. If successful, we will contact you at the beginning of February to arrange an onboarding call.

Ambassador criteria

Please find below our ideal ambassador criteria used for scoring applications

- UK based registered health or care professional
- Passionate about the subject matter (personalised care)
- Good writing skills (for example with previous experience of producing blogs, publications or articles for the media and industry outlets)
- Well-connected and can use this to promote free personalised care training courses - this could be due to a large audience on social media or a strong in-person network, locally or nationally

We look forward to hearing from you!