



2010 Primary Health Care Research Conference
Primary health care research and health reform: Improving care

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www.phcris.org.au/conference/2010

DR JIM PRIMROSE

Chief Advisor Primary Health Care



Jim Primrose is the Chief Advisor Primary Health Care within the New Zealand Ministry of Health. This is a key leadership role that's focussed on ensuring primary health care fully contributes to improving the health of New Zealanders, particularly those with greatest need.

Since moving from general practice in 1993 Dr Primrose has worked in a variety of senior roles in the public and private health sectors. He has broad experience and knowledge of working to a wider agenda including the development of national primary health care policy and the establishment of primary care organisations. He has also operated within an international perspective including recently advising on primary health care developments in British Columbia, and in Dubai.