

**Joanne Reeve**  
**Associate Clinical Professor in General Practice, University of Warwick**  
**Chair, Society for Academic Primary Care**

I am a practising physician, a medical generalist, and an academic. My work is underpinned by a vision of revitalising primary care through education, research and professional practice. I contribute in two main areas. Firstly, in my work to develop, deliver and evaluate whole person generalist solutions to the complex problems facing today's healthcare - multimorbidity, problematic polypharmacy, difficult mental health and overwhelmed acute care. Secondly, in work to raise the profile, capacity and impact of the discipline of academic primary care as core to achieving improved primary care. I do so by working in, with, and across a range of communities: clinical, academic and public. All with the aim to support a widely shared goal to build the strong Primary Care that we need, "Now More Than Ever".