

Keeping the media at bay for pathfinder consortium

The chairman of an early pathfinder consortium was facing unwarranted media scrutiny over his roles as a GP, chairman of a gateway project that triaged referrals, and co-owner of an innovative and efficient secondary care service provider.

An investigative journalist scented a potential conflict of interest and sought to pounce on any bias with public money.

We worked over the weekend to support the GP. We drafted a statement to clarify the journalist's misconceptions, encouraged the GP to be honest and up front, and provided details to explain how the NHS worked to prove that nothing untoward had happened.

The story never materialised.