

«Implementation research: for real-world change in primary care»



*Prof. Dr. Hilary Pinnock*

Professor of Primary Care Respiratory Medicine,  
College of Medicine and Veterinary Medicine,  
Usher Institute – University of Edinburgh (UK)

Hilary Pinnock is Professor of Primary Care Respiratory Medicine, at the University of Edinburgh and a family doctor in Whitstable, Kent. She leads programmes of work in the Asthma UK Centre for Applied Research and the RESPIRE NIHR Global Health Research Unit on Respiratory Health.

Her research interests include the delivery of care within the ‘real-life’ primary care setting including implementing supported self-management for asthma, remote consulting and telehealth for respiratory disease, talking therapies to help people with COPD and depression, supportive care for people with severe COPD.

She is Chair elect of the Education Council of the European Respiratory Society, and actively involved with the International Primary Care Respiratory Group and the UK Primary Care Respiratory Society. She has been a member of the BTS/SIGN British Asthma Guideline Development Group, and is an Associate Editor of *npjPrimary Care Respiratory Medicine*.