



NUFFIELD DEPARTMENT OF
PRIMARY CARE
HEALTH SCIENCES

Nuffield Department of Primary Care Health Sciences

Medical Sociology and Health Experiences Research Group

Annual Report 2025

Staff 2025

Name		Role	Academic field /focus
Core Management team:			
Angela	Martin	Operations Manager	
*Catherine	Pope	Professor of Medical Sociology	Organisation of care, digital health
*Lisa	Hinton	Associate Professor	Women's and maternal health, applied health experiences
Ruth	Sanders	Research Delivery Project Manager	
Academic staff:			
Abi	Eccles	Senior Researcher	Digital health
Abi	McNiven	Senior Qualitative Researcher	Women's and maternal health
Alison	Chisholm	Qualitative Researcher and British Academy Innovation Fellow	Deliberative methods; Climate and health
Alison	Kay	Researcher	Reproductive health
Andrew	Moscrop	Clinical Pre-Doctoral Research Fellow	Organisation of care,
Áine	Kelly	Researcher	Social care
Anna	Dowrick	Senior Researcher	Cancer
Becky	Anderson-Kittow	Research Fellow	Organisation of care, health communication
*Becky	Barnes	Associate Professor	Organisation of care, health communication
Bella	Wheeler	Researcher	Organisation of care
Caroline	Cupit	Health Services Researcher	Chronic disease
Catherine	Woods	Research Fellow	Organisation of care, health communication
Claire	Reidy	Qualitative Researcher	Women's and maternal health
Elspeth	Davies	Senior Researcher	Cancer
Hannah	Scholfield	Ann McPherson Fellow	Chronic disease
Jen	MacLellan	Senior Researcher	Women's and maternal health
*John	Powell	Professor of Digital Health	Digital health
Juliette	Foulon	Ann McPherson Fellow	Anthropology
Lei	Clifton	Fellow in AI and Machine Learning	Digital health
Lucy	Frost	Academic Clinical Fellow	Organisation of care, applied health experiences
Nadja	Leith	Senior Research Fellow	Digital health
Rachel	Dewar-Haggart	Qualitative Researcher	Women's and maternal health

Rebekah	Burrow	NIHR Pre-doctoral Fellow	Women's and maternal health
Sahar	Seidl	Ann McPherson Fellow	Women's and maternal health
*Sue	Ziebland	Professor of Medical Sociology	Patient experience, digital health
Suzanne	li	Senior Qualitative Researcher	Social care; applied health experiences
Tanvi	Rai	Senior Researcher	Women's and maternal health, cancer
Teresa	Finlay	Senior Health Services Researcher	Organisation of care, applied health experiences
Tori	Ford	Qualitative Researcher	Women's and maternal health
* = member of Department Senior Academic Committee			
Professional Support Staff			
Vanessa	Eade	Research Operations Co-ordinator	
Kate	Markham	PA to John Powell and Applied Digital Health Administrator	
Kristy	Ravenhall	Administrator and Courses administrator	
Mariah	Snih	HEXI webpage administrator	
Elizabeth	Woolliams	PA to Sue Ziebland & Catherine Pope and Administrator	
DPhil Student cohort 2025			
Name			Supervisors
Roisin	Dillon	DPhil	Barnes, Woods, Hinton, Wang
Sharon	Dixon	DPhil	Hirst, Vincent, Ziebland
Yicen	Guo	DPhil	Barnes, Woods, Wang
Jacob	Heath	DPhil	Dowrick
Bakita	Kasadha	DPhil	Finlay, Marston, Ziebland
Sabrina	Keating	DPhil	Hinton, Scragg
Layla	Lavallee	DPhil	McNiven, Hinton, MacLellan, Ziebland
James	Leigh	DPhil	Powell, Pope
Yixuan	Li	DPhil	Powell, Pope,
Rosa	Mackay	DPhil	Hinton
Chloe	Phillips	DPhil	Hinton
Kellerine	Quah	DPhil	Pope, Clifton
Rachel	Rolph	DPhil	Ziebland, Doeuk
Kate	Sheridan	DPhil	Powell, Ziebland
Kathryn	Woodward	DPhil	Pope, Tierney
Michelle	Yeung	DPhil	McNiven, Pope, Powell

Visitors, 2025

April 2025 – Professor Katherine Clegg-Smith, Johns Hopkins Bloomberg School of Public Health, Maryland, USA

April – June 2025 – Lisa Zuidema, MMC Hospital, Netherlands

May- June 2025 - Marit Nygård Halvorsen, OsloMet, Norway

July-August – Evan Dao, (undergraduate intern) Boston College, USA

September – December 2025 – Professor Deborah Fox, University of Technology Sydney, Australia

Research funding secured in 2025 (group members as PI or senior lead)

1. Management of choking in people living with Motor Neurone Disease: a co-designed evidence-based algorithm. Funder: MND Association. PI Lisa Hinton. Start February 2025 Award £ £289,839
2. Intelligent navigation using AI to bust waiting times for urgent healthcare (INA). Funder: NIHR Invention for Innovation Programme NIHR503515. PI Catherine Pope. Start March 2026. Award £701,380
3. Using an equity lens to understand how social networks can address maternal inequalities. NIHR Advanced Fellowship NIHR306579. PI Lisa Hinton. Start March 2026. Award £945,000.00
4. AI ambient scribing in primary care: the AI SCRIBE study. Funder NIHR HSDR PI John Powell. Start date May 2026 £904,257
5. Pre-Application Support Fund, Funder NIHR, PI Áine Kelly Start date Feb 2026. £46,592
6. Creative methods of communicating to inform women's health research in primary care: workshops from Blackbird Leys and Blackpool PI Rebekah Burrow NIHR SPCR Start date Jan 2026 £4,951
7. AI ambient scribing in primary care: the AI SCRIBE study. Funder NIHR HS&DR. PI ???, co-applicant Rebecca Barnes. Awarded May 2025
8. "Patient pathways to urgent primary care services in the digital age". SHI Foundation Research Grant Development Award. Awarded October 2025. £5983.76
9. Perinatal and obstetric medical devices: solutions for equity (PROMISE). Funder: NIHR Policy Research Programme (PRP) NIHR208582. PI Aris Papageorgiou (NDWRH); Lisa Hinton (joint lead applicant). Start August 2025. Award £499,998

Collaborations externally led, secured in 2025

10. Care bundle to improve postnatal care of women with hypertensive disorders of pregnancy for cardiovascular disease risk reduction (BundleCardio). Funder: NIHR Research for Patient Benefit (RfPB) NIHR207923. PI Pensée Wu (Keele University); Lisa Hinton (co-investigator) Start November 2025. Award £199,289
11. Improving policy and practice to promote and protect the emotional well-being of Unaccompanied Asylum Seeking Young People leaving care in England (Lapwell). Funder: NIHR Research for Patient Benefit (RfPB). PI Kelly Devenney (University of York); Áine Kelly (co-investigator) Start October 2025 Award £488,464
12. Andrew Moscrop Pre-applicant support fund NIHR Start November 2025 £
13. Understanding contemporary adult vaping pathways for policy, practice and public stakeholders: a qualitative study Chief Scientist Office PI Kate Hunt Start date November 2026, £345,009

Fellowships and Awards 2025

- Tori Ford: Mildred Blaxter fellowship from Foundation for Sociology of Health and Illness, to start 2026
- Andrew Moscrop: NIHR Pre doctoral award
- Michelle Walker: 2026-28 New Zealand Girdlers fellowship to start summer 2026

Selected publications, 2025

This selection highlights papers produced by the group, chosen by our researchers as their top three publications for the Annual Report.

Aboy, M.; Liddell, K.; Crespo, C.; Jordan, M.; Hogarth, S.; **Powell, J.** Mapping the patent landscape of cancer diagnostics. *Nature Biotechnology* 43, 1921–1928 (2025).

<https://doi.org/10.1038/s41587-025-02935-y>

Agwunobi, A. J.; Seeley, A. E.; Tucker, K. L.; McManus, R. J.; & **Barnes, R. K.** (2025). Understanding structured medication reviews delivered by clinical pharmacists in primary care in England: a national cross-sectional survey. *BMJ Open*, 15, e097012.

<https://doi.org/10.1136/bmjopen-2024-097012>

MacLean, A.; Driessen, A.; **Hinton, L.**; Nettleton, S.; Wild, C.; Anderson, E.; Brown, A.; Hoddinott, P.; Dwyer, C.; **Ziebland, S.**; Hunt, K. (2025). Rethinking 'recovery': A comparative qualitative analysis of experiences of Intensive Care with COVID and Long Covid in the United Kingdom. *Health Expectations*. <https://doi.org/10.1111/hex.70253>

Atherton, H.; **Eccles, A.**; Bryce, C.; Driessen, A.; Gronlund, T.; & **Pope, C.** (2025). Access to General Practice appointments and sustainable change: Focused ethnographic case study. *British Journal of General Practice*. <https://doi.org/10.3399/BJGP.2025.0140>

Attal, B.; Leeding, J.; van der Scheer, J. W.; Barry, Z.; Crookes, E.; Igwe, S.; Lyons, N.; Stanford, S.; Dixon-Woods, M.; & **Hinton, L.** (2025). Integrating patient and public involvement into co-design of healthcare improvement: a case study in maternity care. *BMC Health Services Research*, 25(1), 352. <https://doi.org/10.1186/s12913-025-12423-3>

Barnes, R. K.; Lindström, A. (2025). Asking about drug allergies: Managing antimicrobial medicines-related risks in primary care in England and Sweden. *Patient Education & Counseling*, 140, 109287. <https://doi.org/10.1016/j.pec.2025.109287>

Brand, M. R.; Vanbelleghem, E.; **Kay, A. C.**; Goriely, A.; Demir, S.; Hulick, P.J.; Prindeville, B.; Wong, A.W.; Callewaert, B.; Lin, A.E. (2025). Autosomal Dominant Transmission Reframes Reproductive Counseling in Myhre Syndrome: A Novel Family and Literature Review. *American Journal of Medical Genetics Part C*, 1–14. <https://doi.org/10.1002/ajmg.c.32161>

Bruun, A.; Cresswell, A.; Jeffrey, D.; Jordan, L.; Keagan-Bull, R.; Giles, J.; Gardiner, F.; Wilding, M.; Payne, N.; Swindells, S.; Gibson, S. L.; **Anderson-Kittow, R.**; Tuffrey-Wijne, I. (2025). Evaluating a toolkit for end-of-life care planning with people with intellectual disabilities. *Journal of Intellectual Disabilities*, 17446295251367687. <https://doi.org/10.1177/17446295251367687>

Bruun, A.; Jordan, L.; Giles, J.; Hughes, R.; **Anderson-Kittow, R.**; Tuffrey-Wijne, I. (2025). Don't assume, ask! *BMC Palliative Care*, 24(1), 13. <https://doi.org/10.1186/s12904-025-01646-0>

Burrow, R.; Carr, M.; Goddard, L.; et al. (2025). Inclusion of under-served groups in trials. *Trials*, 26, 219. <https://doi.org/10.1186/s13063-025-08893-9>

Burrow, R.; **Hinton, L.**; Clarke, M. (2025). Do pregnant people have opportunities to participate in clinical trials? *Trials*, 26, 239. <https://doi.org/10.1186/s13063-025-08949-w>

Mann, C.; Shah, L.; **Eccles, A.**; **Keating, S.**; Dale, J.; Apenteng, P.; Hillman, S. (2025). Menopause care for diverse communities. *British Journal of General Practice*, 75(761), e824–e831. <https://doi.org/10.3399/BJGP.2024.0780>

Clifton, L.; Liu, X.; Collister, J. A.; Littlejohns, T. J.; Allen, N.; Hunter, D. J. (2024). Assessing the importance of primary care diagnoses in the UK Biobank. *European Journal of Epidemiology*, 39(2), 219–229.

Cupit, C.; **Finlay, T.**; & **Pope, C.** (2025). Chronicity rhetoric in health and welfare systems inhibits patient recovery. *Social Science & Medicine*, 382, 118313. <https://doi.org/10.1016/j.socscimed.2025.118313>

Davies, E. (2025). Polarisation in medicine. *BMJ*, 391, r2342. (Editorial)

Davies, E. (2025). 'Why Don't We Get Counselling?' *Cancer Medicine*, 14, e70607. (Editorial)

Davies, E.; Salisbury, H. (2025). How do we talk about overdiagnosis of mental health conditions? *BMJ*, 389, r669. (Editorial)

Day, J.; Simmonds, R.; Martin, J.; White, P.; Price, C.; Shaw, L.; Ford, G.; & **Pope, C.** (2025). Ten years on from the landmark stroke thrombectomy trials. *BMJ Open*, 15(9), e104126. <https://doi.org/10.1136/bmjopen-2025-104126>

Dowrick, A.; MacLean, A.; **Ziebland, S.;** Greenhalgh, T. (2025). Trust in Transition. *Health Expectations*, 28(5), e70459. <https://doi.org/10.1111/hex.70459>

Dowrick, A.; Qureshi, K.; **Rai, T.** (2025). Speculating About Futures with Covid Reinfection in the UK. *Medical Anthropology*, 1–12. <https://doi.org/10.1080/01459740.2025.2461305>

Eccles, A.; **Keating, S.;** Mann, C.; Shah, L.; Dale, J.; Apenteng, P.; Heera, N.; Kuypers, N.; Tatnell, L.; Hillman, S. (2025). Accessing Equitable Menopause Care in the Contemporary NHS. *British Journal of General Practice*.

Eccles, A.; Pelly, T.; **Pope, C.;** **Powell, J.** (2025). Unintended consequences of using ambient scribes in general practice. *BMJ*, 390, e085754. <https://doi.org/10.1136/bmj-2025-085754>

Fieggen, J.; Thakur, A.; Butler, C. C.; Ramasamy, K.; Thakurta, A.; Clifton, D. A.; **Clifton, L.** (2025). Dysregulated immune proteins in plasma predict Multiple Myeloma. *Blood Advances*.

Ford, T.; Talbot, A.; Hayward, G.; Tonkin-Crine, S.; **Ziebland, S.;** **McNiven, A.** (2024). Managing recurrent vulvovaginal thrush. *Patient Education and Counseling*, 118, 108004.

Hinton, L.; **McNiven, A.;** Locock, L.; White, A.; Petrou, S.; Rivero-Arias, O.; Boardman, F. (2025). Mapping the benefits and harms of newborn and antenatal screening programmes. *SSM Qualitative Research in Health* (in press).

Lough Dennell, B. L.; **Dowrick, A.;** Evered, J. A.; Jones, A. (2025). Do You Know Who You're Talking To? *International Journal of Qualitative Methods*, 24. <https://doi.org/10.1177/16094069251384112>

MacLean, A.; Wild, C.; Nettleton, S.; **Ziebland, S.;** Hunt, K. (2025). Long COVID in Children, Young People and Families. In *Long COVID and Society*. Springer Nature.

Maluni, J.; Oluoch, D.; Molyneux, S.; Boga, M.; Jones, C.; Murila, F.; English, M.; **Ziebland, S.;** **Hinton, L.** (2025). After neonatal care, what next? *International Journal for Equity in Health*, 24(1), 17.

McNiven, A.; Dobson, A.; Read, K.; **Dixon, S.** (2025). 'My patients are "gunning for a fight"'. *British Journal of General Practice*, 75(754), 234–236.

Ngaiza, G.; Oluoch, D.; Molyneux, S.; Jones, C.; English, M.; **Pope, C.** (2025). Newborn Technology Use in Low-Resource Settings. *Health Policy and Planning*, 40(10), 1056–1068.

Pope, C.; Driessen, A.; **Eccles, A.**; **Wheeler, B.**; Bryce, C.; **Heath, J.**; **Phillips, C.**; Gronlund, T.; Atherton, H. (2025). Bugbears in the Waiting Room. *Sociology of Health & Illness*.
<https://doi.org/10.1111/1467-9566.70104>

Reidy, C.; Papoutsis, C.; Gudgin, B.; Kc, S.; Greaves, F.; Lavery, A.; **Powell, J.** (2025). Qualitative evaluation of the NHS App. *BMC Medicine*, 23, 20.

Shaw, C.; Sowden, R.; Murtagh, F. E. M.; Tulskey, J. A.; Caskey, F. J.; Parry, R.; **Barnes, R. K.**; Selman, L. E. (2025). Risk communication during treatment decision-making. *Patient Education & Counseling*, 140, 109282.

Tan, J. Y.; **Ford, T.**; **McNiven, A.**; McPherson, T. (2025). Sex, intimacy and psoriasis. *Journal of the European Academy of Dermatology and Venereology*.

Ford, T.; **Ziebland, S.**; Tonkin-Crine, S.; Hayward, G.; **McNiven, A.** (2026). Attending to Gynecology. *Sociology of Health & Illness*, e70121.

Tuffrey-Wijne, I.; Bruun, A.; Tilley, E.; Jordan, L.; Giles, J.; Gibson, S. L.; Creswell, A.; Keagan-Bull, R.; Allen, G.; Swindells, S.; Payne, N.; Hughes, R.; **Anderson-Kittow, R.** (2025). Co-designing a toolkit for end-of-life care planning. *Journal of Applied Research in Intellectual Disabilities*.

Ziebland, S.; & **Powell, J.** (2025). Unintended consequences of digitalisation in healthcare. In *De Gruyter Handbook of Digital Health and Society*.

Teaching, 2025

MSc in Applied Digital Health

John and Cathy continue to provide academic leadership to the MSc in Applied Digital Health, ably supported by Lei Clifton as Programme Director and Abi Eccles, who has taken on leadership of the dissertation module. This year we welcomed our fourth cohort, with 18 full-time students from across the globe.

Oxford Qualitative Courses - Short Courses

Learning with the book, 8-week course, also a separate 6-week course for DPhil students in the department.

Introduction to Qualitative Research Methods, June 2025

Introduction to doing Qualitative Interviews, March 2025, and May 2025

Introduction to Analysing Qualitative Data, March 2025, and May 2025

Introduction to Conversation Analysis and Healthcare Encounters, Ewert House, two days in-person, 5-6 June 2025

Other teaching and training sessions

Lei Clifton: with Gavin Hubbard (PHC comms team) and her DPhil student Bradley Segal, delivered departmental training on “AI Tools in Primary Care Research: A Hands-On Workshop” at St Luke’s Chapel in September 2025, with further sessions planned for Hilary and Trinity 2026

Building on the success of the previous workshop, the material was adapted for a technical audience and delivered as a Hands-On Workshop on AI Tools for Research in December 2025 at the Big Data Institute. The workshop provided participants with guided, practical experience using AI tools for literature scoping, code generation, and the development of reproducible research pipelines.

Regular statistics “drop-in” clinics at the Big Data Institute (BDI), open to researchers across MSD and beyond since 2021 are continuing. Two sessions delivered in 2025, with additional “AI drop-in” sessions introduced in response to rising demand for advice on LLMs, deep learning, and responsible AI, beginning November 2025 at the BDI.

Workshops and other outreach, 2025

Rebecca Anderson-Kittow

A series of 4 co-design workshops between March and September (2 online, 2 in person) to develop training resources to include PPI representatives in conversation analytic research in healthcare.

Rebecca Barnes

Leadership Learning Pathway Launch Event, Careers Service, Oxford, 25 September 2025
(Invited speaker)

Lei Clifton

Invited speaker at the Causal AI workshop at St Luke's Chapel, in October 2025, organised by our department, Heriot-Watt University, and Brunel University. Talk title: "AI, machine learning, and medical statistics". An interdisciplinary workshop bringing together clinicians, researchers, and policymakers to explore how causal AI can support equitable, efficient, and evidence-based decision-making in primary care, through hands-on tool development and policy-focused collaboration.

Elsbeth Davies

Storytelling Workshop – To Refer or Not to Refer: Suspecting Cancer in Primary Care.
Preventing Overdiagnosis International Conference. Oxford, UK.

Anna Dowrick

Invited talk: *Understanding the infrastructure that helps good ideas work in practice* -
Workshop: National bowel cancer research event in Nottingham in November. Card game created to bring to light the infrastructure issues that get in the way of delivering good ideas (with help from Lucy Moore and Elsbeth Davies - and the design skills of Kate Sheridan)

Invited talk/workshop: *Moving forward with justice-oriented knowledge production in tricky times* - led workshop at Assist-UK science and technology studies conference in June and gave an invited talk to the Biomedicine Self and Society group at the University of Edinburgh about pursuing justice-oriented academic practices in the context of fracturing higher education institutions, rising populism, and multiplying global crises

Workshop: *Remote primary care responses to patients affected by domestic abuse: from evidence to practice* - Workshop: with Sharon Dixon at the European Congress on Domestic Violence in Barcelona in September with colleagues from the University of Bristol to share findings about our work investigating the impact of remote delivery of primary care on patients experience domestic abuse.

Podcast: '[The Ethics of Being There: Fieldwork, Doubt and Meaning](#)' - Guest on the Wellcome-funded 'Ethics in Practice' podcast, where I discussed the ethical challenges of studying contested issues.

Jen MacLellan

Better Outcomes Postnatally for Mums (BEAMS) launch event, 30 January 2025, Friends House, Euston Road, London, hosted by Jen MacLellan as lead researcher (now in NPEU), with Catherine Pope (Co-PI) attended by 60+ delegates and theatre production

Catherine Pope

Podcast: [Access to General Practice: What Works, What Lasts, and Why - Ockham Healthcare](#). Guest of Ben Gowland for the Ockham Healthcare think tank and consultancy to identify, promote and support best practice and new ways of working in General Practice.

Writing Retreats, 2025

MS&HERG Retreat: Two-day writing retreat was held at Worton Park, Cassington, in November and attended by 12 researchers.

Hypertension Group Research Retreat, Suffolk, 21-24 January 2025

PRIMA Writing Retreat, Dorset, 3-7 February 2025

PhD / DPhil assessing and examining

Rebecca Barnes

Robert Prettner, VU Amsterdam, 18 March 2025 (PhD Examiner)

Laura Heath, 8 December 2025, University of Oxford (Confirmation of status assessor)

Rosario Neyra, 19 December 2025, University of York (PhD Examiner)

Sue Ziebland

Melissa Little, 17 July 2025, University of Oxford (Confirmation of status assessor)

Jeremy Leslie-Spinks, 04 November 2025, University of Oxford (DPhil examiner)

Rosa Mackay, 16 December 2025, University of Oxford (Transfer of status assessor)

Lisa Hinton

Hilary Edgcombe, 10 April 2025, University of Oxford (Transfer of Status assessor)

Gulraj Grewal, 15 July 2025, University of Oxford (DPhil examiner)

Amy Booth, 09 October 2025, University of Oxford (DPhil examiner)

John Powell

Gina Wren, 28 January 2025, University of Oxford (Confirmation of status assessor)

Gina Wren, 08 September 2025, University of Oxford (DPhil examiner)

Celine Aldenhoven, 03 November 2025, University of Oxford (Transfer of status assessor)

Chloe Phillips, 15 December 2025, University of Oxford (Transfer of status assessor)