



Genevieve Hopkins

PhD Title: Exploring the development and implementation of a new integrated health and social care model

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Supervisors: Diane Seddon, Ceryl Teleri Davies

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My background

I have been a researcher for more than 20 years. I initially started in market and marketing research, then moved to social statistics at the Office for National Statistics. More recently, I was a methodologist at ONS working on economic surveys in questionnaire design, data editing and imputation. I have a BSc from Loughborough University in Social Policy and Administration, and a MSc in Business Research Methods from the Open University. My primary interest is research methodologies and how to apply them.

My research

My PhD involves applying a realist methodology to a new type of social prescribing model based in North Wales. Through the development of a programme theory involving consultation with stakeholder groups, I will evaluate the model and make suggestions on 'what works, for whom, under what circumstances'. In addition, I will apply the principles of Social Return on Investment to measure outcomes that are not traditionally captured by financial statements, such as social isolation. The results of my research will be used to improve the model and enable it to be rolled out across the UK.

Contact

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