



THORNFIELDS

ASSOCIATE DIRECTORY OF BIOGRAPHIES AND SKILLSETS

UPDATED APRIL 2026

THORNFIELDS - OUR ASSOCIATES

Welcome to this guide which sets out the wealth of skills and experiences that our valued Thornfields Associates bring to our clients. Our Associates are spread all around the UK and have delivered training workshops on a broad range of topics. Some also help with updating the policies and procedures library that FPM has on its FPM Core system.

If you know of anyone who would like to become a Thornfields Associate please do let us know. Likewise if you gain new skills and experience you would like reflected in this guide, contact us.



View upcoming Thornfields workshops for individuals

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Read the latest news & analysis on the Thornfields blog

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ABOUT OUR ASSOCIATES



BROOKE CASSINELLI
Sheffield, South Yorkshire

Brooke started off as an apprentice receptionist over 16 years ago for Asylum Seeker Health and has worked her way through the roles throughout General Practice, all the way to Practice Management.

Brooke completed an ILM 5 management course with Thornfields and went on to become an Associate 3 years ago, often supporting people with real life examples with an open forum approach that helps everyone learn from each other.

Alongside her role with Thornfields, Brooke is a practice manager in Sheffield at a 2-site practice with 32 staff. She has a passion for working with people and bringing out the best in staff with support and guidance.



TESS CLARKE
Llanidloes, (Powys)

Tess has over 20 years' experience as a Practice Manager, as well as experience in coaching and mentoring aspiring practice managers. She is a TQUK Level 3 Instructor in First Aid at Work including BLS, AED and Anaphylaxis, and holds the TQUK Level 3 Award in Education and Training. She is also an ILM3 tutor. Tess feels quality training is vital to enable, motivate and empower staff to be the best they can, and in turn provide the best care and outcomes for patients.



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HEATHER COOK

Wakefield, (West Yorkshire)

Following a successful career as a Commercial Director in the private sector, Heather spent 6 years providing strategic business support to a financially failing GP practice, and assisting with the restructuring of the administration team. After 6 years in the practice Heather decided to semi-retire, joining FPM as a consultant in 2015.

Heather works with practices to address areas of concern, deliver introduction to GP practice management training and offer support and delivery at Federation and ICS level. Heather is a Fellow of the Institute of Leadership and Management (FInstLM), and a member of the Chartered Institute of Personnel and Development (CIPD).





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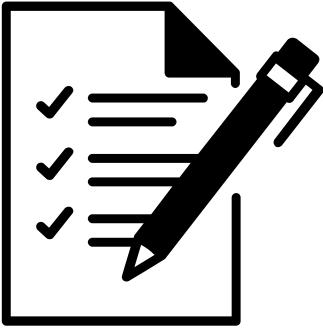
MARK DONALDSON
Ossett, West Yorkshire

Mark Donaldson is a Senior Business Manager with experience across both healthcare and non-healthcare industries. His career has been enriched through leadership roles in practice management, community services, and urgent care provision. Alongside this, he has held senior management positions in non-healthcare sectors, bringing a breadth of perspective and transferable skills to his current role.

Mark is a highly qualified professional, holding an MSc in Management, a Postgraduate Diploma in Business Research Methods, and a Level 7 Diploma in Advanced Primary Care Management. Mark also trained as Chartered Physiotherapist, combining clinical expertise with strategic leadership.

His professional interests lie in patient care, digital innovation and technical solutions, and the transformation of healthcare systems through change management and process re-engineering. Above all, Mark is motivated by a desire to make a meaningful impact, driving improvement, embedding innovation, and delivering sustainable outcomes for both patients and organisations.





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JOANNA FOX

London, (West London)

As a Graduate Associate of the Chartered Institute for Ergonomics and Human Factors (CIEHF) and a Chartered Fellow of the Chartered Management Institute (CMI), as well as a Chartered Fellow of the Recruitment and Employment Confederation (REC).

She is a seasoned healthcare transformation and organisational leadership specialist with over 15 years healthcare leadership experience driving organisational, operational, cultural and digital change across the NHS, which has included general practice, primary care networks, federation and ICBs across the country. Her career spans human factors, clinical safety, digital implementation, estates strategy, compliance, and workforce development, underpinned by a strong commitment to patient safety and service excellence.

Combining strategic insight with deep operational understanding, Joanna has led large scale digital transformation and workforce redesign programmes covering millions of patients and thousands of healthcare professionals. She has authored and delivered CMI healthcare leadership degree modules for C-suite and executive roles in EDI and workplace mental health and wellbeing. She has successfully improved clinical safety through human factors-based approaches, delivered CQC readiness programmes with measurable regulatory uplift, and developed leadership and quality frameworks enhancing organisational capability and resilience.

As a trusted management advisor to NHS bodies and independent healthcare providers, Joanna's approach is analytical yet empathetic, balancing system level strategy with people centred design. Her work consistently bridges policy and practice with its people and purpose, enabling organisations to embed sustainable improvement across digital, estates, governance, and workforce domains.



ABOUT OUR ASSOCIATES

STAYCE GIBSON

Bristol



Stayce has a passion for helping others to stay aware of the small factors in life we often breeze past. Her training sessions stimulate attendees to take some time out, become very conscious and breathe, while making decisions that are best for our personal lives.

Stayce currently works inside a General Medical Practice, running the daily shift as Shift Lead. She also works on the Rota team helping to organise the functionality of the practice. She has worked in Mental Health, Supported living Accommodation, Addiction and Youth Support for over 10 years while training to be a Person-Centred Therapist. She is open, caring and loves to serve people, acting fast to stand up for anything unjust, or anyone mistreated.

TRACY GREEN

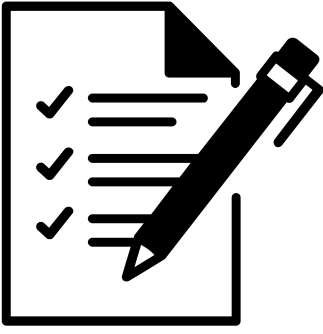
Tiverton, (Devon)



Tracy has supported numerous practices with CQC compliance as well as leading and restructuring teams in primary care settings. She has worked as a Federation Manager for a large group of practices and since 2014 has been a Primary Care Compliance Expert. She recently led a PCN through a CQC transformation from Inadequate to a Good rating over a 9-month period.

Tracy is a certified coach and Neurolinguistic Programming practitioner, and has worked nationally at a strategic and operational level with PCNs, GP practices and ICBs, and delivers the General Practice Improvement Programme through one of NHS England's delivery partners.

She has an MCIPD, CMgrFCMI, FloL, FREC, is certified coach, and Insights Discovery Practitioner, and has run Thornfields webinars on the topic of CQC inspections.



ABOUT OUR ASSOCIATES



ANITA HAMPSON

Leeds, (West Yorkshire)

Anita is a highly motivated experienced GP Practice Manager. During her career she managed and led on numerous projects which enhanced the developments of both the Practices she worked with along with the wider population and local healthcare community. These included practice expansions and building extensions, and developing new ways of working within the PCN model. Anita also completed the Certificate in Performance Management in Local Health Care. She retired in 2020 from practice management. Anita is now an ILM3 trainer and assessor.



PHIL HARNBY

Durham, (County Durham)

Phil Harnby is a Director at Mitchells Grievson Chartered Accountants in County Durham. Prior to this he was a Director of a large Newcastle-based practice specialising in the healthcare sector.

Phil has also presented on financial topics at national events and written for various national publications. He looks after practices up and down the country and particularly enjoys the engagement with the managers he meets. He has also presented Thornfield webinars on the topics of the GP Contract, Merging Practices, and Partnerships.



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TOM HEWITT

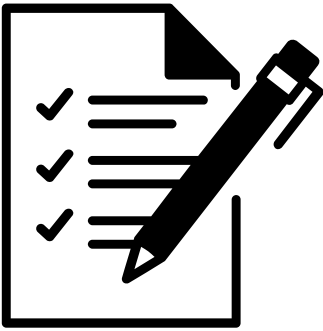
Sheffield, South Yorkshire

Tom is an experienced senior leader and associate trainer in Business and Management, with a strong background across healthcare and public services. He holds an MBA in Healthcare Leadership and brings practical, real-world experience into his teaching, particularly around leadership, strategy, organisational change, and workforce development.

Alongside his work with Thornfields, Tom holds senior leadership roles within the NHS, where he works closely with professionals to deliver service improvements, lead change, and develop high-performing teams across complex organisations. He particularly enjoys supporting learners on work-based and applied programmes, helping them connect academic theory with the challenges they face in their day-to-day roles.

Tom is passionate about inclusive, learner-centred education and is committed to creating supportive learning environments that build confidence, capability, and career progression for experienced managers and leaders.





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HELEN MCMENAMIN
Gateshead (Tyne & Wear)

Helen combines her professional experience with personal insight to offer a unique expertise in grief and bereavement support. Her journey, shaped by working with individuals facing mental health challenges and her own experiences of profound loss, led her to create The Flying Fish Company. Through this platform, Helen delivers impactful training that helps organisations support employees during challenging times.

She also hosts the podcast series Navigating Life After Loss, where she candidly shares her experiences, offering understanding and comfort to those who feel isolated in their grief, and providing valuable insight for those supporting others on their journey. She has presented a series of webinars for Thornfields on the topic of Navigating Grief at Work.



LISANNE MEADOWCROFT
Bentham, (Lancashire)

Lianne has 21 years' experience working in primary care, with a speciality in phlebotomy and paediatric phlebotomy. She delivers updates for staff performing phlebotomy, and part of the course concentrates on teaching delegates how not to "miss" a vein. Her courses are delivered in a fun yet professional manner. She is passionate about holistic healthcare assessments which involve getting to know the patient's story and understanding in which areas they need help.



ABOUT OUR ASSOCIATES



MIRANDA MELLOR
Thornton-Cleveleys (Lancashire)

Miranda has over 30 years' experience in primary care, including working as an associate trainer for over 9 years. She combines her experience of Business and Practice Management to help others in Primary Care.



TIM MORRIS
Leamington Spa, (Warwickshire)

Tim is a current managing partner in a 22k patient practice rated CQC outstanding, and is a PCN director.

He was educated to Masters level with an MA in Management Practice (2010) and level seven post-graduate Diploma in Management and Leadership. Tim is a fellow of the Chartered Management Institute.

Tim boasts 19 years' experience as a practice manager working at board level with South Warwickshire CCG and six years as managing director of the South Warwickshire GP Federation, including four years as a PCN director. Tim has 16 years' clinical experience with West Midlands Ambulance Service and six years' experience as a CQC specialist advisor for primary medical services.

Tim is passionate about primary care and enjoys using his experience to support and develop primary care teams to deliver outstanding patient care. he has also presented Thornfield webinars on topics such as Improving Access.



ABOUT OUR ASSOCIATES



GABBY PROWSE

Weston-Super-Mare, (North Somerset)

With over 25 years of experience in learning and development, including senior management roles in education, GP Practice Management, and as an NHS recruitment consultant, Gabby has a deep understanding of the unique challenges faced by GP Practice staff.

Specialising in Conflict Management and leadership training, Gabby focuses on empowering staff to confidently tackle the specific challenges of the NHS. Certified as an MOE Foundation coach and TetraMap® team-building facilitator, she brings a wealth of expertise to her workshops, fostering a supportive environment where participants can develop practical skills that enhance their professional lives and boost the overall efficiency of the practice.





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MICHELE RICHARDS
Wales

Michele has nearly 20 years' experience in primary care, including 18 years as a Practice Manager. She currently works as a Business Manager across three GP practices in Wales, leading on finance, operations, digital systems and governance. She has experience working across both highly deprived and more affluent practice populations, and focuses on improving access, strengthening systems and delivering practical, sustainable improvements. She has a strong track record of improving financial performance and identifying income opportunities within general practice.

Alongside this, she is a Primary Care Advisor for the RCGP, supporting practices to identify risk, improve performance and resolve complex operational challenges. She was previously the Practice Manager Support Lead for Wales at HEIW, where she led the development of the All Wales Practice Manager Competency Framework aligned to national workforce priorities.

Michele is known for delivering measurable improvements in access, system design and overall practice performance, combining strategic oversight with detailed operational delivery.





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MAIREAD ROCHE
London, (North London)

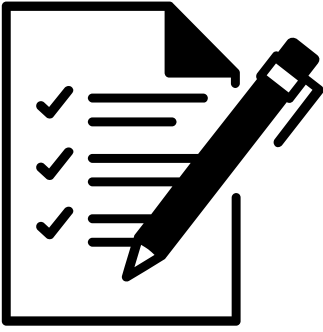
Mairead originally trained as a nurse (RGN) and has worked as a Practice Manager for 30 years. She is a qualified trainer and worked for many years with Camden CCG as their Non-Clinical Staff Training Lead. Her main interest is in developing administrative support roles to adapt and respond to the post pandemic challenges faced in primary care, especially work around signposting, care navigation, improving the patient experience and document management.

She has worked with The Royal College of General Practitioners (RCGP) and in Adult Education facilities supporting learners in achieving The City and Guilds Certificate in Medical Administration. Recently she has developed and delivered Level 3 Apprenticeship training to learners looking to achieve the new Community Health and Well Being Workers qualification.



TRACY SIMPSON
Leven, Fife

Tracy has been a Business Manager/Partner for 21 years. Prior to working in General Practice, she was an Administrator in Primary Care for 13 years. The skills and knowledge she has gained over the 21 years has stood her in good stead for sharing information with other colleagues in a Primary Care setting. She is also the Chair of a local Practice Managers Association, as well as a Training Practice Lay Visitor.



ABOUT OUR ASSOCIATES



MARIA STACY
Lincolnshire / North region

Maria has been an Associate Trainer and Developer with Thornfields Training since 2016. She delivers training to practice teams, managers and GPs around the UK including signposting, SNOMED, information governance, maximising income/minimising cost, lean working, supervision skills, HR management, social prescribing, medical terminology, clinical coding and summarising, self-care and wellbeing and correspondence management.

Maria's key skill is her ability to work alongside others and "lead from within." This way, everyone works together towards shared team goals, improved patient satisfaction levels and quality services as levels of confidence and knowledge develop.





ABOUT OUR ASSOCIATES



SARAH STAPLETON
Chulmleigh, Devon

Sarah is educated to foundation degree level with 27 years' experience in GP Practice, 12 of those as Practice Manager. More recently, she has utilised her experience and skills in education and development of non-clinical staff working in GP Practices. Sarah is experienced in HR, change management and all aspects of operational management, including health & safety, recruitment & development. She has run courses for Thornfields on the topic of Chaperone Training.



JAYNE TAIT
Skipton, North Yorkshire

Jayne has 21 years' NHS management/business experience, with a particular interest in practice finance.





ABOUT OUR ASSOCIATES



LIZ WICK

Sheffield, South Yorkshire

Liz is a former PM with 21 years' experience of both large and small General Practice. She worked for the Care Quality Commission for 5 years as a Specialist Advisor, assisting in the inspections of 450 practices with ratings scaling from outstanding to inadequate and the immediate closure of practices.

She has worked as a Primary Development Advisor with the Royal College of GPs to help practices out of difficulties and providing them with a strategic plan of action to move forward. She uses her many varied experiences in the delivery of training to all delegates.



NICOLA WILKINSON

Belfast, Northern Ireland

Nicola has over 30 years' experience as a practice manager. She has a BA Hons Degree in Business from the University of Ulster. Nicola is a fellow of the Institute of Healthcare Managers, this highlights her commitment to professional standards and leadership in the sector.

Nicola's focus is on merging operational excellence with a genuine passion for team development to ensure patients receive top-tier care.

OUR THORNFIELDS STAFF



GERRY DEVINE

Practice Management Advisor

Gerry brings over 25 years of experience from manufacturing and research industries, where he held a range of operational and HR management roles. He later moved into primary care, managing a number of practices with patient lists ranging from 4,000 to 15,000. During this time, he also supported collaborative working by successfully leading a locality Practice Managers network. An experienced trainer, Gerry has delivered more than 500 workshops across multiple topics and via a variety of platforms. His proven practical style is underpinned by strong academic credentials, including a business degree, professional training and coaching qualifications, and a Postgraduate Certificate in Business Administration. He now focuses on developing practical, impactful training designed to help practice teams reach their full potential, while also managing and supporting a network of freelance trainers.



NICOLA DAVIES

Programme Manager

Nic is the Programme Manager for Thornfields, bringing over 14 years of experience at FPM. She understands people, processes, and the way teams work best together. She enjoys collaborative problem-solving and continuous improvement, and is passionate about turning ideas into scalable, sustainable solutions. Nic has a reputation for being approachable, steady under pressure, and energised by helping others succeed, and aims to bring both professionalism and personality to every project she leads.