



**Dr Ali Heawood**  
**B.A.(Sheff.), M.Sc.(Wales)**

Senior Research Fellow In Primary Care Research

**Area of research**

Qualitative health services research

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**Summary**

**Background**

I have a background in psychology and social science research methods, with particular interest and expertise in qualitative methods applied to the primary care context. I began my research career as a research associate in Primary Health Care at the University of Bristol in 1995, going on to gain my PhD from the University of Bristol (2001). I have worked in the Centre for Academic Primary Care at the University of Bristol since 2002, and am currently a Senior Research Fellow specialising in qualitative health services research methods. I previously held a Department of Health post-doctoral research fellowship (2003-6).

**Research**

I have a long-standing interest in primary care as a research context and specialise in applied qualitative research, conducted either stand-alone or combined with quantitative methods, such as randomised controlled trials. I work across a range of themes within the Centre for Academic Primary care, including studies relating to organisation and delivery of care, urgent care, medicines optimisation and the primary care response to domestic violence. I typically take the role of (qualitative) methodologist on grant applications and have considerable experience designing and managing qualitative research within large mixed methods evaluations. Methods used include: in-depth interviews, focus groups, observation, and audio-recording and analysis of practitioner-patient interactions using methods such as Conversation Analysis. I am also interested in the synthesis of existing qualitative evidence using methods such as meta-ethnography. I am an affiliated member of the MRC ConDuCT-II Trials Methodology Hub based at the University of Bristol and a senior methodologist linked to Bristol Randomised Trial Collaboration. As both Principal and Co-Investigator, I have been awarded research grants from several major funders including: the National Institute for Health Research, the Medical Research Council, the Department of Health and the Bupa Foundation. I have a wide range of publications in high quality peer reviewed journals, both as lead and co-author (publish as Shaw). I review qualitative papers for a range of journals and have external roles sitting as an independent member on Trial and Programme Steering Committees.

**Teaching and mentoring**

I enjoy and have considerable experience of PhD supervision and mentorship of post-doctoral researchers. I have taught postgraduates and health professionals about qualitative research methods, notably through short methodology courses run within the School of Social and Community Medicine. I co-designed and co-led a short course on using qualitative research to optimise randomised controlled trials for a number of years. I also mentor clinical academic trainees and more junior social scientists undertaking qualitative research projects and have been training lead for primary care scientists within the Centre for Academic Primary Care. I have experience of being external examiner for both Masters degrees and PhDs.

**Keywords**

- Qualitative research methods
- evaluation of health care

- evaluation of trials
- patient experience of health care
- patient perspective
- primary care
- doctor-patient relationships
- organisation and delivery of care

## Methodologies

- Qualitative Methods

## Expertise

I am an experienced post-doctoral researcher, with expertise in qualitative health services research. I am particularly interested in using qualitative methods to evaluate patient experiences of health care or of participation in randomised controlled trials. I am a senior methodologist with Bristol Randomised Trials Collaboration, with expertise in using qualitative research within clinical trials. I have a particular interest in primary care and have been awarded research grants from a number of funders, including the NIHR. I have published widely (as Shaw).

- qualitative health services research
- primary care
- patient experience
- NHS
- organisation and delivery of care
- qualitative research in clinical trials
- evaluation

## Memberships

### Organisations

[Bristol Medical School \(PHS\)](#)

### Other sites

- [Populationhealth](#)

### Centres, collaborations and units

- [Collaboration and Innovation for Difficult or Complex Randomised Controlled Trials \(ConDuCT\)](#)
- [Centre for Academic Primary Care](#)

## Recent publications

- Mann, C, Shaw, ARG, Guthrie, B, Wye, L, Man, M-S, Chaplin, K & Salisbury, C, 2019, '[Can implementation failure or intervention failure explain the result of the 3D multimorbidity trial in general practice: mixed methods process evaluation](#)'. *BMJ Open*.
- Booker, MJ, Purdy, S, Barnes, RK & Shaw, ARG, 2019, '[Ambulance use for 'primary care' problems: an ethnographic study of seeking and providing help in a UK ambulance service](#)'. *BMJ Open*, vol 9.
- Morton, K, Sanderson, E, Dixon, P, King, A, Jenkins, S, MacNeill, S, Shaw, ARG, Metcalfe, C, Chalder, M, Hollingworth, W, Bengler, J, Calvert, J & Purdy, S, 2019, '[Care bundles to reduce re-admissions for patients with chronic obstructive pulmonary disease: a mixed-methods study](#)'. NHS National Institute for Health Research
- Arai, L, Shaw, ARG, Feder, G, Howarth, E, Macmillan, HL, Moore, T, Stanley, N & Gregory, A, 2019, '[Hope, agency, and the lived experience of violence: A qualitative systematic review of children's perspectives on domestic violence and abuse](#)'. *Trauma, Violence, and Abuse*.
- Parslow, R, Anderson, N, Byrne, D, Shaw, ARG, Haywood, KL & Crawley, E, 2019, '[Adolescent's descriptions of fatigue, fluctuation and payback in chronic fatigue syndrome/myalgic encephalopathy \(CFS/ME\): interviews with adolescents and parents](#)'. *BMJ Paediatrics Open*, vol 2.
- Taylor, G, Shaw, ARG, Metcalfe, C, Kessler, D & Munafo, M, 2019, '[Integrating smoking cessation treatment as part of usual psychological care for depression and anxiety \(ESCAPE\): protocol for a randomised and controlled multicentre, acceptability, feasibility and implementation trial](#)'. *Pilot and Feasibility Studies*, vol 5.
- Morton, K, MacNeill, S, Sanderson, E, Dixon, P, King, A, Jenkins, S, Metcalfe, C, Shaw, ARG, Chalder, M, Bengler, J, Hollingworth, W, Calvert, J & Purdy, S, 2019, '[An evaluation of 'care bundles' for patients with Chronic Obstructive Pulmonary Disease \(COPD\): a multi-site study in the United Kingdom](#)'. *BMJ Open Respiratory Research*, vol 6.
- Ridd, M, Edwards, L, Santer, M, Chalmers, JR, Waddell, L, Marriage, D, Muller, I, Roberts, K, Garfield, K, Coast, J, Selman, L, Clement, C, Shaw, ARG, Angier, E, Blair, P, Turner, N, Taylor, J, Kai, J & Boyle, RJ, 2019, '[TEST \(Trial of Eczema allergy Screening Tests\): protocol for feasibility randomised controlled trial of allergy tests in children with eczema, including economic scoping and nested qualitative study](#)'. *BMJ Open*, vol 9.
- Salisbury, C, Man, M-S, Chaplin, K, Mann, C, Bower, P, Sara, B, Duncan, P, Fitzpatrick, B, Gardner, C, Gaunt, D, Guthrie, B, Hollinghurst, S, Kadir, B, Lee, V, McLeod, J, Stewart, M, Moffatt, HK, Moody, E, Rafi, I, Robinson, R, Shaw, ARG & Thorn, J, 2019, '[A patient-centred intervention to improve the management](#)

[of multimorbidity in general practice: the 3D RCT](#). *Health Services and Delivery Research*, vol 7.

- Kearney, A, Rosala-Hallas, A, Bacon, N, Daykin, AR, Shaw, A, Lane, JA, Blazeby, J, Clarke, M, Williamson, PR & Gamble, C, 2018, ['Reducing attrition within clinical trials: The communication of retention and withdrawal within Patient Information Leaflets'](#). *PLoS ONE*, vol 13.

[View complete publications list](#) in the University of Bristol publications system

## Projects

- [The 3D Study: Improving whole person care](#)