

Professor Sam Seidu

United Kingdom

Professor of Primary Care Diabetes and Cardio-metabolic Medicine at the University of Leicester

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Professor Sam Seidu is Professor of Primary Care Diabetes and Cardio-metabolic Medicine at the University of Leicester. He was recently appointed Chair of the REF 2029 Sub-panel for Public Health, Health Services and Primary Care (Unit of Assessment 2), reflecting his national leadership and expertise in research assessment and evaluation. He has also been appointed as a Panel Member for the NIHR Primary Care Commercial Research Delivery Centres (National).

Professor Seidu is a Board Member of the Primary Care Diabetes Society (PCDS) UK (& PCDOS) and serves as Clinical Lead and Mentor for Diabetes and Co-Chair of the Diabetes Delivery Group within the Leicester, Leicestershire and Rutland Integrated Care System. Internationally, he is Vice-Chair for Research at Primary Care Diabetes Europe (PCDE), where he supports research and innovation to improve diabetes care across Europe.

In 2021, he was recognised by the Royal College of General Practitioners as the Most Outstanding Early Career Researcher. He is also an Associate Editor of the journal Primary Care Diabetes and a GP Partner at Hockley Farm Medical Practice, Leicester. Professor Seidu contributes internationally through collaborative research, education and capacity-building programmes across Africa, supporting efforts to improve equitable access to diabetes and cardiometabolic care and address health inequalities in underserved populations. His research focuses on diabetes, cardiometabolic disease, therapeutic inertia, medication safety, real-world evidence and the prevention of long-term complications.

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