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What is the prime function of any national health care system? International evidence shows that a strong primary care focus reduces health inequalities, and improves overall health outcomes. In England, family medicine (known as General Practice) has long been seen as central to the functioning of the NHS, and in the latest and very major reorganisation, family doctors are being given overall control of most of the commissioning budgets for the whole NHS. This presentation will review the benefits of a strong primary care focus, particularly in a time when money is tight, the potential that primary care offers in terms of reducing unnecessary hospital admissions which could better (and more economically) be dealt with in the community, and the complex and often confounding problems of multiple comorbidities. Can care simultaneously be cheaper, more effective, and preferable to patients?