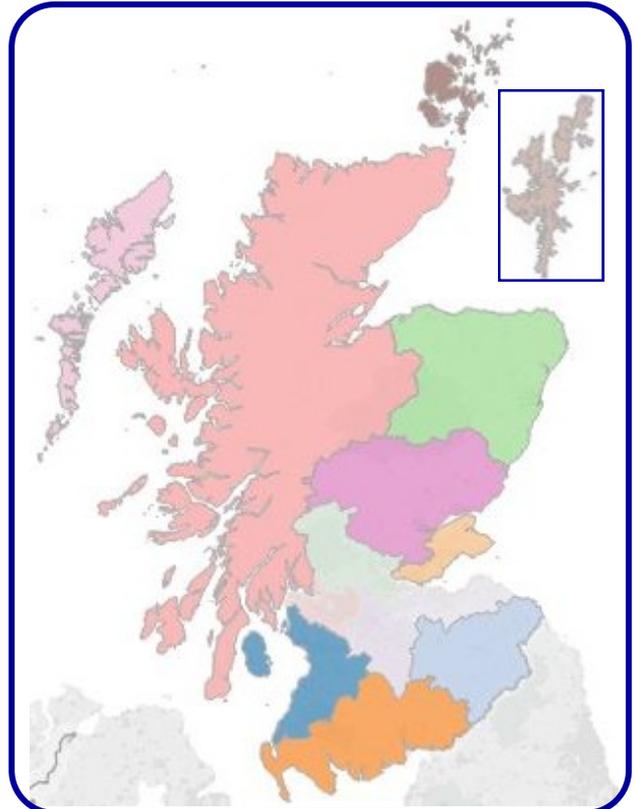


Call for interest

The Scottish Rural Medicine Collaborative (SRMC) is a programme funded by the Scottish Government's GP Recruitment and Retention Fund. The programme - Chaired by Ralph Roberts (Chief Executive of NHS Shetland) - is about developing ways to improve the recruitment and retention of GPs working in a rural setting across ten Health Board areas in Scotland - Grampian, Highland, Orkney, Shetland, Western Isles, Dumfries & Galloway, Ayrshire & Arran, Fife, Tayside and Borders. Also involved are NES, NHS HR Directors, RCGP Scotland and Rural GP Association. We are now looking for your help.....

SMRC Projects

- 1 Rural GP Recruitment Good Practice Guidelines
- 2 Rural GP Recruitment Yearly Wheel
- 3 Rural GP Marketing Resources
- 4 Rural GP Community of Practice
- 5 Rural GP Recruitment and Retention Toolkit
- 6 Rural GP Recruitment Support



The SRMC Programme Board have agreed that the programme will work in the six project areas outlined above and are looking for the following people to support this work:

A Programme Clinical Lead which will be funded 2 PAs (0.2 WTE) per week towards backfill for the post holder and will work across the whole Programme.

Project Leads for Project 2* (Rural GP Recruitment Yearly Wheel), Project 3* (Rural GP Marketing Resources) and Project 6* (Rural GP Recruitment Support). More details about these individual projects are available in Appendix 1 below. We would be particularly interested to hear from HR Managers or Practice Managers. **Please note your interest by Monday 22nd May 2017**

Project Team members for all projects. We would be particularly interested to hear from HR Managers or Practice Managers.

To find out more about these opportunities please contact either:

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Appendix 1 - Project Descriptions

Project 1 – Rural GP Recruitment Good Practice Guidelines

GPs willing and able to work in a rural context are a scarce resource. It is therefore crucial that recruitment process and practice at Board and GP Practice level is as effective as possible. The anticipated outcome of this project is to improve the consistency and hence effectiveness of rural GP recruitment by agreeing a unified approach to rural GP recruitment across Scotland taking into consideration both salaried and independent GP models. This project will identify, package and make available a suite of recruitment good practice guidelines. The guidelines will, where possible, be evidence-based and will cover the entire rural GP recruitment process including advertising, initial response to applicants, ongoing management of applicants, interviewing and remuneration package.

Project 2* – Rural GP Recruitment Yearly Wheel

There are opportunities at medical conferences and recruitment events to initiate recruitment of rural GPs. Currently attendance at these events is on a single Board basis. The anticipated outcome is to work collaboratively to improve recruitment of rural GPs by effectively sharing opportunities presented at existing medical conferences and recruitment events and using a joint approach to rural GP recruitment. This project will identify appropriate international, national and regional recruitment events and will make participating Health Boards and their rural GP Practices aware of these events. It will collate good practice on how these opportunities can be maximised which will include how to plan for attending an event, how to recognise and maximise opportunities at an event and how to follow up leads generated by the event. The project will develop a pool of clinical and non-clinical people who will work collaboratively and present a unified front to promote opportunities across the ten SRMC Boards. A process to ensure that representatives from the pool will jointly attend the 2017 RCGP annual conference in October 2017 is already underway. The project will also look at how a shared approach to rural GP recruitment can be sustained into the future.

Project 3* – Rural GP Marketing Resources

GPs willing and able to work in a rural context are a scarce resource. It is therefore crucial that opportunities to work as a rural GP are marketed as effectively as possible. Currently there are two main NHS Scotland supported websites that advertise rural GP vacancies, various GP led websites, region specific websites and commercial websites. This project will explore the options for co-ordinating the development of a recruitment website specifically for rural GP recruitment opportunities, or an electronic 'front end' for existing resources. The project will seek to develop existing work to establish a single branding for recruiting GPs to rural Practices in Scotland. The project will seek to evaluate the performance of the website by utilising website analytics and other feedback from users.

Project 4 – Rural GP Community of Practice

Professional isolation has been identified as a significant risk factor in retaining rural GPs. The anticipated outcome is that rural GPs will feel better supported and less professionally isolated because they have a credible, useful and sustainable electronic community of practice. This project will provide an electronic forum to share knowledge and experience and initiate and build supportive professional relationships. A significant aspect of the community of practice will be to promote career and ongoing education opportunities. The project will undertake an options appraisal to identify an appropriate online community

product. The project will promote the community of practice to rural GPs, Practice Managers and other relevant people who provide support to rural GPs. The project will develop and undertake a survey to establish the current view of rural GP retention related issues. The project will work in partnership with NES/RRHEAL (Remote and Rural Health Education Alliance) to develop and co-ordinate remote and rural education developments.

Project 5 – Rural GP Recruitment and Retention Toolkit

Examples of community involvement recruitment for GP posts have been used successfully in remote and rural communities in Scotland. However this approach has not been routinely considered across all remote and rural practices. The project will develop a Community Recruitment toolkit and takes the idea further to consider how potential or new employees in remote and rural general practice could have a structured approach to activities and plans to integrate them into their community, and considers how primary care management teams could work within a standard framework to do this. The toolkit will cover three areas:

- Community recruitment
- Community integration
- Employers recruitment support

In order to maximise links and minimise duplication it has been proposed that the Northern and Peripheries and Arctic (Recruit and Retain 2) Programme www.recruitandretain.eu/home3 could pilot this approach with non-medical professionals and SRMC could pilot it with GPs, with both programmes taking a partnership approach to developing the toolkit. This approach is not yet mandated by 'Recruit and Retain 2' but is actively being considered. It may be that just one or two of the elements of the model below could be piloted in the first instance. There is also likely to be cross-over between the Employers Recruitment Support element of this project and SRMC Project 1, and the most effective division of this would need to be agreed.

Project 6* – Rural GP Recruitment Support

This project would look at options for providing specific support for employers of rural GPs (independent and salaried) and for the potential and actual rural GP employees. This support could be directed to a range of activities such as:

- Co-ordinating early contact from interested GPs
- Facilitating recruitment support for both employees and employers
- Providing some relocation support
- 'Keeping the door open' to past employees

The project would develop a sustainable business case for supporting selected elements into the future rather than develop a comprehensive current service, given the fixed term nature of the current funding. Proof of concept and successful piloting would be an essential part of this business case.