

Digital Platform Supporting Recruitment and Retention of General Practitioners in Rural Scotland



www.srmc.scot



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Background:

General Practitioners are at the frontline of patient care. Demand for primary care services is hitting a critical point and is expected to increase in future due to pressures on retention and recruitment (1).

Recognising the need for a digital platform to assist with the retention and recruitment of GPs, NSS were commissioned by the Scottish Government to design a comprehensive resource to support GPs. The www.GPJobs.scot portal was launched in October 2018.

Methodology:

The Scottish Rural Medicine Collaborative (SRMC) working together with ten NHS Boards, identified key resources that would enhance GP recruitment and provide support to GPs living and working in rural Scotland.

Resources identified:

- Rural and urban GP job postings
- Return to general practice information
- GP education opportunities
- Rural specific training for health professionals
- Portfolio training
- Signposting
- Internationally qualified GP information

Working in collaboration with the NSS SHOW team, a digital platform has been developed to incorporate these resources in one location, providing a centralised locus collating previously fragmented resources.

An 'alpha' version was trialed across a selection of GPs for evaluation. The evaluation scored key areas of the portal including, accessibility, content, marketing and technology.

These outcomes contributed to an overall score for the site and ensured suitable improvements for the final portal. (Refer to Results Table).

Aims:

The aim of the www.GPJobs.scot digital portal was to provide a comprehensive resource to assist with retention and recruitment of GPs across rural Scotland.

Results:

GP Review Comparative Results www.GPJobs.scot Alpha vs Beta.

Alpha GPJobs.scot Evaluation Score		Beta GPJobs.scot Evaluation Score	
Overall	8.5	Overall	9.1
Accessibility	8.6	Accessibility	9.1
Content	7.6	Content	8.6
Marketing	8.8	Marketing	9.4
Technology	8.5	Technology	9.2

This comprehensive resource features not only rural and urban GP job postings, but also information to help doctors thinking about returning to general practice; video contributions; education opportunities for GP; British Association for Immediate Care (BASIS) Scotland; portfolio training and signposting for internationally qualified GPs.

Each of the ten boards involved continue to contribute and update relevant information for their region including local specific information, key contact details and ongoing opportunities tailored for their area via an editorial board.

Website analytics suggest the initiative has great future potential. NSS and SRMC will continue to review the digital landscape to ensure that this fits in with Scotland's digital healthcare strategy (3).

