Strategic Research

Why we do it  How we use it

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Changing organisational needs

Early years
- establish/consolidate GP training program

Focus on growth
– ideas, assumptions, anecdotes

Seeking evidence
– asking the right questions, developing hypotheses
Embarking on the journey

A maturing organization

Discovering the need for proof
Developing evidence based objectives
Research initiatives

Four empirical research projects

➢ Hidden Heart  (A needs analysis of GP proceduralists)

➢ Choice or chance!  (Influence of decentralised training on the retention of GPs in the region)

➢ Where are they now?  (Longitudinal study of former registrars & international medical graduates)

➢ Special Deliveries:  (Sustainable GP obstetrics)
Hidden heart

Why we did it

- We wanted to know what procedures were being performed by GP proceduralists in the region
- What procedures were not longer performed and why
- What is the future of GP procedural practice in the next 5 – 10 years
Hidden heart

What we found

- Procedural work attract GPs to rural practice
- GP procedural workforce numbers declining
- Substantial rural demand for procedural medicine
  - Particularly for GP obstetrics and GP anaesthetics
- **GP proceduralists “hidden” in the system**
  - Not counted in medical labour force surveys
  - Not recognised as a distinct cohort of highly trained general practitioners
How we use this research

Locally

- Planning for training posts in obstetrics and anaesthetics
- Attracting GPs to procedural practice
- Developing strategies to retain GPs in procedural practice

Globally

- Revealing the “hidden heart” by disseminating the research findings widely in the medical community and contributing to policy development
Summing up

➢ Research helps us to:
  ➢ recognise patterns and shifts in the landscape
  ➢ interpret and make sense of new circumstances
  ➢ Influence funders and stakeholders
  ➢ generate the evidence we need to make informed decisions
  ➢ strengthen our ability to act with conviction and contribute to policy development and directions
  ➢ define and reshape organisational direction
  ➢ Stay on message and be the best we can be