Why choose general practice?

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VicNet

- Consortium
- Marketing AGPT in Victoria since 2005
VicNet Marketing

- Events
- Promotional Material
- Advertising
- Sponsorship

Prevocational Doctors

Medical Students
Research Question

• Why are doctors choosing general practice?

• Is our marketing message resonating with the target audience?

• Are we on track with our marketing?
VicNet Survey Details (2005-2009)

• Victorian AGPT New Entrants Survey
  - Printed survey instrument
  - De-identified data
  - 439 over 5 years (2005-2009)

• Hospital seminar evaluations
  - In person, anonymous
  - 457 over 5 years
New Entrant Respondents Profile

- 64% female
- 55% rural pathway
- 39% Australian born
- 55% IMG
## New Entrant Respondents Profile

<table>
<thead>
<tr>
<th>Generation</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomer</td>
<td>33</td>
<td>7.5</td>
</tr>
<tr>
<td>Generation X</td>
<td>351</td>
<td>80</td>
</tr>
<tr>
<td>Generation Y</td>
<td>55</td>
<td>12.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>439</td>
<td>100</td>
</tr>
</tbody>
</table>
Hospital Seminar Respondents Profile

- 66% female
- 85% doctors
- Mixture PGY1 – 4, IMGs
Top 3 Reasons for choosing General Practice

Number of times selected
## Top 5 Responses

<table>
<thead>
<tr>
<th>Response</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work/Life/Family Balance</td>
<td>62</td>
</tr>
<tr>
<td>Type and variety of GP work</td>
<td>43</td>
</tr>
<tr>
<td>Always wanted to be a GP</td>
<td>34</td>
</tr>
<tr>
<td>Flexibility of career and training</td>
<td>34</td>
</tr>
<tr>
<td>Ability to incorporate a sub-specialty</td>
<td>25</td>
</tr>
</tbody>
</table>
Influences on decision
Influences on decision

Declining
- Mobility factor
- Family influence

Increasing
- Suits my skills
- Opportunity for part-time work

PGPPP influence – didn’t rate as an influence
Influences on decision – part time
Influences on decision

PGPPP - increasing, 25% of NE in 2010

BMPS – small number

Medical Rural Bonded – 3%

John Flynn – 6%
Urban vs Rural

- Generation
  - Baby Boomer
  - Generation X
  - Generation Y

- Pathway
  - General
  - Rural

- Percent
  - 100.0%
  - 80.0%
  - 60.0%
  - 40.0%
  - 20.0%
  - 0.0%
Urban vs Rural

Gender

Percent (of gender)

<table>
<thead>
<tr>
<th>Pathway</th>
<th>General</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36.48%</td>
<td>63.52%</td>
</tr>
<tr>
<td>Female</td>
<td>49.82%</td>
<td>50.18%</td>
</tr>
</tbody>
</table>
Rural background
How did you hear about AGPT?

<table>
<thead>
<tr>
<th>Responses</th>
<th>N</th>
<th>Percent of responses</th>
<th>Percent of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>224</td>
<td>19.50%</td>
<td>52.70%</td>
</tr>
<tr>
<td>Junior Dr in Hospital</td>
<td>153</td>
<td>13.30%</td>
<td>36.00%</td>
</tr>
<tr>
<td>AGPT</td>
<td>144</td>
<td>12.50%</td>
<td>33.90%</td>
</tr>
<tr>
<td>Medical School</td>
<td>111</td>
<td>9.70%</td>
<td>26.10%</td>
</tr>
<tr>
<td>Other GPs</td>
<td>110</td>
<td>9.60%</td>
<td>25.90%</td>
</tr>
</tbody>
</table>
GP Training Information
Seminars

- 66% hearing about AGPT for the first time
- 80% state questions answered
- 50% of respondents state they will apply at some stage
GP Training Information Seminars

Influence of GP training seminars

- Very Strong Influence
- Strong Influence
- Some Influence
- Minor Influence
- No Influence

Percent of responders

- 0.0%
- 10.0%
- 20.0%
- 30.0%
- 40.0%
Timing of career decision

![Graph showing the timing of decision to be a GP by gender]

- **Gender**
  - Male
  - Female

**Timing of decision to be a GP**

- High School
- Med School
- PGY1
- PGY2
- PGY3
- PGY4+
- Overtime
- Always

**Percent of Gender**
Timing of career decision

Timing of decision to be a GP

Year of Survey

- 2005
- 2006
- 2007
- 2008
- 2009

Percentage of the year

High School, Med School, PGY 1, PGY 2, PGY 3, PGY 4+, Overtime, Always
Did marketing make a difference?

- Labour Govt focus on health reform
- Increased number of training places
- Increased number of applications
- Media coverage re GP shortages
- Entrance of Gen Y into the hospitals
Did marketing make a difference?

• Over 100 events held in the timeframe

• Around 3,000 people got the GP message

Survey respondents indicated:
• 63% attended at least one promotional event

• 60% indicated that hospitals seminars were of influence in some way
Marketing mantra

- Right person
- Right message
- Right time
Implications to marketing plan

Right person
PGY1-3 eligible to apply, decision makers
Medical Students decision made over time

Right message
AGPT Training Presentations
66% stated content new to them
80% stated questions answered in sessions

Right time
PGY1 & PGY2 critical decision making years
Outcomes

Right person + Right message + Right time

= 

Increased # of training places filled year on year

Record number of places filled in Victoria in 2010 (96.63%)
Take home messages

• PGY2 segment critical

• Hospital seminars working

• Messaging to address top reasons for choosing general practice
  • work/life/balance
  • type and variety of GP work
  • flexibility of training
  • ability to sub-specialise
  • part-time work for females