



People, patients and practice costs

How practices are navigating top challenges in 2024

In this edition of GP Insights, more practices are now focused on growth than a year earlier. Achieving it will rely on navigating persistent challenges, including ongoing talent shortages, elevated costs and changing patient expectations. Practices are prioritising strategies that will help them respond and create capacity and ease of patient access, attract and retain patients and GPs, and manage expenses.

Creating capacity and supporting wellbeing

The research shows that 79% of practices have a shortfall of GPs. As a result, many experience increased workloads and scarcer patient appointment spots. With bringing on more GPs the top strategic priority, practices are focused on a range of tactics, with flexibility and culture at the forefront.

Top tactics to attract and retain GPs



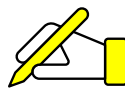
61%

Flexible working arrangements



49%

Nurturing a friendly and supportive culture



35%

Employing more registrars



30%

Regular team-building initiatives and social events



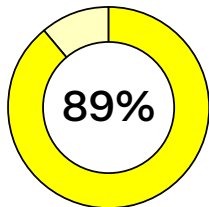
27%

Strong focus on continued professional development

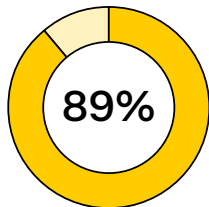
Engaging patients and boosting convenience

To support expectations for higher patient numbers in the year ahead and maintain patient loyalty, practices are active in a number of areas. These centre on both marketing initiatives and ensuring patients can easily and seamlessly interact with the practice and find and book appointments.

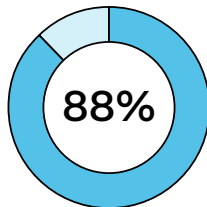
Top tactics to attract and retain patients



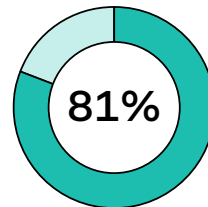
Referrals from other patients



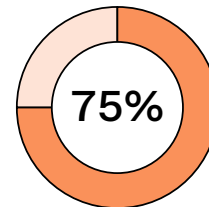
Periodic appointment reminders



Practice website



Clear and visible signage



Online health directories and booking services

Working through elevated costs

With operating costs seen as the top challenge and 78% expecting further increases, many practices are mounting their responses. Cost increases for technology, consumables and insurance were most widely reported. To offset and control costs, practices are changing how and what they charge and seeking operational efficiencies.

Top tactics to offset rising practice costs



66%

Changing billing models to reduce bulk billing



65%

Increasing patient fees



46%

Reducing or restructuring overheads and debt



43%

Increasing efficiency of staff rostering



37%

Using technology to reduce admin and increase efficiency

Things you should know

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