

SRMC Achievements

SRMC has produced a number of both soft and hard outcomes. It has a number of broad achievements that have allowed the production of specific outcomes. In many ways the broad achievements are the most important as they provide a structure to allow effective and agile solution focussed problem solving.

SRMC has brought together:

- Individuals who are highly motivated to create solutions to difficult problems
- From different geographical areas with a shared understanding of rural issues
- The team has been through the “forming, storming, norming and performing” cycle of team working. SRMC provided the forum to allow this to happen. It took considerable time to develop an understanding of both the methodology and the questions to be answered.
- The structure is adaptable and can be customised to different audiences eg MDT, Urban recruitment etc

1. Recruitment Good Practice Guidelines

- Created structured guidelines around recruitment
 - i. Specific to GP practices
 - ii. Adaptable to the MDT
 - iii. Focused on rural, but adaptable to urban and other situations
 - iv. Found stakeholders with experience and expertise and co-produced the guidelines
 - v. Forum to display examples of good practice
- Guidelines continue to develop
 - i. Able to incorporate new evidence and ideas eg linked in with Making it Work and other good examples
 - ii. Wide access through website
 1. Using contemporary technology to enhance ease of access and usability
 2. Linked to SHOW website
- Good positive feedback from GPs and Practice Managers – more feedback being sought
- Pulled together the right people to develop the content and technical aspects – focussed on Rural Recruitment.

2. Yearly Wheel

- Identified opportunities to engage with GPs and potential GPs - undertaken on behalf of rural practice.
- Directly transferrable to the whole of General Practice, as evidenced by the work attending MiM Live Education.

- Working with NSS to improve the look and usability of both the wheel and Recruitment Guidelines – this is another example of the benefits of developing close working relationships in one area and utilising this in other areas.

3. Marketing

- Helped developed GP Jobs with NSS
 - i. Acted as a focus group to develop the structure and content of the website
 - ii. SRMC was clear about the requirements and acted as a catalyst for the development
 - iii. GP Jobs developed to support marketing opportunities eg RCGP Conference
 - iv. Act as a forum for sign posting
 - v. Helps make sense of complexity – bringing together and structuring existing information and resources so they can be accessed and used effectively
 - vi. Supported the development of an Editorial Board to shape the future of GP Jobs
- Preparation to effectively utilise events to promote Scottish Rural GP
 - i. Developed a collaborative culture of representing rural practice, rather than a specific board and through this demonstrating the collaborative nature of NHS Scotland
 - ii. Identified a pool of people resource able to effectively work together to represent opportunities for working as a GP in Scotland
 - iii. Creating a package of marketing material to take to events
 - iv. Developing the logistics expertise to bring together the resources to attend an event
 - v. Currently working to bring together a Recruitment Opportunity Best Practice Guidelines

4. Valuing Rural Practice

- Collaborative working with BASICS to support the Portfolio Project

5. Recruitment and Retention

- Collaboration with Making it Work and ensuring that the learning from this project is not lost, but incorporated into the SRMC work.

6. Recruitment Support

- Scoping of work around support of GP applicants to rural areas.
- Much of this work was aimed at the proposed bureau and the learning from it is being applied to the HR Hub.

7. Rediscover the Joy

- Although this piece of work was largely taken ahead by the Highlands and Islands collaboration, the fact that this was able to happen was largely due to the joint working and relationships developed through SRMC.

- SRMC had been asked to hold back on the development of the bureau. Rediscover the Joy was seen as a pragmatic way of testing out some of the principles around the bureau concept.

The real strength in SRMC's achievements lies in the ground breaking work undertaken in bringing together HBs to work collaboratively to understand and define the issues, develop solutions and build an extensive network of individuals and organisations together.

With the appointment of two additional project managers SRMC is now in a very strong position to utilise the learning, the resources developed and the networks to have a significant impact on recruitment and retention.

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