

Emerging business trends in primary care: Staff recruitment and retention

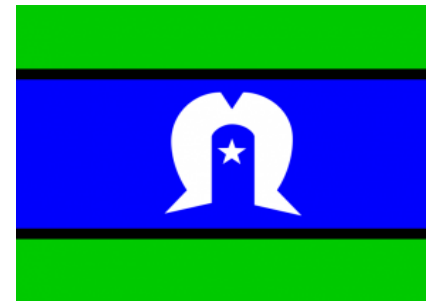
Tuesday 8 April 2025

The content in this session is valid at date of presentation

Acknowledgement of Country

North Western Melbourne Primary Health Network would like to acknowledge the Traditional Custodians of the land on which our work takes place, The Wurundjeri Woi Wurrung People, The Boon Wurrung People and The Wathaurong People.

We pay respects to Elders past, present and emerging as well as pay respects to any Aboriginal and Torres Strait Islander people in the session with us today.



Housekeeping – Zoom Webinar

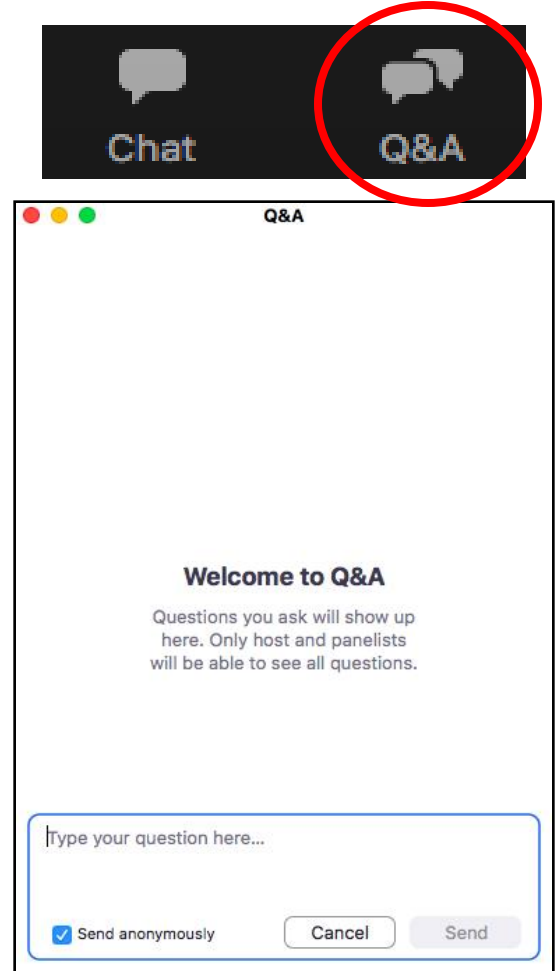
All attendees are muted

Please ask questions via the Q&A box only

Q&A will be at the end of the presentation

This session is being recorded, you will receive a link to this recording and copy of slides in post session correspondence.

Questions will be asked anonymously to protect your privacy

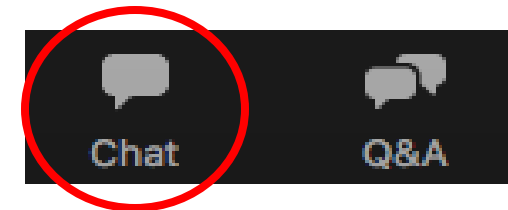
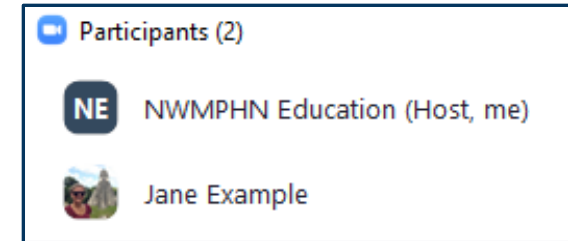


Housekeeping – Zoom Webinar

Please ensure you have joined the session using the same name as your event registration (or phone number, if you have dialled in)

NWMPHN uses Zoom's participant list to mark attendance and certificates and CPD will not be issued if we cannot confirm your attendance.

If you are not sure if your name matches, please send a Chat message to 'NWMPHN Education' to identify yourself.



NWMPHN is transitioning from Pen CS (CAT4) to Outcome Health (POLAR) as its clinical audit tool provider

Come along to 1 of the 2 Q & A sessions.

Bring along any questions and concerns for us to address and clarify.

Learn about:

- How to update data-sharing agreements,
- Planned installation of POLAR software
- How we will ensure a smooth transition to POLAR
- How our transition will ensure efficient data collection without disrupting data-sharing capabilities or incentive payments for practices.

Join us at for -

Session 1: April 24, 12 pm to 1 pm

Session 2: April 28, 12 pm to 1 pm

To register visit NWMPHN events page

<https://nwmp hn.org.au/resources-events/events/>



Emerging business trends in primary care: Staff recruitment and retention

8 April 2025

Pathways are written by GP clinical editors with support from local GPs, hospital-based specialists and other subject matter experts



- **clear and concise, evidence-based medical advice**
- **Reduce variation in care**
- **how to refer to the most appropriate hospital, community health service or allied health provider.**
- **what services are available to my patients**

HealthPathways – Everything you need!

Infection Prevention and Control

Practice Incentive Programs

CPD Hours for HealthPathways Use

Guide to MBS Items

Telehealth

Coding in General Practice Software

Conse COVID-19

Adverse Eve

Assessments

Chronic D

Practice Management Resources

ying (VAD)

COVID-19 Practice Managem

Advanc

Privacy Information

to Work

Emergency Department Referral

tions in Victoria

Referral Form

Statewide Referral Criteria for Specialist Clinics

e Software

HealthPathways – CPD Hours for HealthPathways Use

Melbourne

HealthPathways

Melbourne

Weight and Nutrition in Older Adults

RACH Related Care

Unexpected Deterioration in an Older Adult

Older Adults' Referrals

Medicines Information and Resources

Public Health

Specific Populations

Surgical

Women's Health

Our Health System

Carer Resources and Support Services

Community Health Services

CPD Hours for HealthPathways Use

MyMedicare

Department of Veterans' Affairs

Digital Health

Forms and Resources

Hospitals - Public

MBS Items

News Archive

Practice Incentive Programs

Practice Management Resources

Primary Health Networks (PHNs)

Statewide Referral Criteria for Specialist Clinics

cpd

Our Health System / CPD Hours for HealthPathways Use

CPD Hours for HealthPathways Use

About Continuing Professional Development (CPD)

From 1 Jan 2023, the Medical Board of Australia (MBA) requires all medical practitioners (except those who are exempt) to:

- create a performance development plan.
- undertake 50 hours of CPD per year. This includes:
 - 25 hours of performance review and measuring outcomes (no less than 5 hours per category).
 - 12.5 hours of learning/educational activities.
 - 12.5 hours of free choice.

By 1 Jan 2024, all medical practitioners will need to have identified a CPD home. This is typically their Australian Medical Council (AMC) accredited specialist college:

- [RACGP](#)
- [ACRRM](#)
- [AMA's CPD Home](#)

Specialist colleges may have additional requirements to those set by the MBA, e.g.:

- RACGP requires practitioners to complete a CPR course every 3 years.
- ACRRM requires practitioners to complete an advanced life support (ALS) course every 3 years.

Using HealthPathways for CPD

HealthPathways is a source of contemporary and practical clinical information, localised to the geographical region of the medical practitioner. Application of knowledge contained within pathways to the individual patient provides an opportunity for reflection upon current understanding of the patient's clinical condition, and how it may be improved.

Australian College of Rural and Remote Medicine (ACRRM)

Complete 30 minutes of [performance review](#) and 30 minutes of [educational activity](#):

- Enter details into the [Reflective Activity Template](#).
- Submit to [ACRRM online](#).

The Royal Australian College of General Practitioners (RACGP)

Complete 30 minutes of [performance review](#) and 30 minutes of [educational activity](#):

Expand all

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Page information

Topic ID: 1348642

CPD REPORTING

Add learning notes

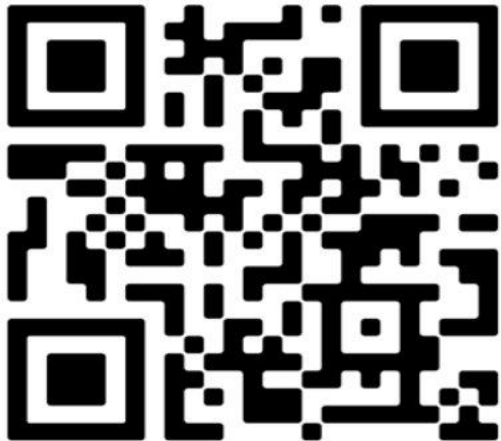
Create a CPD report

SEND FEEDBACK

Accessing HealthPathways

Please click on the **Sign in or register** button to create your individual account or scan the QR code below.

If you have any questions, please email the team info@healthpathwaysmelbourne.org.au.



Welcome

This website is for health professionals only.

Important update: individual HealthPathways accounts are now required

To enhance the security and personalisation of your HealthPathways experience, shared logins are no longer available. All users will now need to access the site with an individual HealthPathways account.

Sign in or register to request access.

Sign in or register

Speakers

Simonne Sigston

Medical Practice Jobs

Simonne Sigston's professional journey is distinguished by her role as the foremost sector expert in practice management recruitment within the primary health care, medical and dental sectors.

As the general manager of Medical Practice Jobs, she heads a dedicated team focused on delivering easier, cost-effective, and more efficient solutions to help practices attract and recruit staff.

Simonne is also a founder and director of Johnson Recruitment and leads the specialist medical and dental team. Her insights into industry trends, salary benchmarks and hiring market conditions are highly sought after by stakeholders seeking to navigate the competitive employment landscape.

Recruitment and Retention - Emerging Trends in the Primary Healthcare Sector

Presented by: Simonne Sigston | Medical Practice Jobs

April 2025

Greater Recruitment Success

- Crafting Effective Job Ads
- Embracing Technology

Reduce Staff Turnover & Increase Engagement

- Build a Strong Employer Brand
- Invest in Employee Wellbeing

Trends in the Primary Healthcare Recruitment Market

Crafting Effective Job Advertisements

A Clear Job Title - *Sophisticatedly Simple*

- Use simple, searchable job titles
- Be specific and industry-standard
- Avoid overly creative or vague titles

Example Titles - Industry Standard:

Medical Receptionist Admin Team Leader

Reception Coordinator Practice Nurse

Registered Nurse

General Practitioner





Skin Doctor | 100% Skin Cancer | DPA | Part - Time | Circa \$2000 Per Day

Medical Administrator / Receptionist ; FULL TIME (or *Part Time 4 days)

GPs, Nurses & Admin jobs in Penrith, Blue Mountains, Lithgow & Hawkesbury

Medical Receptionists / Office Juniors / Nurses (Admin) - Permanent Part Time

Registered Nurse Transition to Specialty Practice Program (July 2025)

Part Time/Full Time Medical Receptionist - Dermatology Clinic Lower North Shore

RNs, EEN, PCA, FSA

Doctor for Western Sydney sport teams, and various private schools

Job Summary & Bullet Points - *Prime Real Estate*

- Candidates skim job ads—make this section count
- Highlight key role benefits
- Use bullet points for clarity

Example:

- Google review rating
- Teaching facility | multi - site | promotion opportunities
- Newly created role



Job Summary & Bullet Points - *Prime Real Estate*

SALT

MEDICAL
RECRUITMENT

General Practitioner

Salt Medical Recruitment

Cairns, Cairns & Far North QLD (Hybrid)

General Practitioners (Healthcare & Medical)

- FIFO option available – work one or two weeks on/off
- Mix of face-to-face and telehealth – flexible days and hours
- 80% of billings/\$200 per hour guarantee

A well-established private billing clinic is looking for a GP with an interest in Medicinal Cannabis to join their friendly and supportive team.



Practice Manager

Connect.Ed

Adelaide SA (Hybrid)

\$80,000 – \$90,000 per year

Management (Healthcare & Medical)

- Flexibility – How does a 9 day fortnight sound? + Opportunity to WFH
- Bonuses & additional annual leave available!
- Social events – We love an excuse to have a wine together!

We are seeking a friendly Practice Manager to join our multidisciplinary team of allied health practitioners. Join our amazing team!

Company Overview - *Who Are You?*

- Briefly describe your team, culture, and values
- Highlight what makes your company unique
- Show why candidates should want to work with you



Benefits and Perks - *Beyond Salary*

Salary isn't everything—highlight other benefits

Example:

- Salary packaging
- EAP
- Parking
- Gym subsidies
- Professional Development
- Extra leave days
- Increased Superannuation
- Health Insurance



Salary and Location - *Transparency Matters*

- Include a salary range
 - *Example:* “\$75,000 - \$85,000 + Super” vs “Competitive salary”
- State job location and any remote/hybrid options

☐ Show salary on ad

☒ Hide salary on ad

⚠ Are you sure? Ads that show a salary on average attract over 40% more applications than ads that hide salary.



Application Instructions & Contact Information

- *Make It Easy*

- Outline the application steps
- State required documents (CV, cover letter, etc.)
- Provide a contact name for questions



Embracing Technology

Job Boards

- Industry-specific job boards
- Optimise for SEO and keywords
- Consider premium listings for better visibility





SEEK

<https://www.seek.com.au> › gp-jobs › in-All-Melbourne-... ›

Gp Jobs in All Melbourne VIC - Mar 2025

Find your ideal job at SEEK with **478 Gp jobs found in All Melbourne VIC**. View all our Gp vacancies now with new jobs added daily!



LinkedIn Australia

<https://au.linkedin.com> › jobs › general-practitioner-jobs... ›

114 General Practitioner jobs in Melbourne, Victoria, ...

Today's top **114 General Practitioner jobs in Melbourne**, Victoria, Australia. Leverage your professional network, and get hired. New General Practitioner ...



Alecto Australia

<https://www.alectoaustralia.com> › gp-jobs-melbourne ›

GP Jobs Melbourne - GP Job Vacancies in Victoria

View the best GP jobs in Melbourne & Victoria. Search our database for **current VR GP jobs, DPA GP jobs & Locum GP jobs in Melbourne** »



Doctors of South Melbourne

<https://www.doctorsofsouthmelbourne.com.au> › about-us ›

GP Jobs in Melbourne

Looking for an inner-**Melbourne GP** job? A **role** is now available in our private-billing, **GP-owned** & sunny clinic. Get in touch today!



HealthStaff Recruitment

<https://www.healthstaffrecruitment.com.au> › hsr-category ›

GP Jobs Melbourne

This General Practitioner position is **available in Point Cook, Melbourne**. The DWS location offers 70% of gross billings with relocation incentives.



Indeed

<https://au.indeed.com> › q-gp-l-melbourne-vic-jobs ›

100 GP Jobs and Work in Melbourne VIC

Discover **126 GP jobs in Melbourne VIC** on Indeed.com. View all our GP vacancies with new positions added daily!

Social Media & Microsites

- Post job ads on LinkedIn, Facebook, Twitter, Instagram
- Encourage employees to share job posts on their socials
- Invest in a career microsite

<https://www.doctorsofsouthmelbourne.com.au/about-us/gp-jobs-melbourne/>

<https://www.johnsonrecruitment.com.au/cancer-specialists/>

<https://www.johnsonrecruitment.com.au/knox-orthopaedic-group/>

<https://www.johnsonrecruitment.com.au/gippsland-cardiology-service-practice-manager/>



Artificial Intelligence - *friend, not foe*

- Common Platforms
 - Open AI ChatGPT
 - Google Gemini
 - Microsoft Azure
 - H2Oai



Article... “Don’t Let Them Decide” Mindset

Source: Weekly 5 Minute Strategic

The rapid uptake of AI has created a "Wild West" scenario in some of my client organisations.

Staff members freely experiment — quite independently — with ChatGPT and other AI assistants.

Each person develops their own approach with varying degrees of effectiveness. This enthusiasm masks the inconsistent outputs, errors — and even security concerns.

What should be happening is what one of my clients does: they issue “AI Work Instructions”. Rather than saying "use AI when appropriate," they created specific pathways with clear instructions on when and how to use these tools within established workflows. For example, they didn’t want staff experimenting with customer email responses, so instead they provide specific instructions: "For initial draft responses to customer inquiry emails, use Template A with our approved ChatGPT account, then review for accuracy, personalisation, and compliance with our communication standards."

Boolean Search - *who doesn't love a cheat sheet?*

CORE BOOLEAN OPERATORS

ANDcats AND dogs

ORcats OR felines

NOTcats NOT dogs

“ ““climate change”

()(cats OR dogs) AND food

*comput*



Develop a Candidate Database

“right candidate, wrong time....”!

- The system that suits your needs... and budget
- Data fields
- How and when to engage



Retention Strategies Reduce Staff Turnover and Increase Engagement

Building a Strong Employer Brand - *The Essentials*

- LinkedIn
- Website
- Google Reviews
- Seek - Company Reviews
- Glass Door -

<https://www.glassdoor.com.au/Reviews/index.htm>



Invest in Employee Wellbeing - *Your Value Proposition*

- Competitive compensation and benefits
- Mental health support
- Professional development



Q&A



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w: www.medicalpracticejobs.com.au

Session Conclusion

We value your feedback, let us know your thoughts.

Scan this QR code



You will receive a post session email within a week which will include slides and resources discussed during this session.
Attendance certificate will be received within 4-6 weeks.
RACGP CPD hours will be uploaded within 30 days.

To attend further education sessions, visit,
<https://nwmphn.org.au/resources-events/events/>

This session was recorded, and you will be able to view the recording at this link within the next week.
<https://nwmphn.org.au/resources-events/resources/>