Recruitment and retention in rural practice in the context of generational change – a qualitative study

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• Joint Standing Committee on Rural Issues
• Department of Family Practice, UBC
Conflicts of Interest

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• Mark Kunzli was appointed Chief Operating Officer of Vanc Pharmaceuticals in August 2017.
Objectives:

• A synopsis of research published in September in CMAJOpen: http://cmajopen.ca/content/5/3/E710.full

• Some time to reflect together on carrying out research in remote and rural BC
The genesis of a research project

What are rural practitioner’s current experiences in terms of the context of practice and adaptations that are occurring with respect to success and challenges in a changing world.
Methods

Interpretive enquiry
Ethnographic element

- Harmonised Ethics Approval
- 23 Interviews
- 46 Participants:
  42 Physicians (38 GPs, 4 Specialists)
  4 Allied Health Professionals
- Locations in Northern BC, Yukon, NWT
Logistics

Ethics approval UBC BREB/NorthernHealth
Initial invites sent by third parties
Set up of meetings by phone and e-mail through personal contact
Interviews took place at location of participants choice – offices, clinics, homes, café’s, campgrounds
Interviews recorded and then securely sent to transcription service when there was connectivity
Transcripts returned password protected to PI and RA
10,000 Km travelled by car

Analysis

• Separate analysis by PI and RA
• Sharing of codes and agreement on common framework
• Joint development of themes
• RA carried out 4 confirmatory interviews on Vancouver Island
• Initial results returned to all participants for comment and feedback
Rural Practice Ecosystem

Scope of Practice

Connectivity and Relationships

Changing Generational Aspirations
Sensitivity to Changing Generational Aspirations

Generational Breakdown in Canada, 2016

- **Homeland (2002-Present)**: 16%
- **Millennial (1982-2001)**: 26%
- **Gen X (1967-1981)**: 20%
- **Baby Boomers (1947-1966)**: 27%
- **Other (Prior to 1946)**: 11%
Millennial (1982-2006) 13%
Gen X (1967-1981) 37%
Baby Boomers (1947-1966) 50%
Millennial (1982-2006) 49%
Gen X (1967-1981) 37%
Baby Boomers (1947-1966) 14%
Scope of Practice & the Evolving Concept of Generalism

Source: IBM model of the T-shaped professional
Connectivity & Relationships
Rural Practice Ecosystem

Scope of Practice

Connectivity and Relationships

Changing Generational Aspirations

Rural Practice Ecosystem
Rural Practice Ecosystem

- Practitioners
- Patients
- Community
- Resources
- External Health Care System
Flexibility & adaptability are key.
What is next

- Study of Practice Patterns in Early Career Primary Care Physicians – workforce planning implications
- Mixed methods
  - Phase 1 Interviews of senior residents and early career physicians
  - Phase 2 analysis of National Databases informed by findings of phase 1 to describe practice patterns
  - Phase 3 policy recommendations
- BC, ON, NS interdisciplinary team including government
- Led by Ruth Lavergne, SFU
- CIHR Funded over 4 years, $1.25m – 2018-2022