

Case study

A National General Practice Group



Specialty	GP
Location	Nationwide – Recruiting to over 80 Corporate GP practices across Australia
Dates	November 2017–present
Background	This Healthcare Group had struggled to attract General Practitioners to their corporate clinics located throughout Australia. The organisation was facing a number of operational challenges including recruiting additional staff.
Challenges	Attracting GPs to an organisation that had a poor reputation across the industry and challenging working conditions for doctors. Poor recruitment processes across the organisation and unappealing for doctors in a market where there is a candidate shortage.
Opportunity	The recently appointed Chief Relationship Officer was travelling to the UK for business; a meeting was arranged with Wavelenth’s UK-based Senior GP Recruiter. The highly productive meeting provided feedback which enabled the organisation to develop and improve their candidate processes and approach. Prior to the discussion the recruitment process had been very splintered, some in house, some external with agency assistance. Wavelengths recruiter provided guidance on creating points of difference and addressing what practitioners were looking for when moving practices.
Process	Per Wavelength’s advice, individual brochures were created for practices, showcasing what each had to offer. Introduction and information dinner and drinks events were held across the UK, allowing candidates to meet recruiters and ask questions in person about locations and living in Australia. Simultaneously, the organisation made improvements to optimise contracts and enhance working conditions. Wavelength commenced recruitment activities, meeting candidates and providing Regulatory and Migration assistance to those relocating to Australia. The experienced in-house team were familiar with the GP application processes and common challenges. Primary Healthcare clinics worked closely with the Wavelength team to ensure efficiency, and address challenges or candidate apprehensions as quickly as possible.
Outcome	The Wavelength team’s continuous, dedicated consultation and guidance to the client and candidates ensured the successful and long-term placement of practitioners in a variety of locations. To date over 50 General Practitioners have commenced in roles around the country including in Dubbo, Brisbane, The NSW Central Coast and regional Victoria. The team’s attentive, consultative approach and deep knowledge meant the vast majority of GPs were well-suited to the clinics in which they were placed.

