

PN Recruitment – The Southern Metro Divisions' Approach

Central Bayside DGP

Dandenong & District DGP

Eastern Ranges DGP

Greater South Eastern DGP

Monash DGP

Mornington Peninsula DGP

Southcity GP Services

PROJECT AIMS

- To raise awareness of practice nursing as a career option among nurses in other sectors
- To provide direct assistance to practices to employ a nurse

PROJECT COMPONENTS

- Advertising Campaign
- Series of 3 Information Sessions
- Recruitment for register
- Promotion of register through Divisions
- Practice Support
- Orientation Day

AD CAMPAIGN

- ANJ
- Regional Leader newspapers
- MyCareer
- Posters
 - in GP practices
 - other strategic locations

AD CAMPAIGN - RESULTS

- 120 enquiries
 - from region, state, nation and beyond!
- 84 attended info sessions
- Most effective method
 - Local Newspaper (~50%)
 - ANJ (~20%)
 - Friend (~20%)
 - MyCareer (~10%)

INFORMATION SESSIONS

- Caulfield / Dandenong / Frankston
- Program
 - Intro to Divisions and Govt. initiatives
 - Presentation by 3 PNs
 - APNA and employment issues
 - Questions / Evaluation
 - Expressions of Interest for Regional Register
 - 60 provided consent and contact details and recent Hx

INFO SESSIONS - RESULTS

- 74 completed evaluation
- Presenters/presentations highly rated
- > understanding of GP nursing
- All but 1 would *consider* PN position
- 88% *confident* to apply for PN position
- Issues remain about rate of pay, indemnity
- High level of interest in orientation session

INFO SESSIONS – who attended?

- 72 Div One, 1 Student, 1 Re-entry
- Current employment status:
 - Full time 7
 - Part time 38
 - Casual 18
 - Not working 11
 - Seeking 1
 - Of those working, only 4 were in non-nursing jobs

REGIONAL REGISTER - protocol

- Maintain centrally / promote individually
- When GP/practice requires a nurse:
 - Request a set of current mailing labels
 - Obtain PD from practice (+/- assist)
 - Mailout of PD and practice details
 - Nurse responds directly to practice
- Each Division “value adds”
- Results to date – 8 mailouts, 2 pending

Who is on the register?

- Average age ~40yrs
 - Most want part time work
 - 5 - 20+ yrs past nursing experience
- Diverse qualifications
 - mid, critical care, A&E, counselling, asthma/diabetes, immun
- Diverse backgrounds
 - Approx 40% working in acute setting – PT/bank
 - Others from aged care, home and community care, RDNS
 - Small number researchers, academics

ORIENTATION DAY

- Caulfield only due to poor response (14)
- Program
 - GP: overview of general practice
 - PN: roles and responsibilities
 - IMIT PO: relevant features of med software
 - Small groups – skills and knowledge for PN
 - Facilitated by 3 PNs / 1 PM / 4 Div staff

What Now?

- Continue to promote role – case studies??
- Continue to assist practices with employment
- Support new employees
- Continue regional collaboration

For info or resources -
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