

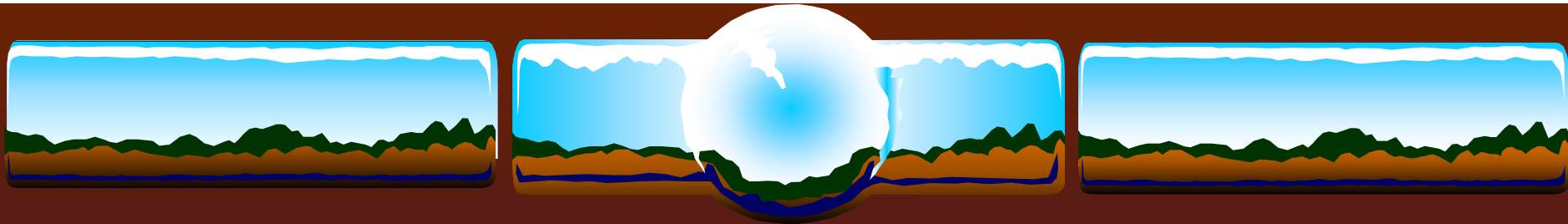
Mr Phil Edmondson

CEO, GP North Division

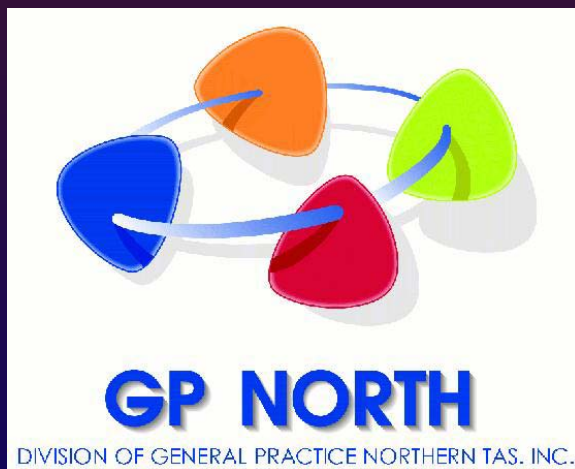


takingaction Divisions of General Practice Network Forum 2004





Super Division or Just Realising Capacity?

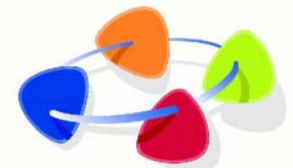




Divisional Overview

- ❖ Operational 12 years
- ❖ 137 member GPs
- ❖ 130,000 population
- ❖ \$2 million annual budget (50/50 core/additional\$)
- ❖ 18 FTE staff
- ❖ A broad range of clinical and administrative programs from diabetes to practice management and mental health to locum service.

Nothing
spectacular
here!



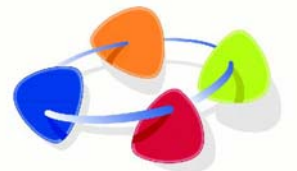
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Governance Strategy

- ❖ Strategy 1: Position The Division For Leadership.
- ❖ Strategy 2: Strengthen General Practice For Development & Growth.
- ❖ Strategy 3: Enhance General Practice In The Health System.



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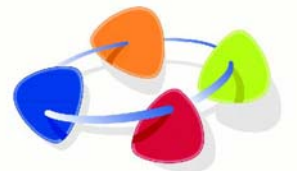
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What makes us tick?

Recipe for success

- ❖ Progressive Board
- ❖ Skilled staff
- ❖ Entrepreneurial management
- ❖ Accepting and encouraging members



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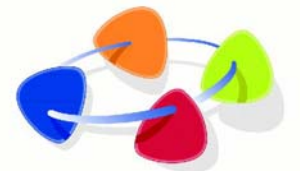
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Vital Governance Qualities

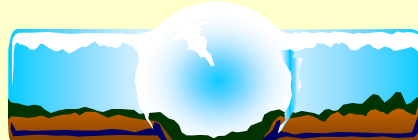
- ❖ Progressive Board
 - ❖ Governs not manages
 - ❖ Unconstrained by traditionalism – challenges
 - ❖ Capable of seeing resourcing as a surmountable barrier
 - ❖ Unafraid to lead and represent best GP interest
 - ❖ Environmentally savvy
 - ❖ Embraces risk

But who are these superheroes?



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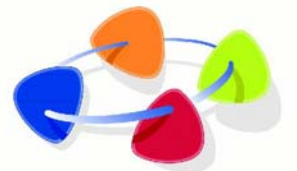
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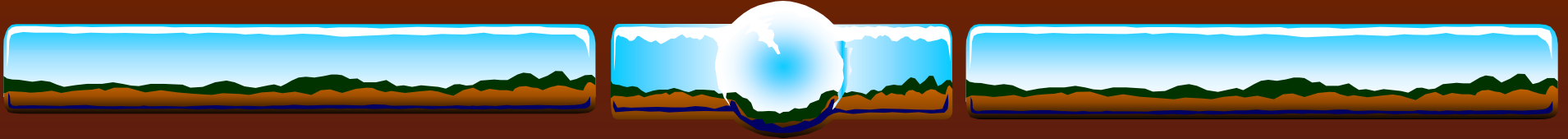
Resourcing

- ❖ Need to become funds generators not funds sponges.
- ❖ Decide upon and goal your target infrastructure
- ❖ Create a non-commonwealth bucket – and fill it
- ❖ Creative use of resources.
- ❖ Aggressive competitors for external \$.
- ❖ Confidence & capacity to name (& expect) your price.
- ❖ Easy for Divs to become too focused on compliance with, rather than establishers of, expectation.
- ❖ Take the feds along for the ride.
- ❖ Invest in growth.



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Harnessing Environmental Factors

- ❖ Don't litter – ugly failures make 'saleability' difficult.
- ❖ Recycle - Even the junkiest looking bits might be worth re-using ie EPC items, plethoric 'initiatives', community funds, state governments.
- ❖ One persons trash....pick things that are not working for others and show how you could do it better.



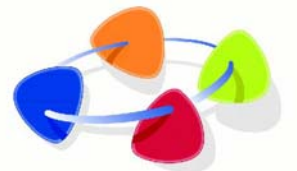
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Where can it lead?

- ❖ In our case –
- ❖ subsidiary business / practice management and operation;
- ❖ national trial programs;
- ❖ GP research;
- ❖ limited but increasing independence from government.



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