

Reigniting the GP locum market

How to buck the national trend

Dr Richard Fieldhouse, Chairman NASGP

The problem

Cheshire and other regions struggling



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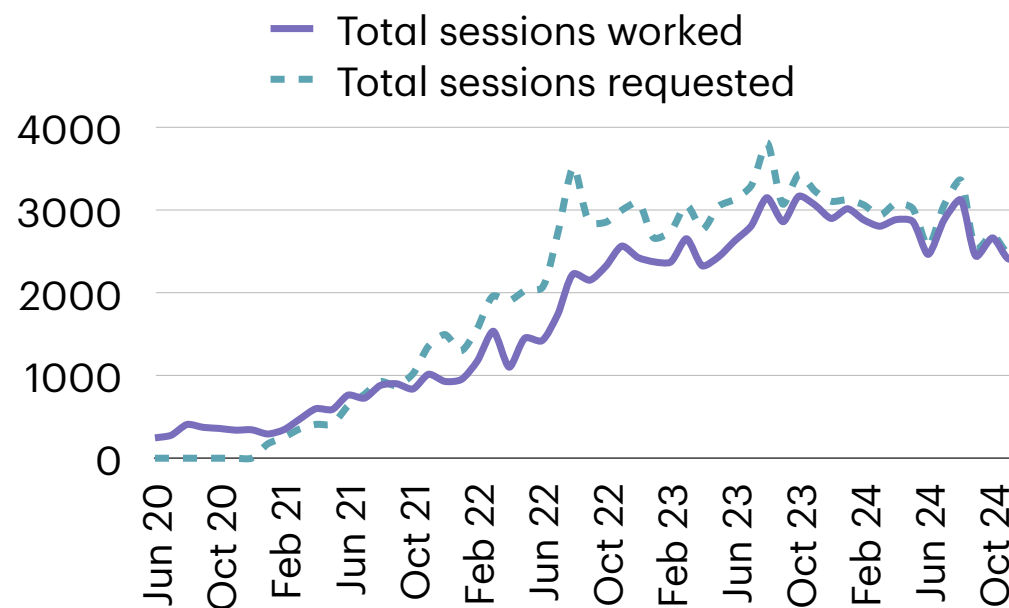
- GP locums experiencing plummeting bookings



The exception

Seven NHS ICB areas

- Bucked the trend
- Same funding
- ARRS
- Why?



‘Jobs boards’

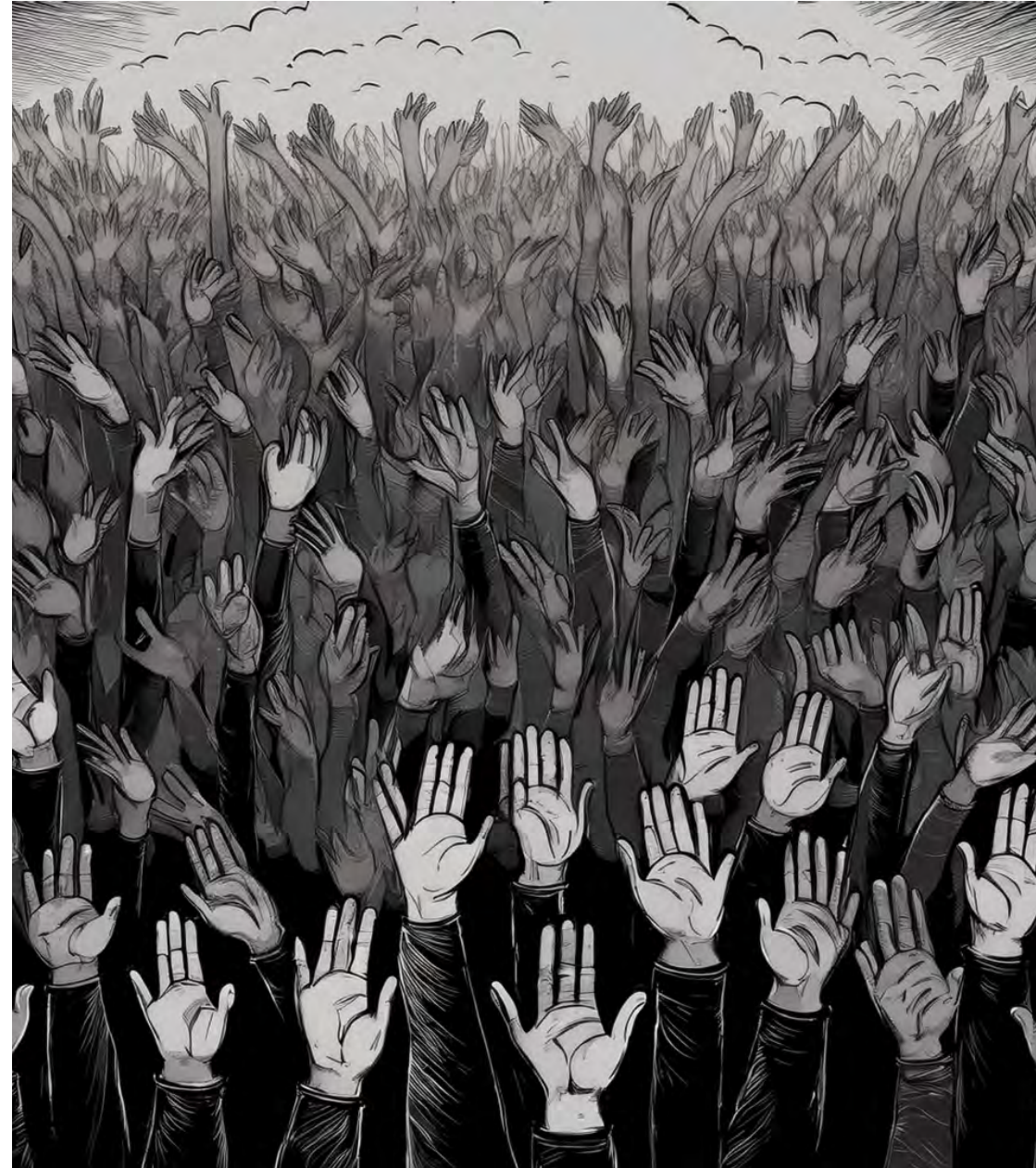
Prevalent in struggling areas

- WhatsApp & similar – (*Alsager Hay Hill, 1887*)
- Practices (customer) broadcast their needs
- GP locums (providers) scramble, compete, and undercut
- Desperate providers, overwhelmed customers



Flawed transaction model

- Demeaning, humiliating race to the bottom; heart-sink process for practice managers
- Practices hold all the cards, GP locums on the back foot
- No other professions or services operate this way – airlines, accountants, hotels, restaurants or builders?



The alternative

Nobel prize-winning solutions

- Alvin Roth's Market Matching Theory



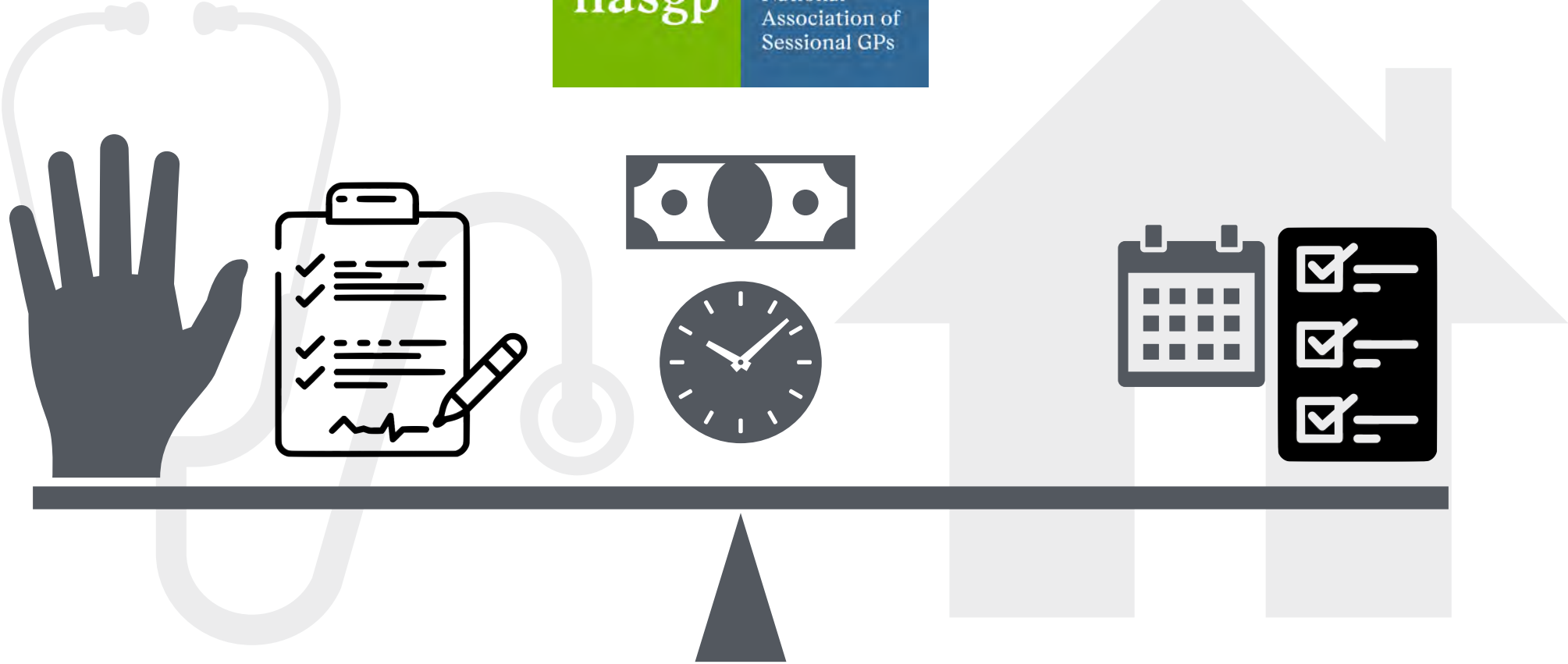
The alternative

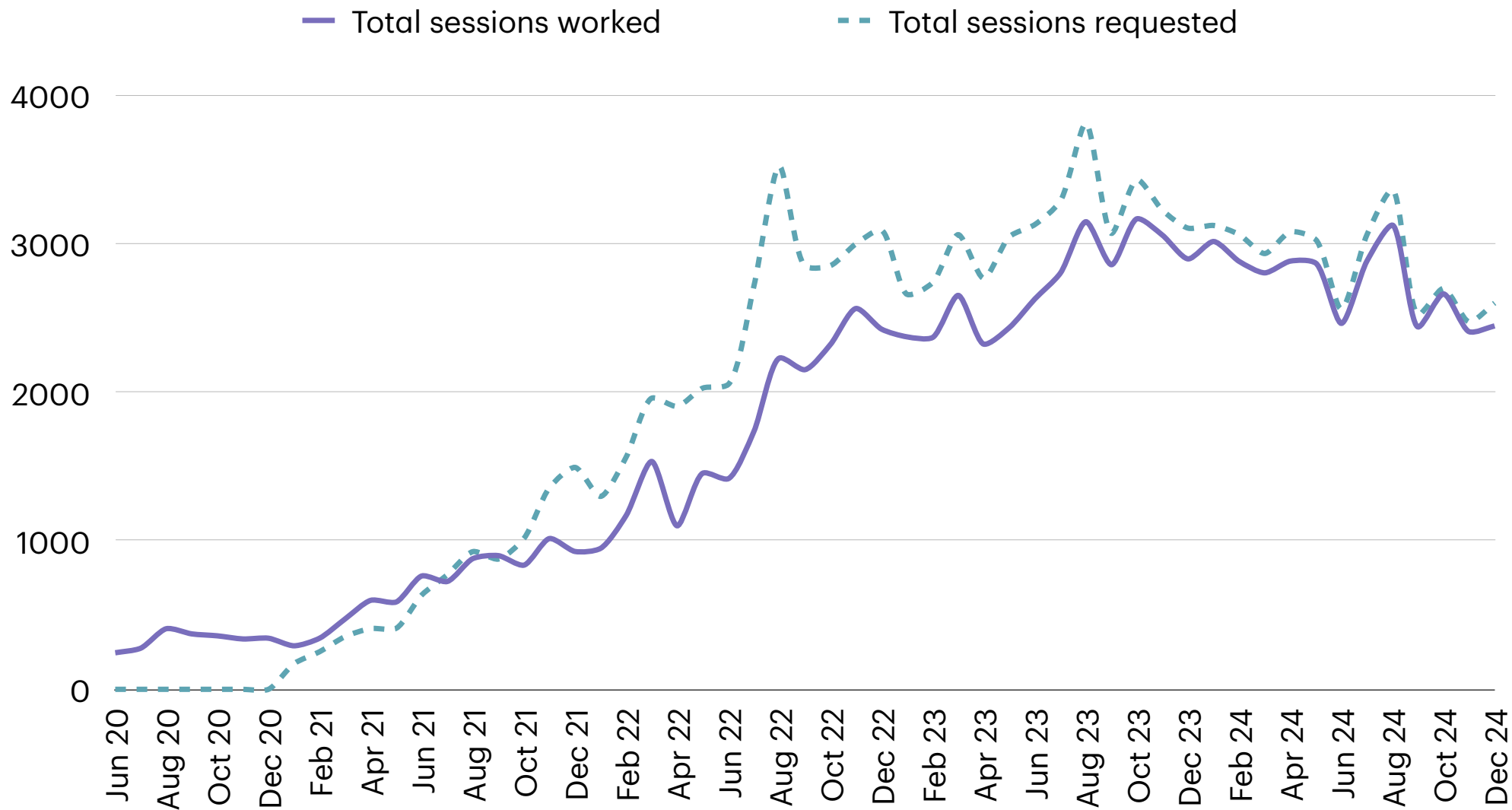
Nobel prize-winning solutions

- Alvin Roth's Market Matching Theory
- Amartya Sen: Famine isn't about food shortage, it's about distribution
- Applying these principles to GP locum work...





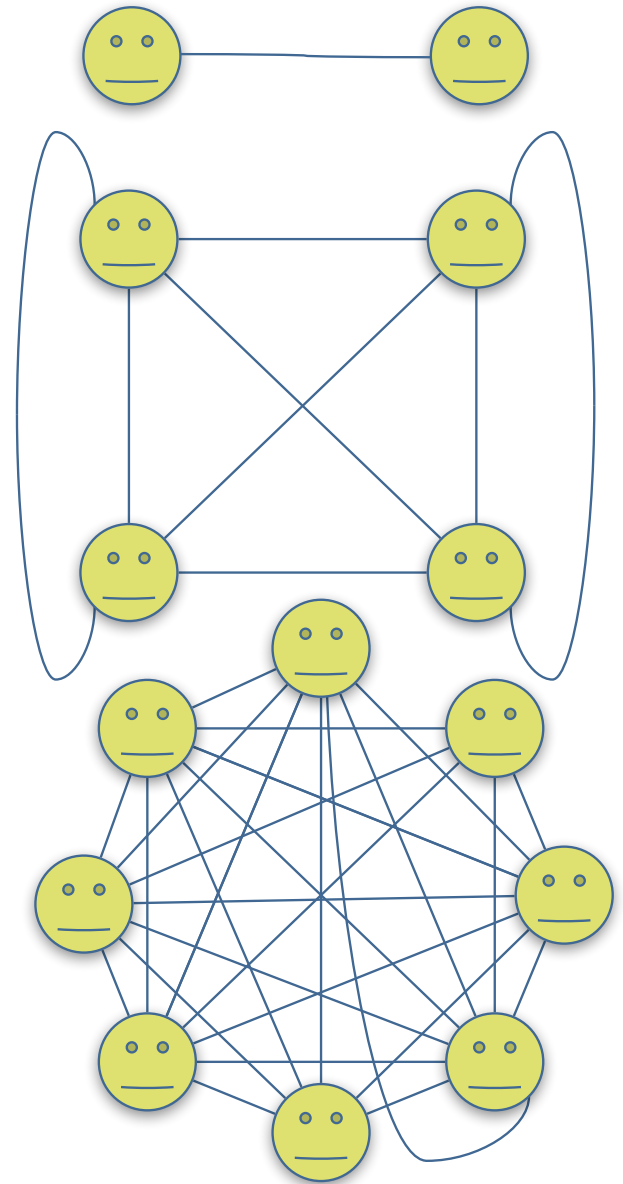




ICBs that fund NASGP's LocumDeck

Power of scale

- Metcalfe's Law: The network effect
- Success requires widespread adoption
- More practices + more locums = stronger market



The Mindset Shift

GP locums are not a commodity

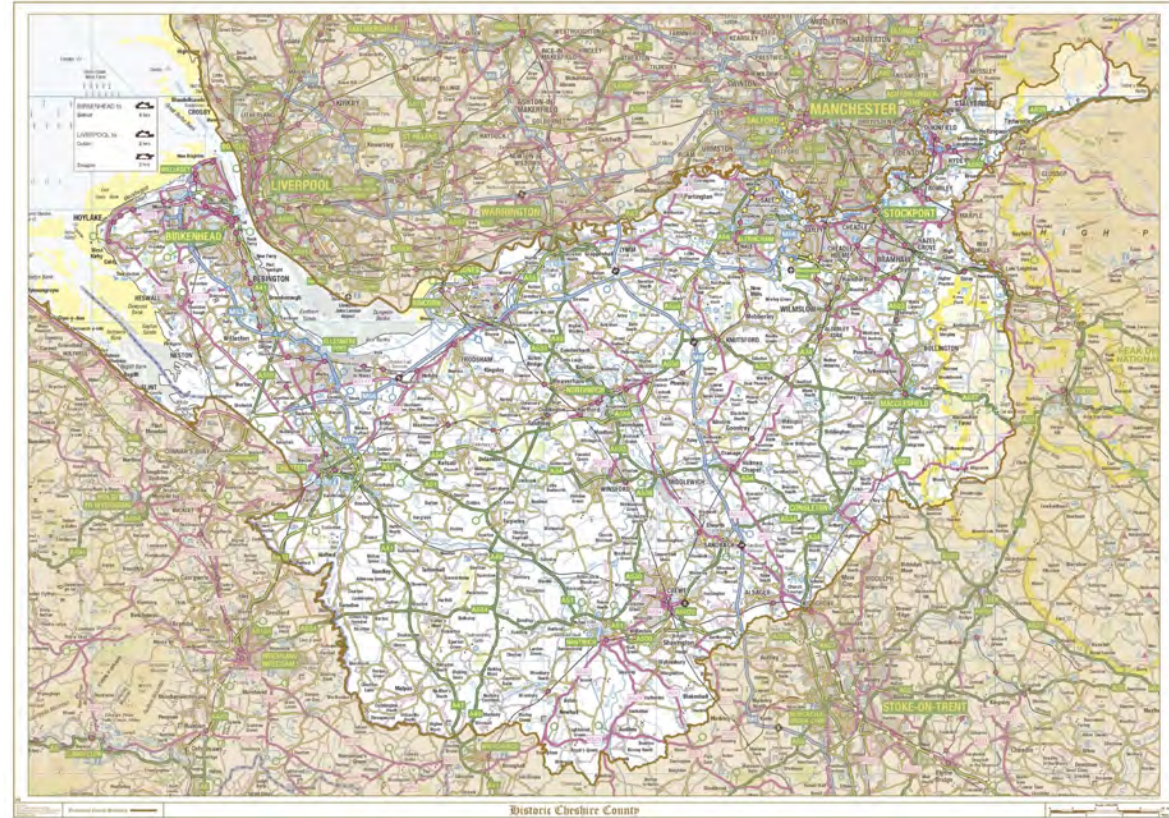
- GP locums are not employees
- We are self-employed professional service providers
- Must be proactive, not reactive
- Licensed, regulated, independent, and valuable



The opportunity in Cheshire

A chance to reinvigorate the market

- Free access to LocumDeck for a year
- Reignite demand and restore stability



Thankyou!

www.nasgp.org.uk