



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

**David Snadden, MBChB, MCISc, MD, CCFP**  
Professor Family Practice, Rural Doctors' UBC Chair in Rural Health

**Mark Kunzli, BSc, ExecMBA, RPh**

Research Associate, Pharmacist

# Acknowledgements

- Rural Co-Ordination Centre of British Columbia
- Joint Standing Committee on Rural Issues
- Department of Family Practice, UBC



# Conflicts of Interest

- The Rural Doctors' UBC Chair in Rural Health is supported by an endowment from the Rural Doctors' of British Columbia through the Joint Standing Committee on Rural Issues.
- This research project was supported by the Rural Chair operating funds
- 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

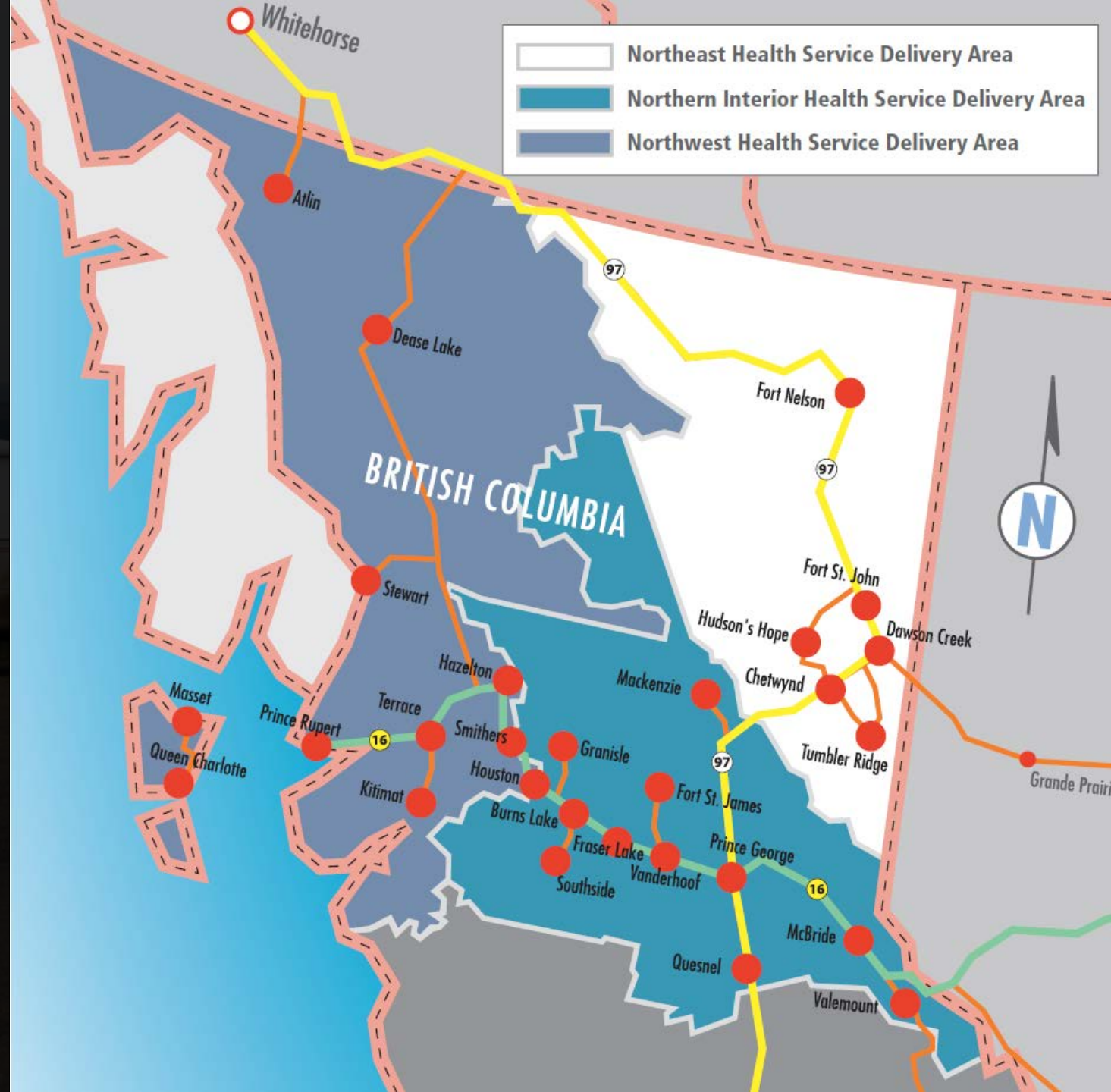


What are rural practitioner's current experiences in terms of the context of practice and adaptations that are occurring with respect to success and challenges in a changing world.

# 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

**Connectivity  
and  
Relationships**

**Scope of  
Practice**

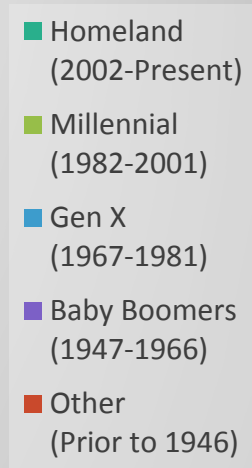
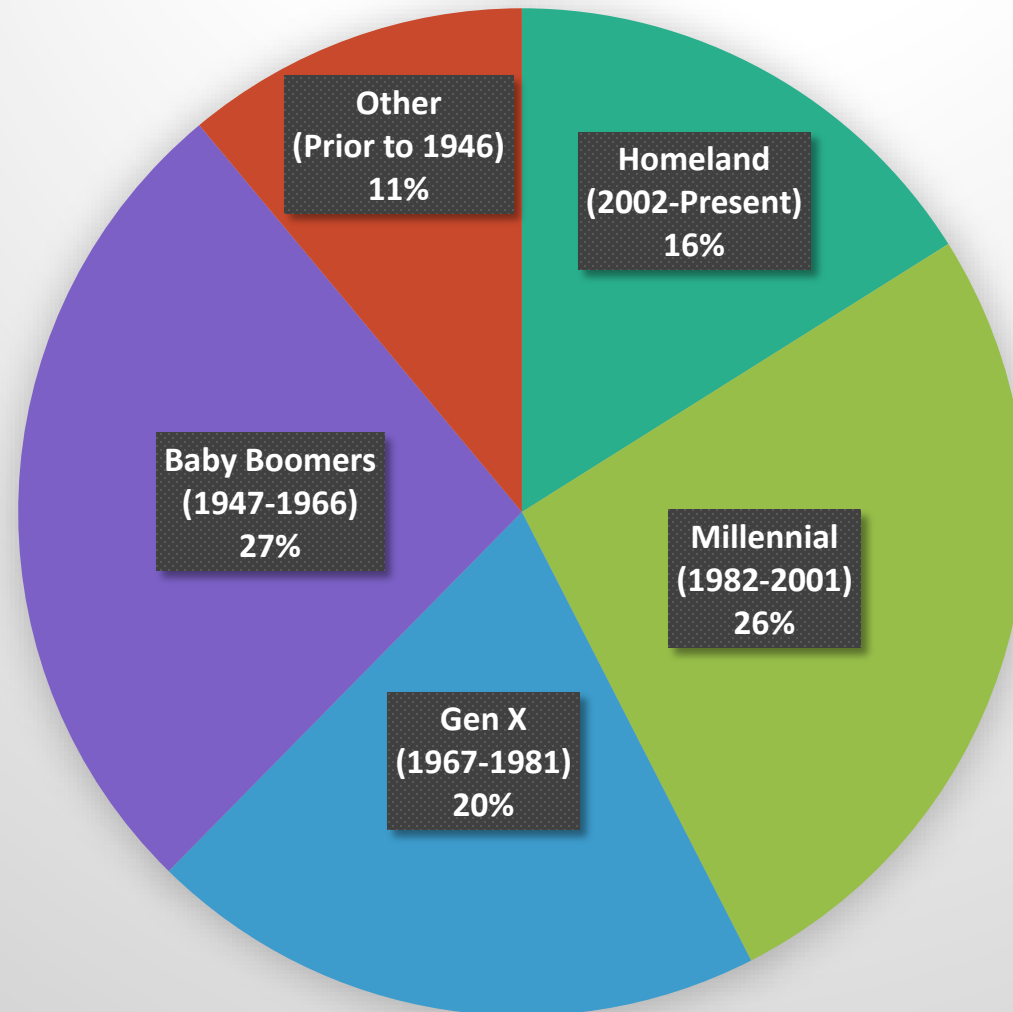
**Changing  
Generational  
Aspirations**

**Rural  
Practice  
Ecosystem**

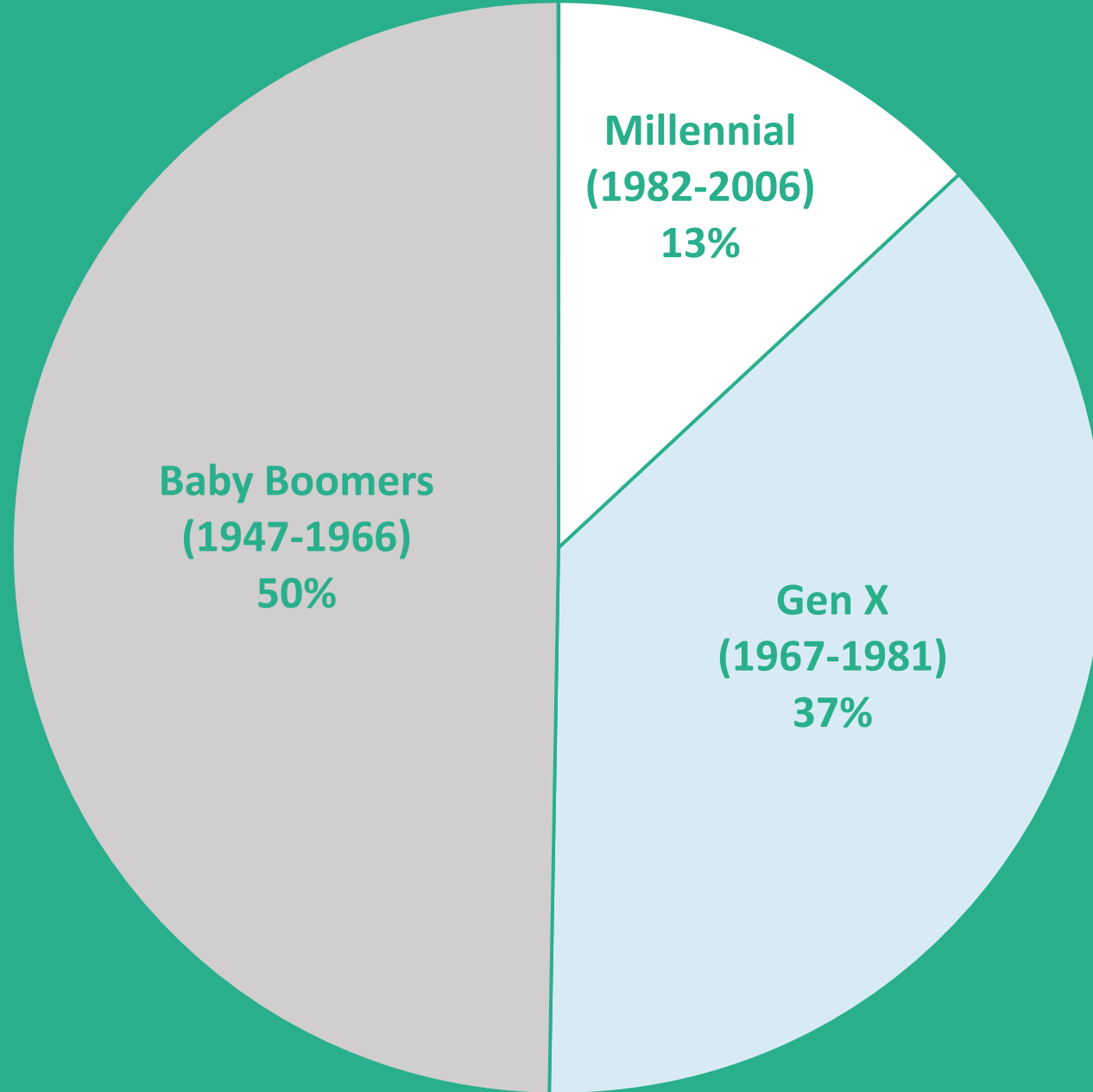


# Sensitivity to Changing Generational Aspirations

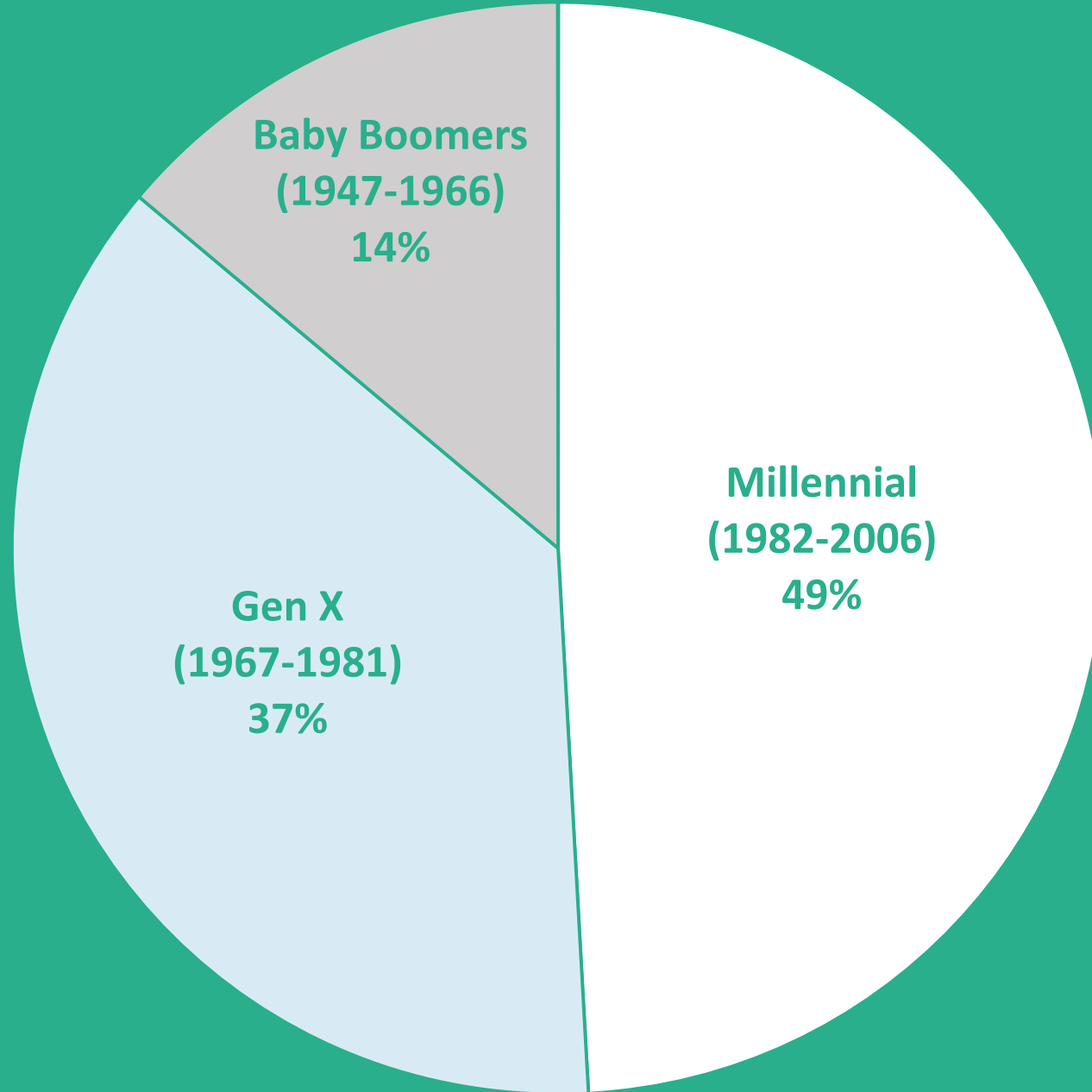
Generational Breakdown in Canada, 2016



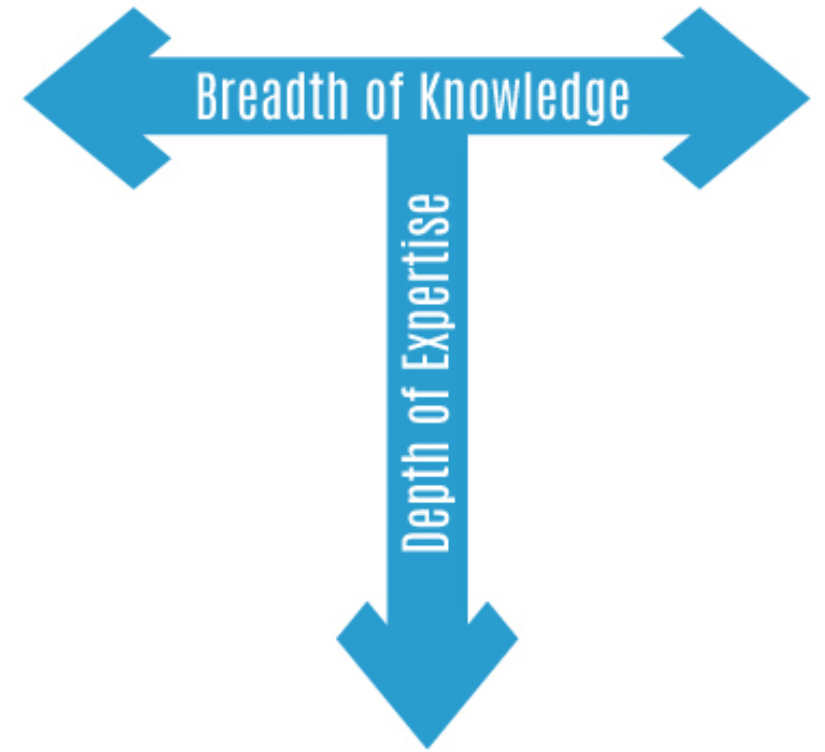
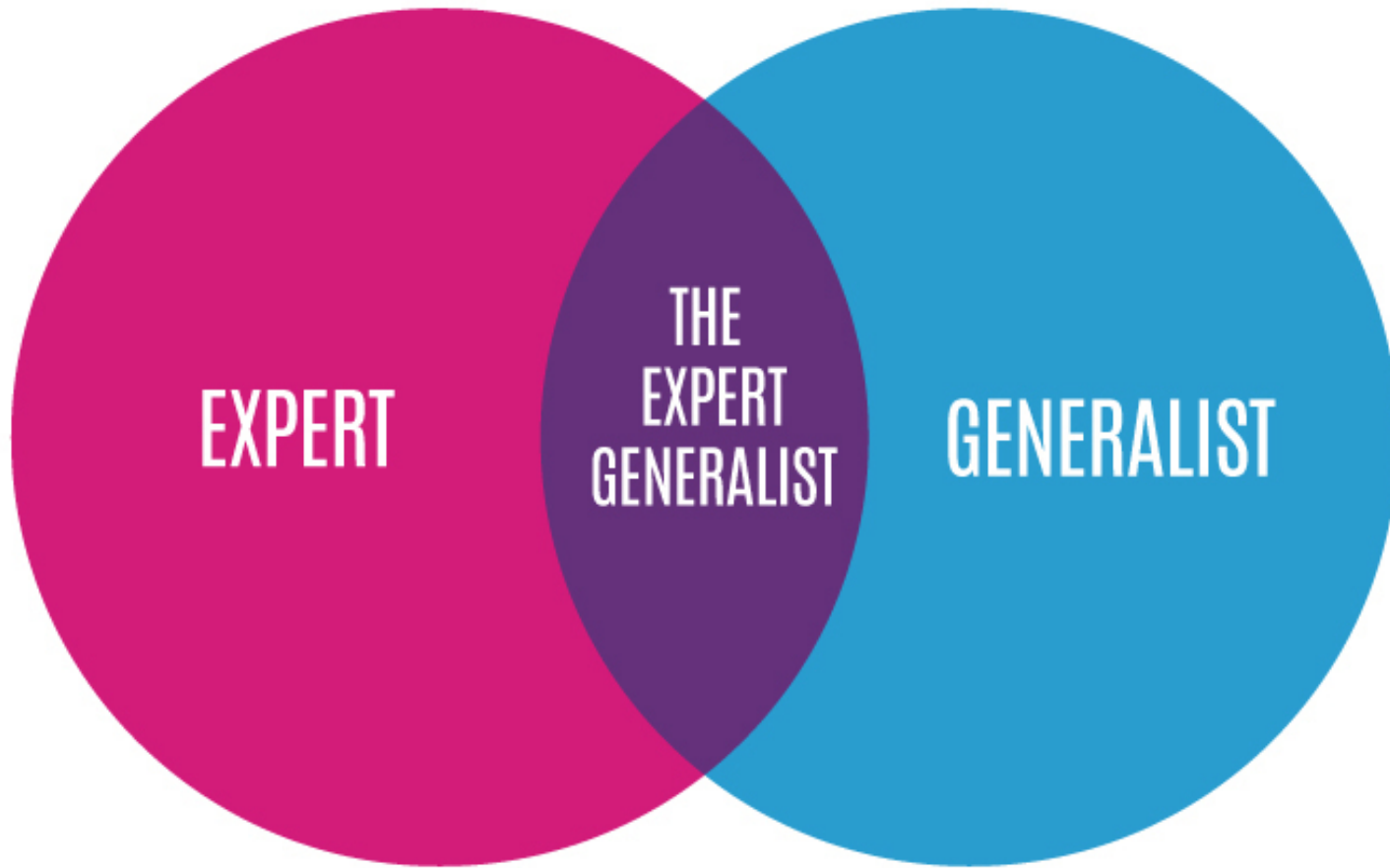
# POPULATION AGED 30-70, TODAY



# POPULATION AGED 30-70, 2031

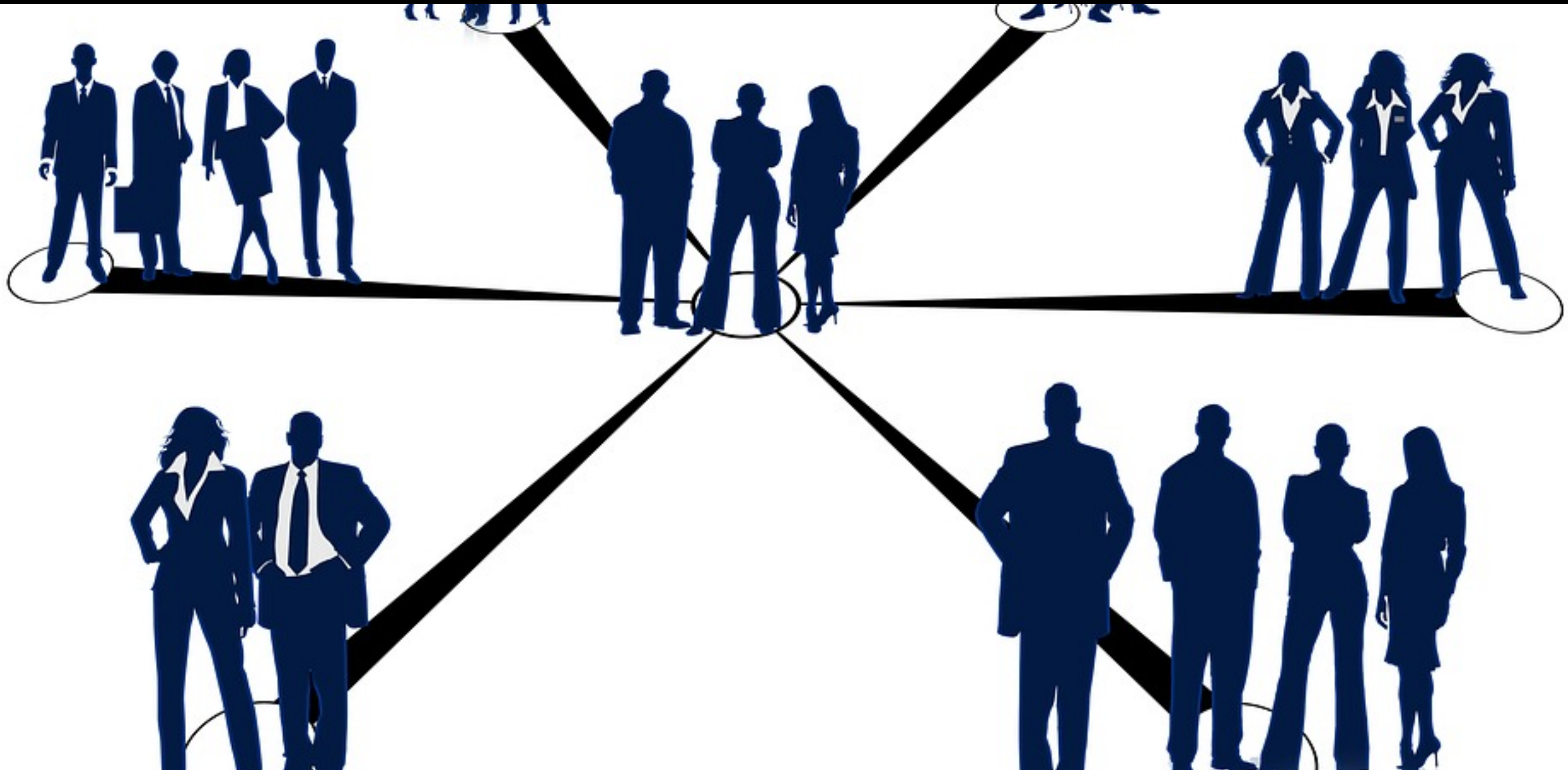


# Scope of Practice & the Evolving Concept of Generalism



Source: IBM model of the T-shaped professional

# Connectivity & Relationships

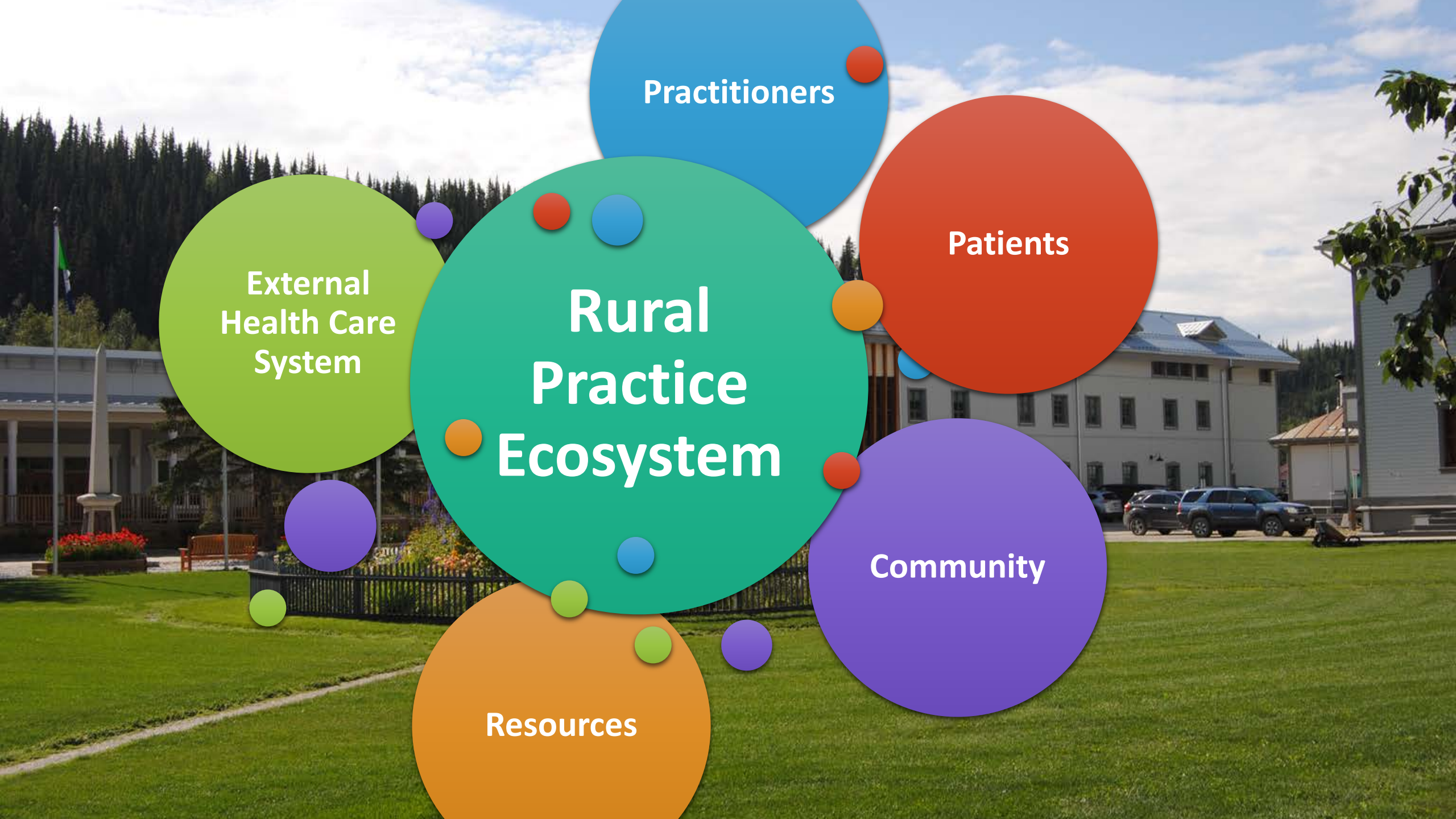


**Connectivity  
and  
Relationships**

**Scope of  
Practice**

**Changing  
Generational  
Aspirations**

**Rural  
Practice  
Ecosystem**



Practitioners

Patients

External  
Health Care  
System

Rural  
Practice  
Ecosystem

Community

Resources

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

