

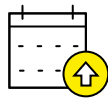
General Practitioners (GP) strive to do more with less

How general practices are navigating changing Australian market dynamics

Our new 2023 GP Insights Report examines patient preferences and the operational and financial trends reshaping the industry. It shows that to meet persistently elevated patient demand, practices must overcome converging challenges.

Resources come under pressure

Almost one in two practices are seeing more patients, but few have hired new GPs. The rebound in patient numbers since the height of the pandemic is also expected to continue for many practices.



47%

of practices say patient visits have risen in the past 12 months, and 36% report no change.

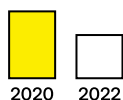


72%

of practices say staff shortages are constraining capacity and growth.

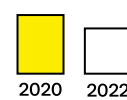
Signals of strong future demand

Most Australians consider themselves in good health, but the number who say they're very healthy has fallen in the past two years. This is most prominent among the youngest generations and suggests that demand for services will continue to grow.



42%

of Gen Z¹ patients rate their health as very good or excellent, compared to **65% in 2020**.



44%

of Gen Y² patients rate their health as very good or excellent, compared to **57% in 2020**.

Navigating new practice economics

As practices rise to the task of delivering care to more Australians, they're doing so as operational and financial challenges are gaining momentum. The rising cost of delivering care is forcing many to review billing models, which then needs to be managed with patients. Common challenges facing practices include:



69%

Medicare³ schedule fee lagging rising operating costs.



50%

Attracting and retaining qualified GPs.



40%

Overcoming patient objections to out-of-pocket fees vs bulk billing.

Patient satisfaction in the spotlight

While 93% of Australians are happy with the overall practice experience, fewer are now very satisfied. While quality of care continues to attract high satisfaction ratings, it's factors including fees, access and convenience are moderating perception.



94%

of patients are either very satisfied or somewhat satisfied with the quality of care received.



9%

fall in the number of patients that say they are very satisfied with available spots to see a preferred GP.



Read the full GP Insights Report [here](#) to find out the top strategies practices are employing in response to these challenges and the outlook for what lies ahead.



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About the 2023 CommBank GP Insights Report The 2023 CommBank GP Insights Report is based on a quantitative survey of 204 decision-makers and influencers at general practices across Australia and 1,020 patients who had consulted a practice within three months of completing the study. The practice survey was conducted by a mix of practising physicians, business owners and senior decision-makers, with 75% located in capital cities and 25% in other regions. ACA Research conducted the general practice and patient surveys on behalf of CommBank Health in October 2022. The surveys were designed to track perspectives on topical issues and practice priorities. All references to patients and general practices in this report refer to those participating in the surveys unless stated otherwise.

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1 Gen Z consists of people born between 1997 and 2012.

2 Gen Y consists of people born between 1981 and 1996.

3 Medicare is the claiming channel that helps practices lodge Medicare bulk bill and patient claims.