

# Mounting a proactive response

## How General Practitioners (GP) are navigating constraints to continue meeting demand for care

Higher operating costs, staff shortages and changing patient expectations are just some of the issues prompting practices into action. The 2023 CommBank GP Insights Report reveals how Australian practices are responding in three key areas:



Adapting to shifting practice economics.



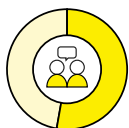
Maximising operating capacity and efficiency.



Enhancing the patient and staff experience.

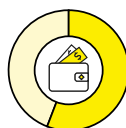
### 1. Billing models under review

The top response to rising operating costs is a shift in billing models among practices. This includes higher privately billed fees and a shift.



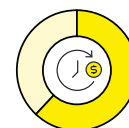
53%

Of practices expect to increase fees for a standard B consult.



56%

of practices have reduced bulk billing, and 25% are considering it.



62%

of practices charge higher fees for out-of-hours or specialised appointments.

### 2. Addressing talent shortages

The most common tactics to attract and retain staff focus on strengthening culture and providing flexibility. Many are also increasing remuneration to be competitive, particularly in regional areas.



62%

of practices are nurturing a friendly and supportive workplace culture.

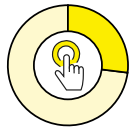


54%

of practices are offering flexible work arrangements.

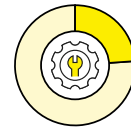
### 3. Uplifting the experience

Practices are actively adopting digital solutions even after a sustained period of elevated technology investment. The fastest growing areas centre on patient convenience, efficiencies, and augmenting care.



27%

of practices intend to introduce digital check-ins for patients in the next two years.

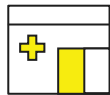


24%

of practices intend to use data analytics to monitor practice performance in the next two years.

### 4. Targeting brighter conditions ahead

Most GPs are pursuing growth to sustainably scale up to meet patient demand. Optimising the way they work is also informing moderate confidence in future conditions.



75%

of practices are very or quite confident about business conditions in the next year.



54%

Of practices are growth-focused, and a further 40% are seeking to maintain current revenue.



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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