

The Future of Work for Finnish and Swedish GPs

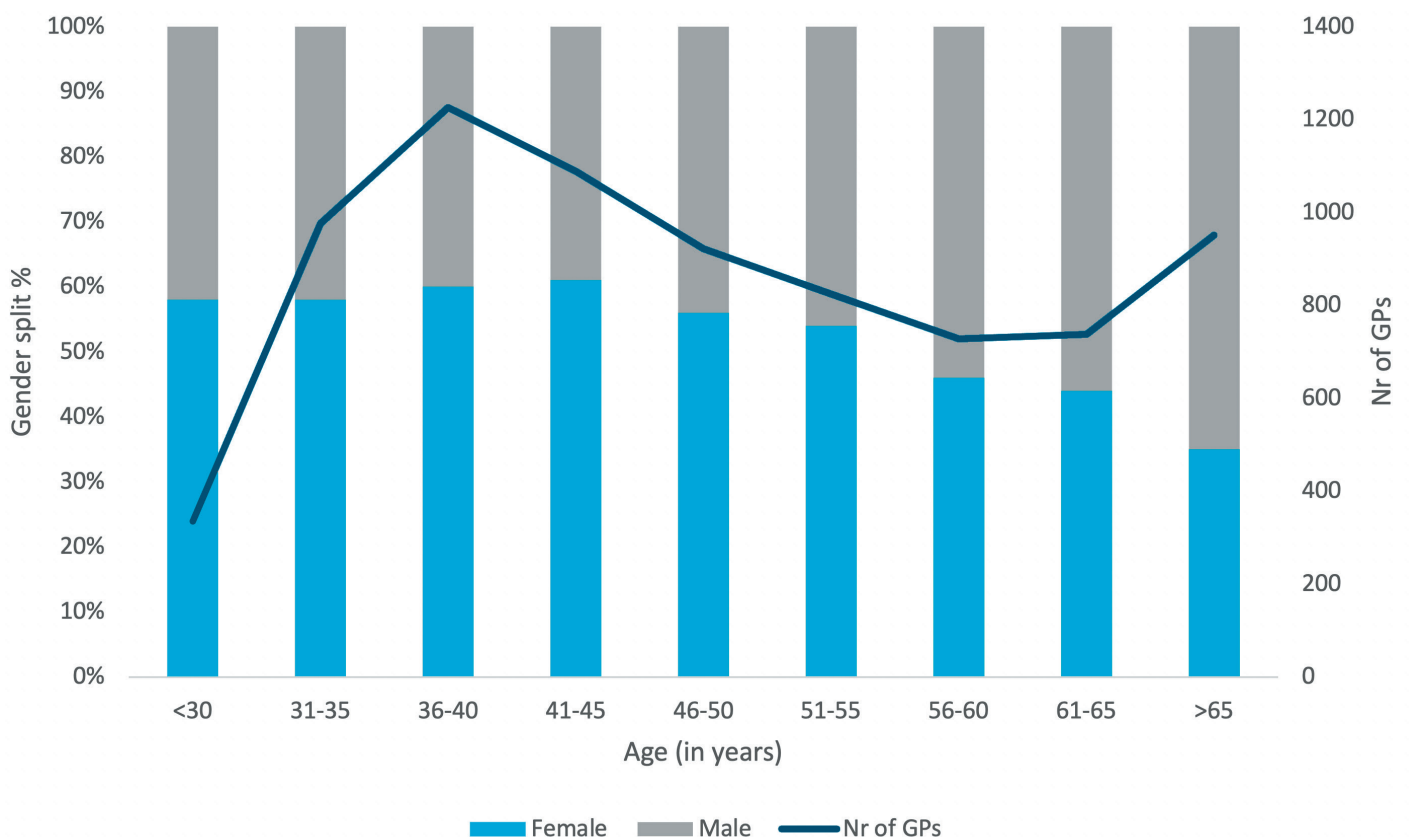
The working culture among GPs is changing, due to both internal and external drivers.

The selected insights presented here, have been mainly derived from existing market insights and a qualitative focus group (SuperQuali) with Swedish and Finnish GPs during late 2021. The focus groups were part of a larger independent IQVIA research encompassing both Belgian, Dutch and Swedish medical specialists.

Collaboration between generations

Younger GPs* are instrumental in creating a new culture of dealing differently with the profession. In both Finland and Sweden, the relationship between older and younger generation GPs is currently perceived as rewarding, where both are benefiting from the mentor/mentee relationship. The younger GPs feel embedded in the primary care culture.

Figure 1: Swedish physicians specialized in general medicine split by age and gender



Source: IQVIA OneKey database May 2022 analysed by IQVIA

*Note: GPs are physicians specialized in general medicine working in primary care workplace. In this study we also included Occupational Health Specialist (OHS) in Finland under GPs, OHS are physicians involved in providing general primary care services to the Finnish working population.

Evolving patient population

Another driver of the changing professional landscape is the evolving patient population. In primary care, more and more elderly and diverse patient populations are seen, resulting in a more complex caseload and increasing focus on palliative care. A range of other factors, such as diverse cultural backgrounds, differences in educational level, illiteracy, more demanding patients and lifestyle aspects, all contribute to a patient population being more challenging to care for than before.

Administrative burden

The vast amount of time spent on administration (red tape) is perceived by GPs as detrimental to their motivation and results in less time for patient interactions. GPs highly value their profession and see their interaction and relationship with patients as the center of their work. It is precisely this interaction and relationship with patients that comes under

pressure by the considerable administrative burden. The time pressure is compounded by the previously mentioned heavier caseload and patient complexity, and increasingly advanced treatments that often require more communication and more interactions between GPs and patients to guide and manage their expectations.

Based on a sample of 328 GPs in Sweden and Finland participating in IQVIA's yearly ICOMED survey during late 2021, Swedish GPs spend 26% of their time on administrative tasks corresponding to more than 1.5 workdays per fulltime work week. GPs in both Finland and Sweden report to spend only around 2/3 of their time on meeting patients. Despite the challenges, the ICOMED survey showed that GP's perception of providing good care to patients is at a level of 76% in both countries, where 100% is the ability to completely being able to provide optimal treatment and care for their patients.

Figure 2: Self assessed GP time as % of total hours spend (on average per week)

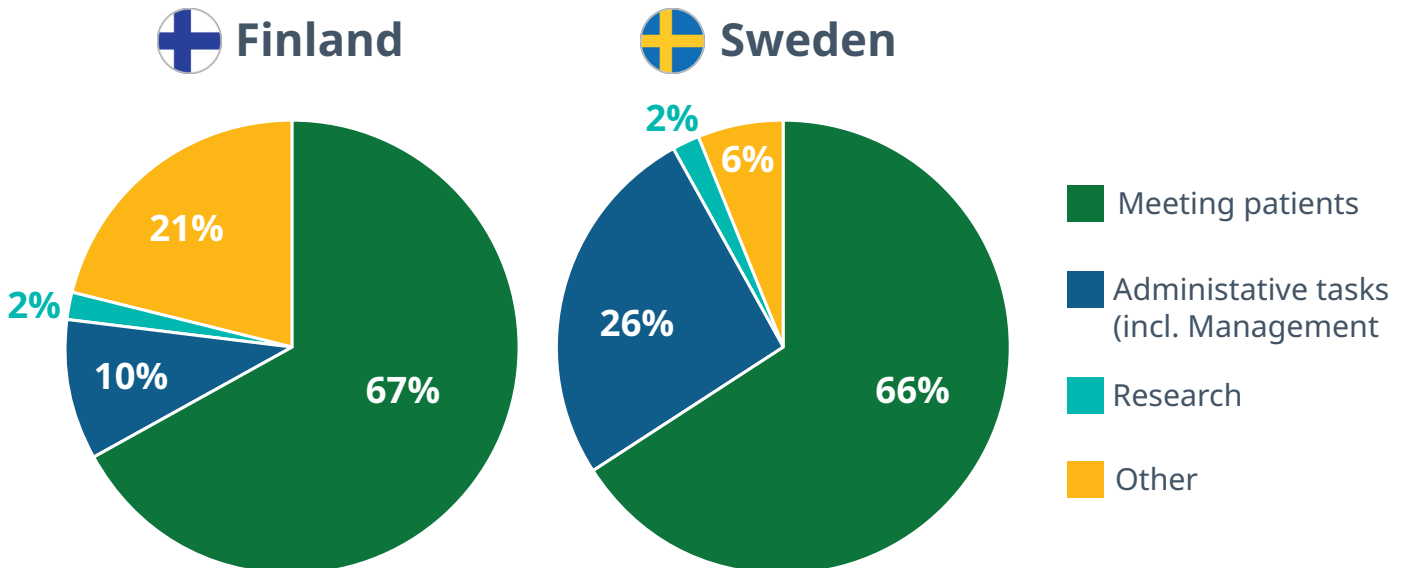


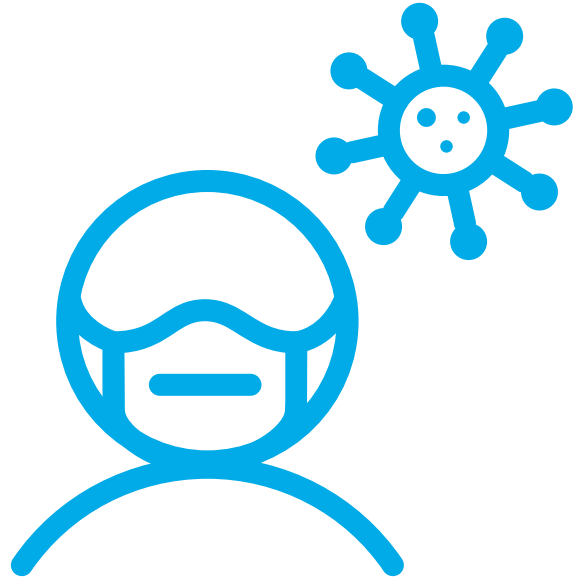
Figure 3: GP self-assessment to what extent they can provide optimal treatment and care to their patients



Source: IQVIA ICOMED Survey 2021 to GPs (n=328)

Emerging new normal

During the COVID-19 restrictions, GPs felt isolated. In person contact with patients were in many cases replaced with remote interaction and at the same time reduced/lacked interaction and education provided by the medical industry has been missed. While in general, the financial remuneration for GPs is considered good, there are sentiments of being overburdened with work and sometimes even feelings of loneliness. There is an opportunity for more and different forms of interaction between colleagues, with patients, and with the medical industry around treatment of different kind of patients, advances in medicine, education and generally the unmet needs of the physicians.



ABOUT THE STUDY AND IQVIA

IQVIA is a technology service provider, consultancy and contract research organization working for both healthcare organizations and life sciences.

If you would like more information or are interested in being invited for future research you're welcome to contact us. Curious what the findings mean for the medical industry and how to design relevant services and concepts? Please reach out to your IQVIA account manager or contact us at Nordic_consulting@iqvia.com.