



Ways to beat the pay freeze

Linda Applewhite

As part of a lead article in a recent edition of Doctor magazine, Streets partner Linda Applewhite was asked for her comment on how to safeguard income in light of the 0% GP pay award, raising costs and the fact that the Quality and Outcomes framework, QOF, money is more difficult to obtain.

Along with a bench marking exercise and a general review of your financial structure Linda's advice is as follows:

'Review the roles your staff members perform, starting with the practice manager, with the intention of freeing up senior staff time to exploit external opportunities. There will undoubtedly be capacity in the work force for them to delegate routine tasks to. Your practice manager needs to be your business manager! Use locums prudently, sourcing from within the practice as far as possible, keeping profit in house. Perhaps it is time to reconsider past lifestyle choices. How important to you is a free afternoon each week now that profits are starting to fall?'

Prudence and financial controls must be at the heart of all GP's plans to safeguard and or enhance earnings; the advice of your specialist medical accountant undoubtedly will play an important part of this.

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