



Rother House Medical Centre

Having faced a recruitment crisis a couple of years ago, Rother House Practice completely redesigned its approach to hiring new staff and started making full use of the apprenticeship scheme. Seven apprentices later, the practice has seen a dramatic improvement in patient relationships and staff morale and believes every practice should consider the scheme.

Tom Ganner, Practice Manager at Rother House in Stratford upon Avon, recruited his first apprentice two years ago. With three apprentices in post currently, and a further three having completed the scheme, Tom believes apprentices are a great way forward for other practices.

“Recruiting an apprentice is far quicker and easier than conventional recruitment. We work with an organisation that does all the advertising and initial shortlisting for us, as well as arranging all the training. Having drafted an initial job description, we simply use the same summary every time we recruit. There are no advertising fees and interviews are quick to complete.

“We have just taken on a new apprentice and the recruitment process from advert to appointment took less than one week.”

With apprentices being more affordable, the practice has been able to inject some additional slack into the team which means they are more able to cope with peaks in demand or sudden team changes. Many of the apprentices now work full time at the practice, while one works at a local dispensary.

Tom has found recruiting apprentices to be extremely rewarding. “In interview, these individuals are often quite shy and lacking in confidence. In our experience, however, within three months they blossom into confident, capable members of the team and very quickly provide invaluable support to practice staff and patients.”



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Practice Manager, Tom Ganner

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Although the practice has found that more pastoral care can be needed to support apprentices as they get used to their new role, the team also believes the apprentices have brought a fresh perspective and have proved to be adept at neutralising challenging situations with patients. “Our apprentices have a naturally friendly and open attitude. We have found they have dealt with challenging situations with real maturity and this has been reflected in improvements in patient satisfaction.” Tom said.

Overall, the mix of ages and experience across the practice team has been beneficial to morale and helped support a shift in culture to a more patient-focused service.

“We have worked with a number of apprentices over the last two years. Based on our experience I would recommend any practice gives this scheme a try – it is highly probably that recruiting an apprentice will have a very positive impact on their practice.” Tom concluded.

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