

Building flexible services that work on the ground

Anthony Hobbs¹

¹Therapeutic Goods Administration

Dr Tony Hobbs will reflect on his experience as a long-term rural GP in Cootamundra. Dr Hobbs helped establish an innovative, integrated primary health care centre in this small rural community. Early and ongoing engagement with the community was key to the successful development and establishment of this centre.

Dr Hobbs will discuss how some of the key elements of the National Primary Health Care Strategy have been reflected in the formation and operation of the Cootamundra PHC Centre.

Recruitment and retention of doctors in remote communities has been a problem for many years. Dr Hobbs will discuss the principle of 'easy entry—gracious exit', including how he applied this principle in his move to Canberra to be the Principal Medical Adviser at the Therapeutic Goods Administration.