

Google to the Rescue!

Harnessing the power of Google Maps to profile, clarify and recruit to GP Placements in a UK medical undergraduate programme.

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Introduction In June 2017, a new medical undergraduate curriculum was introduced at the University of Bristol, including a three fold increase of the amount of teaching delivered in general practice. Consequently, we have launched a recruitment campaign to try and increase the number of practices in the region that teach medical undergraduates.

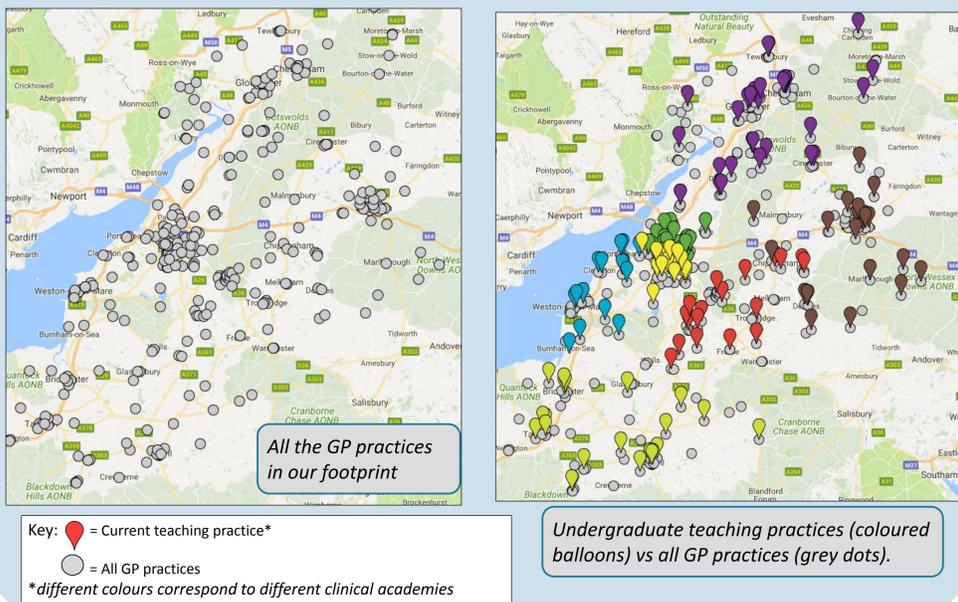
Aims

- To identify which practices in the university footprint are not teaching medical undergraduates, in particular, identifying towns where we should focus our practice recruitment efforts
- Enable us to visualise the success of our recruitment programme
- To create a geographical database of practices to help the development of teaching 'clusters'

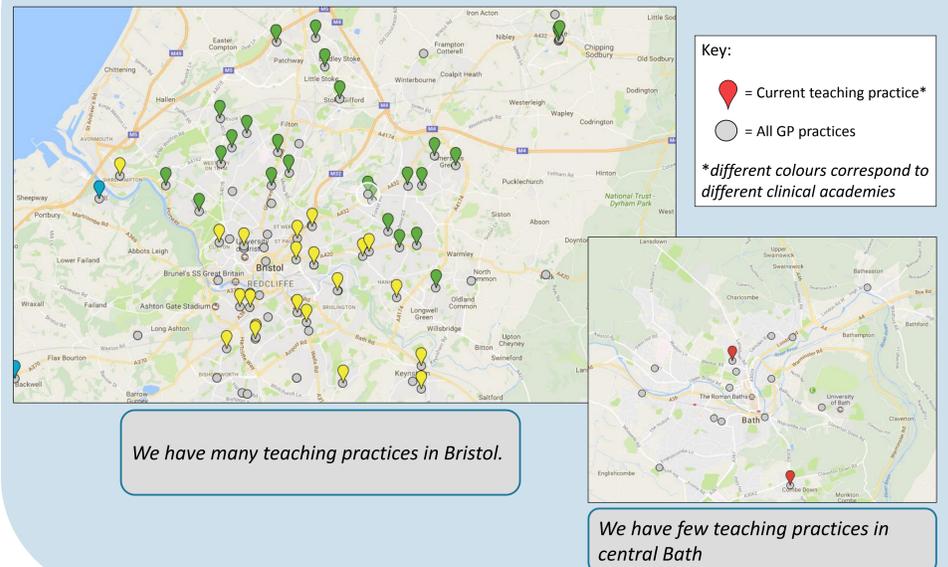
My Maps My Maps was launched by Google in 2007, enabling individuals and businesses to create their own maps by adding markers to Google's maps. Each marker has an editable tag.

Method We used Google Mapping software to create an interactive geographical database of all the practices in the footprint of the University of Bristol, including information such as practice list size, and what academic years the practice has taught. Different information can be overlaid onto the map by toggling different layers. This information was used to identify geographical areas that we need to target with our recruitment campaign, to visualise the success of our recruitment campaign and help us create geographical clusters of practices for cluster teaching.

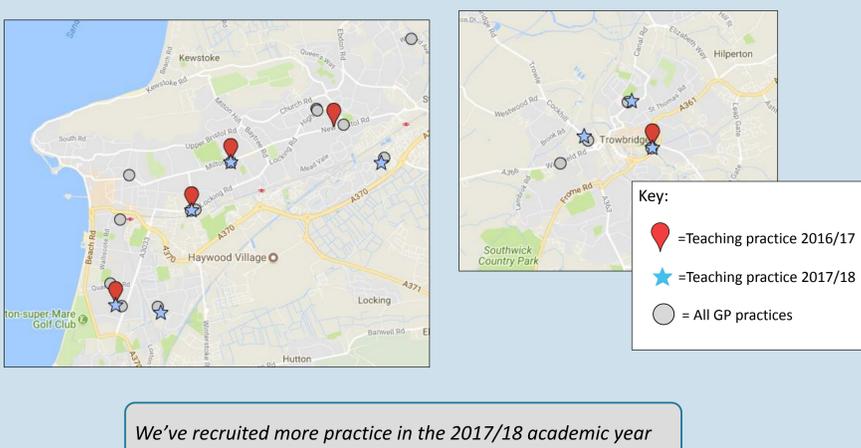
Where are all our practices?



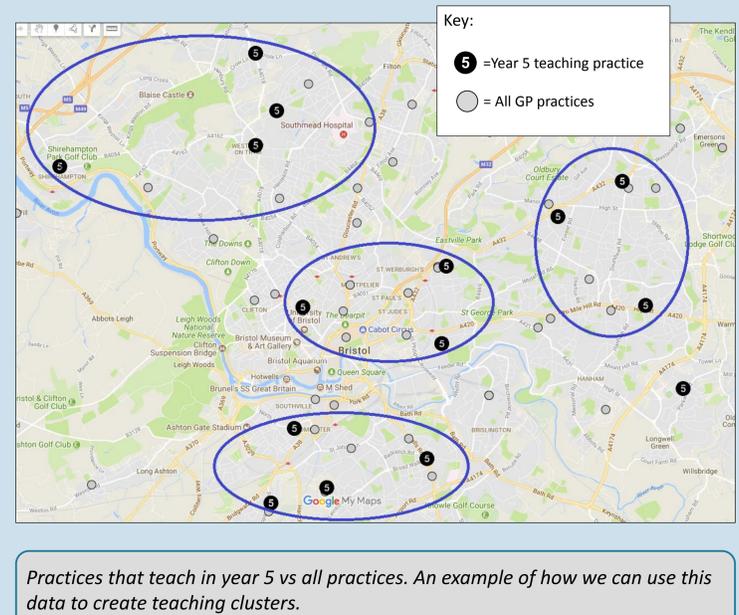
Where do we need to focus our efforts?



Visualising recruitment success



Developing clusters



Conclusions

In the context of a three-fold increase in primary care teaching at the University of Bristol, we have used Google My Maps to create an interactive map of teaching practices that has enabled us to run a targeted recruitment campaign. Using the maps, we have been able to visualize the success of our recruitment campaign and use this information, along with local knowledge from our GP teachers, to help us identify clusters of practices for cluster based teaching.

Using Google My Maps may be of use to others involved in the development and administration of community placements.