

Recruitable Communities For Physicians

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Presenters

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- Kathy Reid- CAO, Township of Stirling Rawdon
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Facts about Physician Recruitment

- Currently about 1,000 family doctors short in Ontario
- Number of medical students and medical residents is increasing
- Small increase in international graduates licensed in Ontario
- Less medical students are choosing Family Practice as a specialty

Strategic Planning Issues for Recruitment

- Is there an understanding that physician recruitment is a community concern?
- Is there a broad based community taskforce in place?
- Is there agreement on the types and numbers of physicians required ?
- Is there a viable business plan for recruitment?

Practical Support for Recruitment

- Is there enough work for a new physician and to make a reasonable living?
- Are there internal resources available to support the physician, such as OR time, office space and equipment?
- Do you have a welcoming environment including enthusiasm, positive attitude and the ability to make decisions about candidates quickly?

Practical Support for Recruitment

- Does your community qualify for Underserviced Area Designation by MOH?
- Ratio of 1 physician/1380 is key number
- Benefits include access to free tuition (\$40,000 over 4 years), marketing to qualified foreign graduates, invitation to Health Professionals Recruitment Tour, some travel expenses covered

Recruitment Protocol

- Does the community have a consistent contact for recruitment efforts?
- Do you screen candidates to reduce wasted time?
- Does the community have a plan for site visits?
- Do you plan for follow up with good candidates?

Site Visit Planning

- Community information in advance
- Welcome to community
- Tour of medical facilities and community
- Information on real estate and schools
- Target specific interests of partner and children

Site Visit Planning (Continued)

- Discuss regional delivery of health care
- Talk about special incentives
- Review financial aspects of practice
- Allow free time

Promotion Plan Factors

- Clear budget
- Advertising orientation-newspapers, journals, job fairs
- Orientation towards students and residents
- Direct mail

Promotion Plan Factors (Continued)

- Recruiters
- Networking
- Web based approach

Medical Community Involvement

- Introduction to physicians and health care professionals
- Mentor for physician and family
- Introduction to social and recreational activities

What Do Medical Residents Look For ?

- Turnkey operation
- Group practice
- Reasonable on call
- Dependable specialist back up that communicates with physician
- CME opportunities

What Do Medical Residents Look For ? (Continued)

- Spousal/ Partner employment
- Lifestyle, recreational, cultural and religious support
- Locum opportunities
- Underserviced area program designation for Tuition Grant

Who Can Help?

- Other successful communities
- Resources within your communities
- Take advantage of Underserviced Area Designation for certain MOH incentives
- Community Development Office for Southeast Ontario 1-888-544-5457 or maitland@post.queensu.ca