

2021 Budget

Physician Recruitment & Retention

February 25th, 2021



WOODSTOCK
DOCTORS
PHYSICIAN RECRUITMENT & RETENTION

Physician Recruitment & Retention

Vision:

- All residents of Woodstock have a Family Physician.

Objective:

- To successfully recruit and retain Family Physicians for the city of Woodstock.



WOODSTOCK
DOCTORS
PHYSICIAN RECRUITMENT & RETENTION

2021 Budget

		2020	2021
Base Budget	Physician Recruiter Contract	\$50,000	\$50,000
	Marketing & PR	\$23,200	\$16,200
	Career fairs & Conferences	\$17,300	\$14,650
	Professional Develop/Networking	\$1,700	\$1,400
	Moving Allowance (\$5,000 each, assumes 2 eligible)	-	\$10,000
Additions to Base Budget	Reserve for Incentive Program	\$20,000	-
Total		\$112,200	\$92,250



Regular Activities

- Attend recruitment events, Physician conferences, career fairs, etc.
- Create and manage job postings
- Point of contact for all enquiries
- Set-up and conduct site visits, meetings with current physician groups, etc.
- Meet with medical trainees (residents, students)
- Active member of Oxford County Recruitment Group (OCRG)
- Liaison with other Community Health Stakeholders
- Attend CASPR conference



WOODSTOCK
DOCTORS
PHYSICIAN RECRUITMENT & RETENTION

Projects

2020

- Developed recruitment website (75% complete) and created promotional materials.
- Developed Q&A document for potential recruits.
- Worked with local Physicians and Schulich to increase the number of medical residents training in Woodstock (on-going).
- Established moving allowance for new Physicians (\$0 spent to-date).
- Determined estimated number of new Family Physicians currently required.

2021

- Enter website content, add local physician profiles.
- Establish Mentorship program for new Physicians.
- Determine estimated number of additional Family Physicians required in next 5-10 years (include projected pop growth, retirements, etc.)



**WOODSTOCK
DOCTORS**
PHYSICIAN RECRUITMENT & RETENTION

A Priority for Woodstock Residents

- Sept/Oct 2018 survey of 500+ residents conducted by the City of Woodstock to determine tax-spending priorities.
- Nearly three-quarters of respondents indicated the city should financially support physician recruitment.



WOODSTOCK
DOCTORS
PHYSICIAN RECRUITMENT & RETENTION

Results to-date

- 2019- 2 Family Physicians opened **new practices** in Woodstock- the first to do so in an estimated 10-15 years.
- 2020- 2 Family Physicians scheduled to open practices, however that did not happen due to the pandemic.
 - 1 has since opened a practice elsewhere.
 - 1 is still interested but not available until 2022 now due to personal circumstances.
- 2021 so far- 1 Family Physician opened a practice in January.
- Generated enquiries from 39 Family Physicians in 2020, up from 23 in 2019.
- Attended 4 career fairs in 2020 (down from 8 in 2019- many events cancelled).
- Despite pandemic, still completed 12 in-person site visits.



WOODSTOCK
DOCTORS
PHYSICIAN RECRUITMENT & RETENTION

Challenges

- Lack of available, turn-key clinic space.
- Most new graduates want to locum or work in the hospital, not open a Family Practice.
- A Physician setting up practice in Woodstock does not qualify for incentives from the MOH.
- Competition from most communities, some of which offer their own incentives:
 - St. Thomas- \$33k over 4 years + 6 months free rent.
 - Tillsonburg- \$10k moving expenses + \$30k forgivable loan for 5 year commitment + 6 months accommodation + 6 months clerical support.



WOODSTOCK
DOCTORS
PHYSICIAN RECRUITMENT & RETENTION