

2022 Budget

Physician Recruitment & Retention

February 24th, 2022



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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.



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Recruitment Activities

- Develop annual recruitment activity plan and budget
- Attend recruitment events, Physician conferences, career fairs, etc.
- Create and manage job postings
- Point of contact for all physician enquiries
- Liaison between potential physician recruits and Ontario Health
- Create promotional materials as required
- Organize and host community & hospital tours for visiting physicians
- Facilitate meetings with current physician groups
- Meet with medical trainees in the community and at the hospital (residents, students)
- Active member of Oxford County Recruitment Group (OCRG)
- Liaison with other Community Health Stakeholders
- Attend CASPR conference



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2022 Budget

		2021	2022
Base Budget	Physician Recruiter Contract	\$50,000	\$50,000
	Marketing & PR	\$16,200	\$16,000
	Career fairs & Conferences	\$14,650	\$8,500
	Professional Develop/Networking	\$1,400	\$650
	Moving Allowance (\$5,000 each, assumes 2 eligible)	\$10,000	\$10,000
Additions to Base Budget	Reserve for Incentive Program	-	-
Total		\$92,250	\$85,150



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.



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Results to-date

- **2019**- 2 Family Physicians opened **new practices** in Woodstock- the first to do so in an estimated 10-15 years (one since closed practice for personal reasons).
- **2020**- 2 Family Physicians planned to open practices, however that did not happen due to the pandemic.
- **2021**- 2 Family Physicians opened new practices.
- **2022**- 1 Family Physician has opened a new practice to-date with 2 more anticipated later this year.



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How many new Family Physicians do we need in Woodstock?

- 3-5 Family Physicians* currently needed in Woodstock alone.
 - Exact number depends on how many patients each new Physician takes.
- Based on predicted population growth, a minimum of 3 new Family Physicians will be required by 2026.
- Approximately 5 retirements anticipated in Woodstock within the next 0-5 years.

Estimates do not account for:

- Non-Woodstock residents enrolling with a new Physician in Woodstock.
- Residents who have a family physician in another city but would like a local physician.

**Based on March 2020 data from the Health Analytics Branch and population growth.*



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Challenges

- Most new graduates want to locum or work in the hospital.
- Of the Physicians interested in Family Practice, most want to take over an existing practice.
- A Physician setting up practice in Woodstock does not qualify for incentives from the MOH.
- Many communities 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.



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Thank you

- Questions?



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