

# 2020 Budget

Physician Recruitment & Retention

*February 27, 2020*



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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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# 2020 Budget

Base Budget	Physician Recruiter Contract	\$50,000
	Marketing & PR	\$23,200
	Career fairs & Conferences	\$17,300
	Professional Development/Networking	\$1,700
Addition to Base Budget	Reserve for Incentive Program*	\$20,000
<b>Total</b>		<b>\$112,200</b>

\*Planned development of future recruitment incentives which may include relocation/moving costs or allowances for office set-up or practice enhancement.



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# 2020 Work Plan

## **On-going 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, etc.
- Meet with residents and locums
- Active member of Oxford County Recruitment Group (OCRG)
- Liaison with other Community Health Stakeholders
- Attend CASPR conference



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# 2020 Work Plan

## 2020 Projects:

- Complete recruitment website and create promotional materials for career fairs (brochures, swag, etc.).
- Explore options for temporary and permanent office space.
- Work with local Physicians and Schulich to increase the number of medical residents training in Woodstock.
- Finalize details of Incentive Program.
- Determine estimated number of new Family Physicians required in next 5-10 years.



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# 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

- 2 Family Physicians opened **new practices** in Woodstock in September 2019- the first to do so in an estimated 10-15 years.
  - new Physicians in 2017/18 replaced retirees.
  - unfortunately 1 of the new Physicians has since left due to family emergency.
- 1 new Family Physician to open a practice in May 2020 (likely delayed due to lack of clinic space).
- Enquiries from 23 interested Physicians in 2019.
- 3 more site visits scheduled in the next week alone.



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# Challenges

- Lack of available 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 (ex. St. Thomas, \$33,000 over 4 years).



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