



2019 Budget

WOODSTOCK PHYSICIAN RECRUITMENT & RETENTION

Vision & Objective

WOODSTOCK 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.

2019 Additions to Base Budget

WOODSTOCK PHYSICIAN RECRUITMENT & RETENTION

General Expenses (phone, mileage, meetings & site visits)	\$8,700
Marketing (website, banner, brochures, advertising)	\$18,300
Sponsor Schulich Recruitment event	\$2,600
Event Registration & Travel (career fairs, Physician conferences)	\$19,600
Professional Development/Networking	\$1,150
Reserve for Programs*	\$20,000
Total	\$70,350

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

2019 Work Plan

WOODSTOCK PHYSICIAN RECRUITMENT & RETENTION

On-going activities:

- ▶ Attend recruitment events, Physician conferences, career fairs, etc.
- ▶ Create and manage job postings
- ▶ Point of contact for all inquiries
- ▶ Set-up and conduct site visits, etc.
- ▶ Meet with medical residents and locums
- ▶ Maintain inventory of available office space
- ▶ Liaison with other Community Health Stakeholders
- ▶ Attend CASPR conference

2019 Work Plan

WOODSTOCK PHYSICIAN RECRUITMENT & RETENTION

2019 Projects:

- ▶ Develop recruitment website and create promotional materials (hand-outs, booth banner, etc.)
- ▶ Formalize program for meeting with current medical residents/locums
- ▶ Work with local doctors and Schulich to improve residency program and attract more medical residents
- ▶ Research recruitment incentives in other communities
- ▶ Host/Sponsor Schulich medical resident event

A Priority for Woodstock Residents

WOODSTOCK PHYSICIAN RECRUITMENT & RETENTION

- ▶ 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.