

2023 Budget

Physician Recruitment & Retention

February 23, 2023



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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
- Promote practice opportunities at 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
- Engage current physician groups in recruitment
- Bring medical trainees to the community and hospital
- Active member of Oxford County Recruitment Group (OCRG)
- Liaison with other Community Health Stakeholders
- Attend CASPR conference



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2023 Budget

	2022	2023
Physician Recruiter Contract	\$50,000	\$50,000
Marketing & PR	\$16,000	\$20,500
Career fairs & Conferences	\$8,500	\$9,800
Professional Develop/Networking	\$650	\$700
Moving Allowance (\$5,000 each, assumes 3 eligible)	\$10,000	\$15,000
Forgivable Loan	-	\$90,000
Total	\$85,150	\$186,000



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.

2020- 2 Family Physicians *planned* to open practices (but did not due to the pandemic).

2021- 2 Family Physicians (both opened new practices).

2022- 3 Family Physicians (2 opened new practices, 1 retirement covered).



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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 enrolls.
- Based on predicted population growth, a minimum of 3 additional 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

- Few new grads want family practice.
 - Those who want a family practice- most prefer to take over an existing practice.
- Access to FHO positions (preferred model).
 - New Physician Services agreement as of April 1, 2022 imposes restrictions on creating new FHO's, adding new clinic locations to existing FHO's.
- Affordable, turn-key clinic space.
- 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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