



RAMP-UP OF PHYSICIAN RECRUITMENT EFFORTS

As part of the ramp-up of physician recruitment efforts, Gary Clarke (SIDFP Recruitment Co-ordinator) attended the Pri-Med Conference in Mississauga for 2.5 days (from 9-11 May, 2019). Recruiters Helen Welch from Victoria Division and Regan Grill from Nanaimo Division also attended.

We focused our interactions with physicians on promoting the existing physician recruitment opportunities across our diverse patient populations and geographies, as well as the emerging team based structures of care that will be achieved through our exciting new Primary Care Networks. Collectively we engaged with approx. 60 family physicians and 8 nurse practitioners, who expressed varying degrees of interest in Vancouver Island. General feedback is that Ontario physicians were quite surprised to learn that Greater Victoria has a physician shortage. Not surprisingly, the next big question was regarding medical licensing in BC. As the first step in the process, we will be connecting any leads we believe to be promising with Health Match BC, who will provide dedicated support to each individual interested in pursuing licensure in BC.

The Division will manage the recruitment relationship (deploying the Division's Red Carpet Recruitment Strategy and matching candidates to clinics based on best 'fit', providing tailored supports to the full family, as well as facilitating on-site clinic visits and community tours), with the goal of attracting net new physicians to Greater Victoria over the next 1 to 3 years.

All in all this was a good conference to have attended, proactively seeking out physicians to relocate to Greater Victoria. We will be in a position to evaluate its success over time once we determine how many leads ultimately become successful new recruits to our in-need geographies.