

PROPOSAL FOR
NANAIMO DIVISION OF
FAMILY PRACTICE

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A woman in a red dress is holding a large, crumpled white pillow with a red target pattern. She is looking down at her hands, which are clasped together. The background is a solid red color.

OBJECTIVES

Recruitment & Retention Plan

Recruitment:

~ Motivate new Family Medicine Physicians to relocate to Nanaimo including Locum Physicians

Retention:

~ Keep Physicians who are already practicing in the community
~ Retain UBC Family Medicine Resident Physicians once they graduate

Community Network:

~ Connect with community partners
~ Build new relationships/ partnerships
~ Highlight our CORE program

THE BIRD'S EYE VIEW

Define: What we do, how we do it and why it matters

Physician Recruitment: Bring in Physicians and Locums from other provinces/states/countries

Nanaimo Community: Build partnerships within the community and engage through various means of communication

Division Membership: Engage with membership through various means of communication



Recruitment



RECRUITING PLATFORMS

- LinkedIn
- Glassdoor
- Wow Jobs
- Cheeg Internship
- Indeed



Retention



SOCIAL MEDIA

- Improve Video Library
- Create Nanaimo Division of Family Practice Blog
- Promote Nanaimo's access to nature/ outdoor lifestyle. Researchers suggest nature and outdoors play an important role in influencing a Physician's decision to work in a specific community.
- Connect experienced Physicians with new Physicians, an opportunity to share experience on various topics & knowledge of Nanaimo
- Considering relocating to Nanaimo: Here is your Guide
- Provide support for Physician's spouse and/or family, i.e. job availability
- Work Life Balance in Nanaimo
- Highlight affordability of Nanaimo in comparison to other cities



TRAINING

- Exposing new physicians with trainings at different locums giving them early exposure to environment and asking about their experiences. Also understanding who potentially would be interested in working in those locums.
- Creating a summer scholarship/internship/practicum for RA1 students where they can shadow veteran doctors and get a stipend



INCREASE **INTERACTION** BETWEEN RESIDENT PHYSICIANS & VETERAN PHYSICIANS

Hold a Physician social gathering which includes Resident Physicians and practicing Physicians.

Connect Veteran Physicians and Resident Physicians via social media groups.

Assigning mentors to Resident Physicians (If possible).

POWER OF APPRECIATION

RECOGNITION EVENTS

Organizing Recognition Events for Physicians who have worked for certain number of years (5, 10 and so) in which UBC Family Medicine Residents are invited to give them inspiration. Record Physician speech's and post on social media.

PUBLISHING STORIES

Publish stories about UBC Family Medicine Resident Physician's achievements in Division's blog, videos, social media, newsletters, local newspaper and website to acknowledge the efforts & exemplary performance of Resident Physicians.

FINANCIAL AID

Arranging any scholarship or Financial Aid at Division Level (If Possible).



NEWS LETTERS

- Division should start publishing a monthly newsletter sharing highlights of:
 - ~ Member achievements
 - ~ Upcoming events
 - ~ Physician article/ information
 - ~ New Division members etc.



SURVEY

Exit Interviews

Conduct exit interviews with Physicians and UBC Family Medicine Resident Physicians who are leaving Nanaimo.

Yearly Surveys

Conduct surveys on yearly basis with UBC Family Medicine Resident Physicians and based on the information provided create retention strategies.



**Community
Network**

REACHING OUT TO EVERYONE IS IMPORTANT

01 A DEDICATED FACEBOOK GROUP

Adding all the Physicians under one roof and engaging them in activities they are interested in

02 ENGAGEMENT POSTS

Sharing posts of Nanaimo Division of Family Practice, VIU, PSP, Island Health and keeping the group active

Health awareness posts i.e. corona virus awareness posts

Featuring portfolio on different websites

03 ENGAGEMENT EVENTS

Partnering with VIU where Physicians can come in and share their professional experience with students.

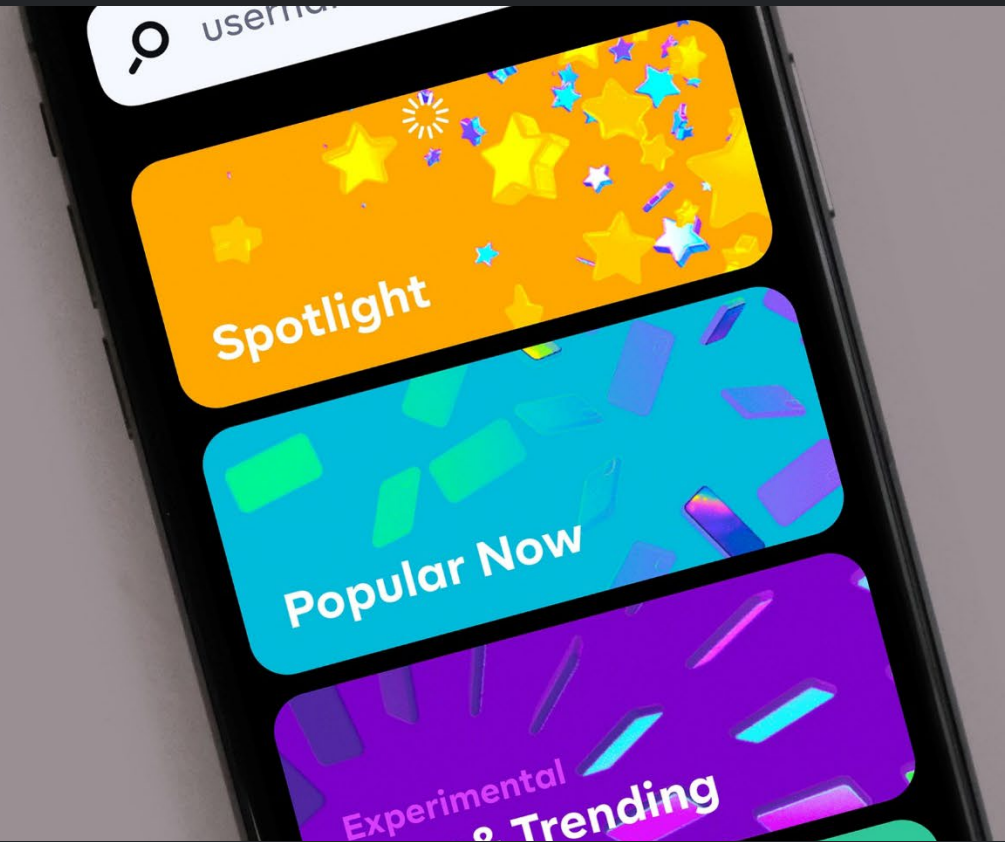
Host a monthly breakfast or lunch event to connect and stay in touch with the local community for sharing personal and professional experiences



SOCIAL MEDIA



SOCIAL MEDIA MARKETING



Tailored Integrated Marketing Communication Strategies
for Instagram, Facebook, Snapchat, Twitter, YouTube traffic

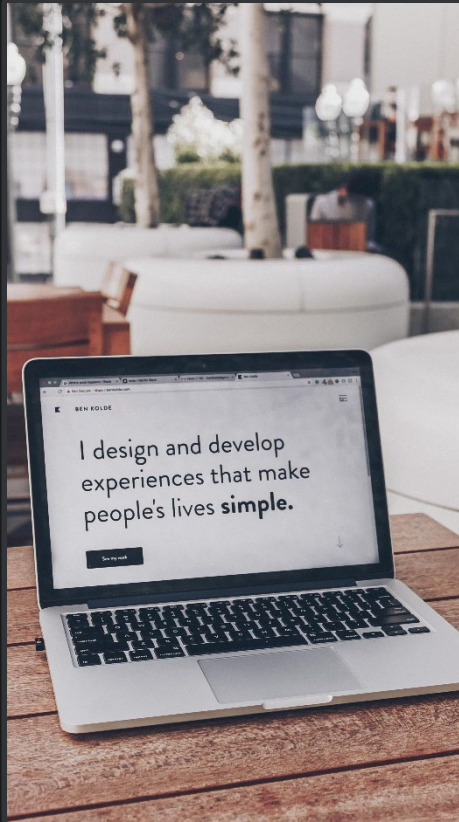
One website linking all platforms on Division website

WHAT ARE THE INTEGRATED MARKETING COMMUNICATION OPTIONS?

- Keep a connection with retired Physicians via different platforms (Facebook, Instagram, LinkedIn etc.)
- Organize a collaborative event which can be done in two ways:
 - Event organized for locals, Alumni's and student members
 - Event organized exclusively for whole Island student members
- Increase website traffic, create word of mouth and use of Google AdWords
- Conduct survey of experience with Alumni to conduct a survey in order to understand the reasons of leaving the city and division of Nanaimo
- Need to find and offer some kind of benefit/incentive and list it at website for people to become a member
- Some kind of Volunteer opportunities should be created for medical student. Better if it is with Division of Nanaimo to increase engagement.
- Collaboration with other organization to understand best features of Nanaimo e.g., Tourism Nanaimo



AREAS TO CONSIDER FOR CURRENT WEBSITE



- Regular activities should be displayed at front page
- Career/Volunteer page should be added
- Navigation Bar should be at Top
- YouTube videos should be shown at Home page
- Should use YouTube videos instead of written guidelines
- Addition of Social Media Links to show presence
- Catchy Tagline reflecting the mission and vision of the firm
- Ongoing & upcoming events should be listed on home page

VISUAL MAP

RECRUITMENT & RETENTION PLAN

(Experienced Physicians, Medical Students and Potential Talent)

SOCIAL MEDIA MARKETING

Integrated Marketing Communication (IMC)

- Instagram
- Facebook
- Snapchat
- Twitter
- YouTube

Need One Website to link all platforms

RECRUITING PLATFORMS

Tools which can be used to recruit the physician

- LinkedIn
- Glassdoor
- Wow Jobs,
- Cheeg Internship
- Indeed

OTHER OPTIONS

- Connect with Alumni
- Organize Collaborative Events
- Google AdWords
- Conduct survey of Alumni
- Incentive of becoming member
- Volunteer Opportunities for student
- Collaborative effort with other organization to promote Nanaimo

IMPROVEMENT AREAS OF CURRENT WEBSITE

- Display of Regular Activities
- Career & Volunteer page
- Navigation Bar at Top
- YouTube videos at Homepage
- YouTube videos instead of written information
- Social media Links
- Mission & Vision with Tagline
- Upcoming Event

THANK YOU!