

# MINTO-MAPLETON HEALTH CARE RECRUITMENT UPDATE

Thanks to our continued support from our partners and municipalities, we are pleased to share some recent accomplishments including:

- **New Physician joining the Minto-Mapleton Family Health Organization through the Practice Ready Ontario Program**
- **Opening of two new Minto-Mapleton Family Health Team Nurse Practitioner Clinics**

These efforts reflect the ongoing commitment to improving healthcare access and outcomes in our community, despite the health care recruitment challenges Ontario is facing. We look forward to continuing to build on these successes in the coming year.

## PRACTICE READY ONTARIO:



Photo: (from left) Dr. Tamara Chu, Dr. Narah Luzinga, Dr. Gavin Semelhago, Minister of Health Sylvia Jones, Matthew Rae, MPP Perth-Wellington

We are excited to announce that a new physician, Dr. Narah Luzinga, is joining the Minto-Mapleton Family Health Organization through the Practice Ready Ontario program. This program helps international medical graduates transition into practice in Ontario's rural communities, and we are thrilled to welcome this new addition to our healthcare team.

# New Primary Care Expansion Funding for the Minto-Mapleton FHT:



*Photo: (from left) Nurse practitioner Alison Smith, Minto chamber of commerce Krista Fisk, Nurse practitioner Jody Colwill, MPP Mathew Rae, Family Health Team executive Director Shirley Borges, Mayor Dave Turton, MP John Nater, medical lead Family Health Team Dr. Philip Deacon, and Minto chamber of commerce Dr. Shaw McDonald*



*Photo: (from left) Nurse practitioners Chantelle Koeslag and Becky Bell*

In March, 2024, the Minto-Mapleton Family Team was notified that its submission to the Expanding and Enhancing Interprofessional Primary Care Team Expression of Interest (the “IPCT EOI”) was selected by the Ministry of Health. As a result, funding was awarded to the Family Health Team (FHT) to hire two additional Nurse Practitioners, as well as a Receptionist and Registered Practical Nurse. In Spring, 2024, the FHT’s Clifford site was expanded by one Nurse Practitioner and a new Harriston site was developed with the support of the Town of Minto to house the second Nurse Practitioner, Receptionist and Registered Practical Nurse. Access to primary care for our residents has been significantly increased and to date (as of the end of Nov/24), 880 new patients are attached to these Nurse Practitioners and clinics. This expansion is showing positive impact, providing essential primary care services and increasing our community’s overall capacity to meet the growing needs of our residents. The official ribbon cutting of the new Harriston site at the Lions Medical Center was held on July 12, 2024 (see picture). Our goal is to attach an additional 700 new patients to these clinics over the next 4-6 months.

## INTERNATIONAL MARKETING



Wellington Health Care Alliance is a partner of the Southern Ontario Physician Recruitment Alliance (SOPRA). The purpose of SOPRA is to provide a collective strategy for international recruitment that works for Southern Ontario. It is governed and managed by physician recruitment members of SOPRA. Partners include recruiters from Niagara, Hamilton, Kitchener-Waterloo, Cambridge, Woodstock, Huron-Perth, Listowel-Wingham, Kincardine, Sarnia-Lambton, Brant, and Chatham-Kent.

There are over 3,500 Canadians enrolled in international medical schools. According to the Canadian Resident Matching Service, 90% of the students training abroad would like to return to Canada to live and work. SOPRA will focus collective marketing efforts on this group of foreign-trained physicians.

The goal of the Alliance is to increase the lead generation outside of Ontario and to improve the candidate experience of aligning with practice opportunities in Southern Ontario. Efforts focus on marketing at physician recruitment career fairs in the United Kingdom, United States and Australia.

Each SOPRA member pays a fee of \$500 to belong to the Alliance. Membership fees cover collective marketing tools and a shared CRM (customer relationship management) system. Travel and hotel/food expenses need to be covered by each respective community recruitment program if the recruiter is interested in participating in specific international recruitment events. This is to demonstrate community commitment to international recruitment and to reduce the additional admin burden of SOPRA. The Alliance provides standardized documents to share and present to candidates that outline the pathway back to Southern Ontario.

## ONTARIO MEDICAL SCHOOL CAREER FAIRS



This past year, we attended career fairs at the University of Western Ontario, McMaster School of Medicine – KW Campus, University of Ottawa, Society of Rural Physicians of Canada and the Rural Ontario Medical Program. Many attendees are in their last two years of training and are beginning to think about where they would like to live and work. These focused career fairs allow us to introduce our communities and offer potential training or locum opportunities for new grads.

## TARGETING MEDICAL TRAINEES TO HAVE A RURAL EXPERIENCE



Medical education and training are important tools in helping recruit rural physicians. We continue to concentrate on increasing medical resident training opportunities in our communities. Medical Residents are in their final years of training and are starting to look for places to live and work. They are also licensed physicians and, as such, can help provide care to our patients with the support and mentorship of our local physicians. The goal of our healthcare recruitment strategies is to focus our energies on significantly increasing the number of family medicine residents and students to experience living and working here.

## MARKETING & ADVERTISING

In conjunction with our marketing efforts, we have increased our job posting to include paid advertising on key web portals – including:

- Health Force Ontario (HFO) Job Portal
- SOPRA
- Practice Link
- Wellington Health Care Alliance (WHCA) Website
- WHCA Social – Instagram/LinkedIn
- Wellington Health Care Recruitment Website
- Physician Group Chat/Facebook
- Canadian Association of Staff Physician Recruitment (CASPR) website
- McMaster Job Board

We also maintain an up-to-date and dedicated recruitment website: [www.whcrecruit.com](http://www.whcrecruit.com) as well as promote our work opportunities on social media (LinkedIn, Instagram, Facebook)