



**MINTO-MAPLETON HEALTH PROFESSIONAL RECRUITMENT COMMITTEE**  
**c/o North Wellington Health Care, 500 Whites Road, Palmerston, ON N0G 2P0**

Tuesday, November 22, 2016

Mayor George Bridge  
Town of Minto  
5941 Highway #89, R.R. #1  
Harriston, ON N0G 1Z0

Dear Mayor Bridge:

On behalf of the Minto-Mapleton Health Professional Recruitment Committee, I would like to thank you for your continued support of our health care professional recruitment efforts in this area. With the past financial assistance from the Town of Minto, the Health Professional Recruitment Committee was able to successfully market and promote our community in 2016 as an excellent place to live, learn and practice health care.

We are aware of a local physician who is looking to transition into retirement over the next year. Our recruitment focus over the next year or so is to recruit for this physician, which will likely mean the recruitment of two new physicians to replace one retiring physician. We know that new graduates are looking for group practices, in modern facilities. The addition of the new Minto Rural Health Centre will certainly help attract and retain new physicians.

The attached summary provides an update of the current recruitment and retention strategies that we have in place. These strategies have been guided by input and support from the Recruitment Committee. Funding that we receive from the Municipality allows us to continue successful recruitment and retention strategies.

It is our sincere hope that the Town of Minto will continue to provide \$10,000 financial support in 2017 for health professional recruitment and retention efforts. Without your support, we will not be successful. \*

Alison Armstrong and I would be pleased to attend a future Council meeting to discuss our past year's work with the Committee and our future plans. Should you have any questions you may reach me at the Family Health Team Office (519-638-2110 ext. 227) or by email at: [sborges@mmfht.ca](mailto:sborges@mmfht.ca) \*

Sincerely,

Shirley Borges,  
Chair, Minto-Mapleton Health Professional Recruitment Committee.

c.c.: Alison Armstrong, Health Care Recruiter, North Wellington Health Care.

c.c.: Bill White, CAO Clerk, Town of Minto

ANNULINE  
TO SET UP  
IN 2017

## **Recruitment Strategies for Rural Family Physicians to the Minto-Mapleton Area**

The goal of recruitment strategies in Minto-Mapleton is to focus our energies on significantly increasing the number of family medicine residents and practicing physicians interested in exploring what our area has to offer, both in terms of work and leisure. We need to continue to put Minto-Mapleton on the map as a great place to live and work. While there are no guarantees when it comes to physician recruitment, we do know that the more interest and positive experiences we generate, the greater the odds of recruiting.

Highlights of some of our key recruitment efforts are:

### **A NEW MINTO RURAL HEALTH CENTRE IS HERE**



New Physicians are looking for group practices, in modern facilities with electronic medical records already in place. The newly opened Minto Rural Health Centre will help attract and retain new physicians. The building is designed to house a number of physicians and key community partners in the delivery of integrated health services to area residents. Special thanks to Dr. Cressey for moving into the building. Having an organized office with staff and patients will help to attract new doctors to the building. Thank you to the Town of Minto for your support of the building.

### **TARGETING MEDICAL TRAINEES TO HAVE A RURAL EXPERIENCE**

Education is the key to solving the problem of recruitment and retention of rural physicians. Over the past year, we have concentrated our efforts 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, are able to help provide care to our patients with the support and mentorship of our local physicians. Dr. Christine Peterkin and Dr. Chris Cressey are increasing the number of Residents they will mentor. This will give potential recruits an excellent opportunity to get to know our community and health care system.

#### ➤ **MARKETING INITIATIVES**

We continue to benefit from the investment made in our recruitment marketing materials (website/booth displays/brochures/give-a-ways) targeting young physicians and nurses. The materials promote the Town of Minto as a place to live and work that offers rural comforts with close proximity to urban centres, along with plenty of recreational opportunities. This upcoming year we will be refreshing all of our marketing materials – include our website, trade show booth and promotional materials. This material was last updated in 2009.

#### ➤ **PROMOTING AND COORDINATING COMMUNITY SITE VISITS**

Hosting prospective applicants is an important strategy used in health care recruitment. Over the past year, interested applicants have been welcomed to our communities. This allows us to showcase the living and working opportunities throughout Minto-Mapleton.

#### **WHO WE ARE**

The Minto-Mapleton Health Professional Recruitment Committee was created as a strategy to enhance the recruitment of doctors and other health care professionals to the Minto-Mapleton area. The Committee consists of members from The Town of Minto Council, Township of Mapleton Representative, Local Physicians, Minto-Mapleton Family Health Team, local Chamber of Commerce staff, Economic Development staff, local Business Leaders, North Wellington Health Care Staff and Physician Recruiter.

The Committee meets quarterly to review recruitment strategies, monitor progress, identify gaps and develop strategies to meet these gaps.