



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

Thursday, December 7, 2017

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 2017 as an excellent place to live, learn and practice health care.

Over the past year, we have been working with Dr. Cressey to prepare for his retirement and to ensure plans are in place to continue to provide care to his patients. Effective Dec 1, 2017, Dr. Joanna Wielgosz and Dr. Tamara Chu will be officially part of our Minto-Mapleton physician complement and both are committed to ensuring Dr. Cressey's patients will continue to have their primary health care needs met. Dr. Chu and Wielgosz will work together out of the Minto Rural Health Centre and both have privileges at the Palmerston Hospital.

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 2018 for health professional recruitment and retention efforts. Without your support, we will not be successful.

Alison Armstrong and I are pleased to attend the January 9, 2018 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

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.

c.c; Belinda Wick-Graham, Business and Economic Manager, Town of Minto

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

The goal of recruitment strategies in Mapleton-Minto 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 Mapleton-Minto 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:

NEW MINTO RURAL HEALTH CENTRE HELPS TO ATTRACT NEW PHYSICIANS



New Physicians are looking for group practices, in modern facilities with electronic medical records already in place. The newly opened Minto Rural Health Centre (pictured above) helped to attract two new physicians – Dr. Tamara Chu (pictured left with retiring Physician, Dr. Cressey) and Dr. Joanna Wielgosz. The building is designed to house a number of physicians and key community partners in the delivery of integrated health services to area residents. Physicians who work in the Minto Rural Health Centre also serve the Mapleton community through Emergency Room and Hospital coverage and care.

TARGETING MEDICAL TRAINEES TO HAVE A RURAL EXPERIENCE

Education is the key to solving the problem of recruitment and retention of rural physicians. We continue to concentrate 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 is our champion mentor helping to attract both new Minto-Mapleton recruits Dr. Tamara Chu and Dr. Joanna Wielgosz.

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 Township of Mapleton as a place to live and work that offers rural comforts with close proximity to urban centres, along with plenty of recreational opportunities.

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 Mapleton-Minto.

WHO WE ARE

The Mapleton-Minto Health Professional Recruitment Committee was created as a strategy to enhance the recruitment of doctors and other health care professionals to the Mapleton-Minto area. The Committee consists of members from Township of Mapleton Representatives, The Town of Minto Representatives, 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.