

Nova Scotia.

More than

Medicine.+



NSH Physician Recruitment

Community Toolkit & Strategy Launch- Shelburne Municipal Council

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Background

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2015

- Nova Scotia Health Authority (NSHA) created.
- Minimal recruitment support in zones



July 2016

- Department of Health and Wellness transfers physician recruitment to NSHA.
- There was one position associated with recruitment and funding for site visits and relocation.



2017/18

- Recruitment strategy created with focus on expanded events, international opportunities, and establishing a brand and trade show materials.
- Recognized need for more data and business intelligence.
- Creation of provincial Recruitment and Retention Advisory Committee.



2018/19

- Recruitment strategy evaluated and enhanced.
- More Than Medicine website launched



Evolution and Strategy Refresh 17/18

New areas of focus:

- Immigration opportunities and challenges– settlement challenges, spousal employment, diversity and cultural requirements
- Recognized need for increased focus on Dal medical learners
- Expand marketing (digital strategy, website, and brand)
- Enhanced communications and partnerships
- Improved candidate experience (surveys, feedback)
- Role for communities – more involvement = more success for recruitment and retention
- Focus on improving system partnerships



Community & Physician Involvement

- Increased physician involvement in recruitment activities
- Sought physicians who have recently immigrated to NS to share their stories
- Community recruitment committees formed
- Community navigator positions
- Engagement sessions held in communities across the province to help determine roles, required supports and to develop community recruitment toolkits to share best practices
- Increased focus on leveraging and working with community partners



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Community Toolkit



Dining at Cape Forchu



Pictou Lobster Carnival



Wine Country



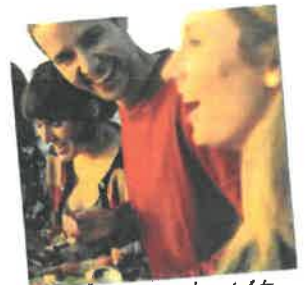
Why a toolkit?

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Opportunity to share knowledge and resources about:

- Roles for communities who want to get involved
- Immigration and settlement requirements
- Share what is working in other areas of province
- Work together to showcase opportunities and the unique features of communities
- Enhance collaboration towards a shared common goal

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Cape Breton Hospitality

Getting started

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Cape Breton: Recruitment and Retention Case Study



Recruitment efforts are ongoing in Cape Breton. Seminars are regularly scheduled and the number of doctors who express interest in Cape Breton continues to grow. Cape Breton has aligned with NSH's provincial recruitment strategy in a coordinated effort to attract and retain doctors to local communities. With a strong and diverse team of specialists, a well-supported regional hospital, and a growing team of young doctors-physicians can thrive in Cape Breton.

Members of the Cape Breton Community Recruitment and Retention Committee attribute their recruitment success to help received from the local business community and the Cape Breton Regional Hospital Foundation. They received funding for activities such as a website and video featuring touring Cape Breton landmarks and testimonials from local doctors who love their island lifestyle.

The committee and members of the community also join in volunteer brown-bag lunches, job fairs and more.



Some community groups receive funding from their local municipality or in a partnership between health care fundations, their municipality, Chamber of Commerce, other community groups or through private contributions.

For example, the Culture Inevolution Fund: Healthy Communities Stream is focused on the ways your community's assets can be used to embrace physicians and their families. The fund does not support salaries, brochures, conferences, parties, rental accommodations, or professional development. In order to be successful, applicants must demonstrate how their project or program will break down barriers to newcomers in their community and retain physicians who choose to settle in Nova Scotia's communities. See details here: www.cultureinve.com/our-communities-for-health-communities

Community Navigator

Some communities have created a paid or volunteer position for a community navigator. The navigator acts as the primary touch point between the community groups and physicians.

A community navigator is an important agent in the community and acts as a physician recruitment advocate in that area of the province. The navigator is the local expert and provides connection to the local community and its resources.

At a minimum, this role is a local community member who has extensive knowledge about the region and its amenities, as well as the ability to connect with other community members.



Some activities that a community navigator can lead, include:

- Sending welcome letters to new physicians and their families
- Serve as a greeter or help organize a community tour with NSH's physician recruitment consultant
- Organize a casual or formal community welcome dinner with a potential recruit or new physician and their family
- Create opportunities for a physician to meet other



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What communities can do

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- Showcase their home as a great place to live and work
- Provide a warm welcome to health care providers and their families- support with housing, employment, social and cultural connections
- Recruitment and Retention committees
- Collaborate, share and learn from successes and challenges





Physician Recruitment Strategy 2020-23

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Our Reality

- Global competition
- More skilled health care workers retiring than graduating
- New ways of practicing medicine
- Spousal employment
- Recruiting not only physicians, but families
- Compensation is important, but not everything

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We are making progress...

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- From April 2016- 2019, more than 470 new physicians have started working in NS
- Built and enhanced a physician recruitment team
- Developed and launched a competitive marketing strategy
- Attended career fairs and conferences across Canada and beyond
- Increase in physician incentives, new master agreement
- NS Practice Readiness Assessment Program
- Expansion of Longitudinal Integrated Clerkships
- More Than Medicine brand and website
- Community Toolkit
- Enhanced relationships and networks

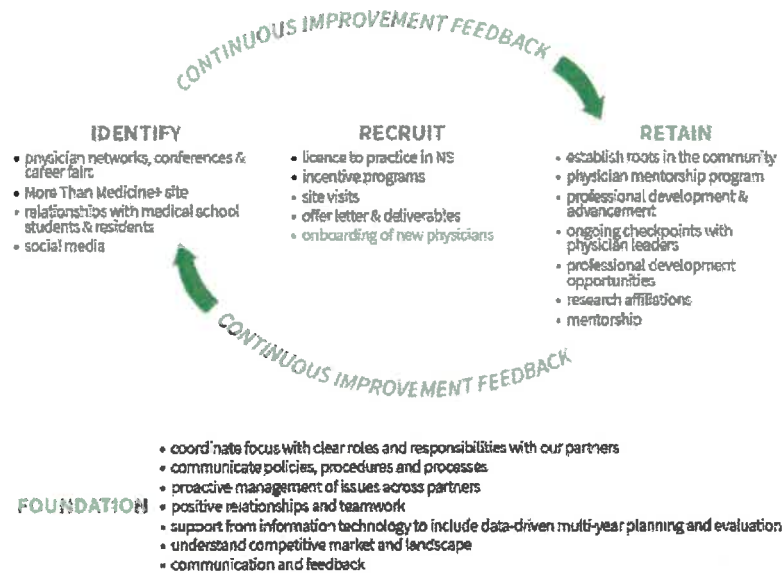


Cobequid Trail




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There are five major pillars supporting the process of recruitment: **Foundation, Identify, Recruit, Retain, and Continuous Improvement Feedback.**



Our Partners





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Thank you
Questions?

<https://recruitment.nshealth.ca>
<https://recruitment.nshealth.ca/toolkit>

Cape Forchu