

# *Recruiting and Retention Committee*

*Nancy Rowan, Chair*

# *Recruiting and Retention Committee*

## **Introduction**

Access to primary care services, urgent treatment and emergency stabilization is a top priority for Gabriolans. It is foundational to the community's effort in building its Community Health Centre. The GHCF continues to strive with its partners the Gabriola Medical Clinic, the Rural and Remote Division of Family Practice, Island Health and the Ministry of Health to realize the vision that all Gabriolans' who wish to have a primary care practitioner on Gabriola will have access to one.

In the past two years in particular the GHCF has made considerable financial and non-monetary investments to facilitate the recruitment of new doctors and the retention of the existing NP, MDs, social worker, mental health nurse and MOAs at the clinic. The details of that effort are described below.

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## **Introduction (Continued)**

In the meantime, we would like to acknowledge doctors **Thorne, Cusak**, nurse practitioner **Lewis** and long-term physician locums **Neilson** and **Green** for keeping the Clinic doors open and during an unprecedented pandemic and acute physician shortage both provincially and nationally. Along with the interdisciplinary team and clinic staff they have served the community to the best of their capacity during these very stressful times.

We are very pleased that through the efforts of the Clinic and in collaboration with the Foundation, **Dr. Kate Clark** has joined the team starting in October 2023. While we have a long way to go to fully realize our vision, your recruitment and retention team at the Foundation is relentless in exploring new ways of recruiting physicians to our Island.

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## **Mandate**

In collaboration with the Gabriola Medical Clinic promote and facilitate the recruitment and retention of physicians and nurse practitioners in partnership with the Rural and Remote Division of Family Practice, Island Health and the Ministry of Health

- to ensure there is local access to timely primary care services for all Gabriolans' who wish to have a primary care practitioner on the Island, and
- to maintain a 3 bay urgent treatment complex for urgent care and emergency stabilization.

# **G** *Recruiting and Retention Committee*

## **Strategic Goals and Objectives**

### **Planning**

- Collaborate with the Gabriola Medical Clinic, and health system and community partners in planning and implementing an integrated approach to recruitment and retention in both the short term and long term.

### **Advertising and Direct Marketing**

- Develop sustainable marketing tools and infrastructure for both short term and long-term recruitment.
- Develop and implement a fulsome marketing plan utilizing a variety of print and digital media to advertise for physicians and NPs.
- Distribute marketing tools and Gabriola recruitment brochures at physician conferences in BC and across Canada.
- Engage the community of Gabriola in recognizing recruitment and retention as a community responsibility and engage Gabriolans in both recruitment and retention efforts.

# **G** *Recruiting and Retention Committee*

## **Strategic Goals and Objectives (continued)**

### **Supplementary Recruitment and Retention Initiatives**

- Facilitate site visits (financially and socially) to acquaint potential MDs, NPs and Family Medicine Residents to experience the Gabriola lifestyle, the progressive and award-winning medical team and practice environment at our modern fully equipped clinic and urgent treatment facility.
- Facilitate community orientation and/or integration of locums, medical students, new physicians and MDs/NPs new to the community.
- Support the accommodation needs of locums, medical students and new physicians and nurse practitioners by working with the community to develop a database of available accommodation that meets the unique circumstances of the individuals and families.
- Cover the costs of visiting (short term) locums' accommodation.
- Help settle new MD/NP families providing friendship, support and assisting them in meeting their needs, interests and family requirements.

# **GH** *Recruiting and Retention Committee*

## **Activities and Achievements 2022-2023**

### **Planning**

- Developed a GHCF multifaceted recruitment and retention plan for both short term and long-term recruiting.
- Expanded the GHCF Recruitment and Retention Committee to include several Board and community members.
- Submitted to the Ministry of Health a grant proposal to expand Clinic staff and services (not awarded).
- Participated in the “Collaborative Services Committee” a joint Ministry, Health Authority, Rural and Remote Division of Family Practice and community in communicating community health care needs and physician shortage issues. Collaborated with this committee in submitting a proposal to expand local services through a Primary Care Network (PCN). The proposal was accepted by the Ministry and planning is underway.
- Maintained communication between the clinic and GHCF through bi-monthly meetings.
- Supported a planning retreat enabling the clinic and GHCF to address current issues and to plan and adapt to a rapidly evolving health care environment.

# **GH** *Recruiting and Retention Committee*

## **Activities and Achievements 2022-2023 (Continued)**

### **Advertising and Direct Marketing**

- Created a marketing brand and launched a recruitment website “Be Our Doctor” at beourdoctor.ca.
- Developed marketing print materials i.e., brochures, banner and posters.
- Distributed brochures at a variety of physician conferences across BC and Canada.
- Collaborated with Island Health, Health Match BC and the Rural and Remote Division of Family Practice to promote our community and Be Our Doctor materials on their recruitment websites.
- Placed advertisements in a variety of physician journals (print and digital).
- Placed advertisements in Gabriola Tourism, Arts Council and BC Yachting publications.
- Developed a social media presence on Facebook, Instagram and Linked In.
- Developed a Be Our Doctor Facebook recruitment page.
- Promoted the Be Our Doctor campaign at Gabriola markets and events.



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## **Supplementary Recruitment and Retention Initiatives**

### **Supported Prospective Physician Recruits**

- Collaborated with a local homeowner to assure accommodation for a new physician and their family upon arrival to the Island.
- Set aside funds to host potential physicians and families who may be interested in relocating to Gabriola Island.

### **Engaged with Family Medicine Residents**

- Collaborated with the Clinic as they undertook to become preceptors in the UBC Family Medicine (FM) Residency program. A two-year residency program is required once a student achieves their medical degree (MD) in order to practise family medicine. FM residents will often return to practice either as a locum or permanent resident to a clinic where they practised during their residency.
- Co-hosted with the Clinic a day event for 10 first year residents acquainting them with the community and the Clinic.
- Hosted 5 second year residents and their families for a weekend to give them a deeper appreciation of what the community has to offer and the Gabriola lifestyle.

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## **Supplementary Recruitment and Retention Initiatives (Continued)**

### **Supported Accommodation Needs**

- Reduced the burden on the Clinic by securing and financing locum accommodation.
- Collaborated with community partners in finding cost effective accommodation for medical students, family medicine residents and locums.

### **Supported Community Integration of Visiting Learners and Recognition of Existing Staff**

- Developed a volunteer “Community Navigator” position to ensure a welcoming and positive experience for locums, students and residents.
- Provided welcome packages to visiting professionals and students.
- Provided Christmas bags and ad hoc recognition to the existing health care team and existing staff.

# **GH** *Recruiting and Retention Committee*

## **Conclusion**

We are optimistic that through the ongoing efforts of the GHCF and the Clinic that we will continue to fill the physician vacancies at the Clinic. We would like to thank the many community members and organizations who supported the campaign by spreading the word of our recruitment initiatives and offering goods and services to fill welcome and gift packages. Your support both in-kind and financial are needed as we continue to help secure and maintain sufficient personnel to meet the health care needs of our community.