

Oceanside Physician Recruitment

B. Williams, MD, CCFP
Medical Lead
Oceanside Health Services
14 September 2015

Excellent health and care for everyone, everywhere, every time.

Outline

- Island Health's Role in Family Physician Recruitment
- Oceanside Health Centre Recruitment
- Some Low-Cost Ideas to Improve Physician Recruitment

Island Health's Role in Family Physician Recruitment

- A partner in physician recruitment
- Current Vacancies
- Marketing
- Candidate Intake and Referral
- International Medical Graduates Return of Service Programs

Island Health Physician Recruitment Partnering

- Access to primary care is a priority for Island Health in general and Oceanside in particular
- “Road to 85” depends on primary care
- Island Health partners to support family physician recruitment
 - Divisions of Family Practice
 - Private Physician Offices
 - Communities and stakeholders

Island Health Physician Recruitment Partnering

- Island Health does not:
 - Match patients to family physicians
 - We will partner with the divisions on matching initiatives
 - Control when family physicians leave their practice
 - Hire or fire community-based physicians

Island Health Physician Recruitment Current Vacancies

- There is a North-American wide shortage of primary care physicians
- Island Health currently posting for fifty (50) family physician vacancies
 - Seven of which are in the Oceanside area

Island Health Physician Recruitment Marketing

- Island Health website and Health Match BC Website +/- national websites
- Partner with Health Match BC for national and international marketing
- Attend information sessions with UBC family practice Residents
- Exhibit at medical conferences
- Advertise in provincial and national (on line and in print) medical journals

Island Health Physician Recruitment Candidate Intake and Referral

- Review all CVs received to ensure eligibility
- Refer candidates to divisions and specific clinics
- Support sponsored site visits (outside of Victoria/Nanaimo)
- Support successful candidate with relocation/licensure/immigration

Island Health Physician Recruitment International Medical Graduates

- A provincial path to licensure for international medical graduates (IMG)
- UBC Family Practice IMG residency program
 - two -year residency and two-year return of service
- Practice Ready Assessments
 - Clinical assessment of those who have completed a family medicine residency outside of Canada
 - Three-year return of service

Island Health Physician Recruitment International Medical Graduates

- A transparent formula ranks communities
 - isolation, length of vacancy, number of vacancies
- One Parksville practice qualifies for a resident graduating in July 2016
 - Residents currently considering their options
- Applications for future cohorts being distributed soon via the divisions. All practices encouraged to apply.

Oceanside Health Centre Recruitment

- Where we've been.
- What we've been doing
- Where we are

OHC Recruitment

Where we've been

- Primary care opened with three family nurse practitioners and one primary care physician
- Urgent care opened with two-physicians per day
 - Numerous urgent care service reductions due to lack of physicians during first 16 months of operation

OHC Recruitment

What We've Been Doing

- A great place to work
 - Took the position that the urgent care cannot close.
 - Worked on creating a fun place to work
 - Worked on billing strategies to increase physician remuneration
 - Made difficult decisions regarding hours of operation

OHC Recruitment

What We've Been Doing

- Marketing
 - Medical lead attendance at rural medical conferences and courses
 - Coordinated with physician recruitment to rework advertisements and add new websites
 - Worked with Nanaimo ED to facilitate shared locum pool
 - Many hours spent giving tours to interested docs

OHC Recruitment

What We've Been Doing

- Teaching
 - Met with family medicine program directors in Nanaimo and Comox/Campbell river
 - Attend most Nanaimo resident academic weeks
 - Encourage residents to do electives at the Oceanside Health Centre Urgent Care
 - Occasional teaching of medical students as well

OHC Recruitment

Where we are

- Continue to have 3 family nurse practitioners caring for 1200 patients.
- Our primary care physician retired
 - We are advertising for a new family physician

OHC Recruitment

Where we are

- Urgent care operates 3 shifts/day 365 days per year
 - Equivalent of 5 full-time physicians
- No urgent care closures since January 1st
- Every urgent shift between now and the end of the year is booked
- Physicians are complaining that they can't get enough shifts

Low-Cost Ideas to Enhance Physician Recruitment

- These are my ideas and shouldn't be assumed to represent those of my colleagues or Island Health

Low-Cost Ideas to Enhance Physician Recruitment

- Freebies from the Business Community
 - For touring or new physicians, locums and learners
 - Minigolf/ Bumper boats
 - Golf
 - Dinner
- Support for physician social events
 - RBC in Nanaimo supported large summer social
 - Community leaders should attend

Low-Cost Ideas to Enhance Physician Recruitment

- Teaching
 - Senior learners who like a community might well agree to stay for locums and one-day join a practice
 - There are opportunities for interested practices to take learners doing 2-month rural rotations and outside of this as well
 - Residents could spend time at the urgent care or with an OHC-based specialist to broaden their Oceanside experience

Low-Cost Ideas to Enhance Physician Recruitment

- There may be opportunities to work with the Division to combine Oceanside Health Centre Primary Care physician recruitment with community-based private practice physician recruitment.

Thank-you