

Unified County-Wide Physician Recruitment

Presented to Northumberland County, Community Health Committee

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on behalf of the Physician Recruitment Working Group

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The Problem

- Northumberland County is losing physicians faster than we can replace them
- Physician recruitment is via three (3) separate physician recruitment committees:
 - The West Northumberland Physician Recruitment Committee (WNPRC)
 - Campbellford Memorial Hospital (CMH)
 - Docs by the Bay who serve the East Region/Trenton and Quinte

This problem is wide-spread and physician shortage in Ontario is becoming critical

It takes



New primary care physicians to replace **one** retiring physician



Ontario physicians considering retiring in next **five years**

Rural Ontarians are losing physicians at a rate of **12%** per year

4 x higher than in urban settings



2,500,000
In Ontario without a family doctor



Projected to increase to at least **4,400,000**
By 2026

Why does the population of Northumberland County need to have access to physicians?



Preventative treatment



Cancer screening



Allows appropriate use of emergency depts

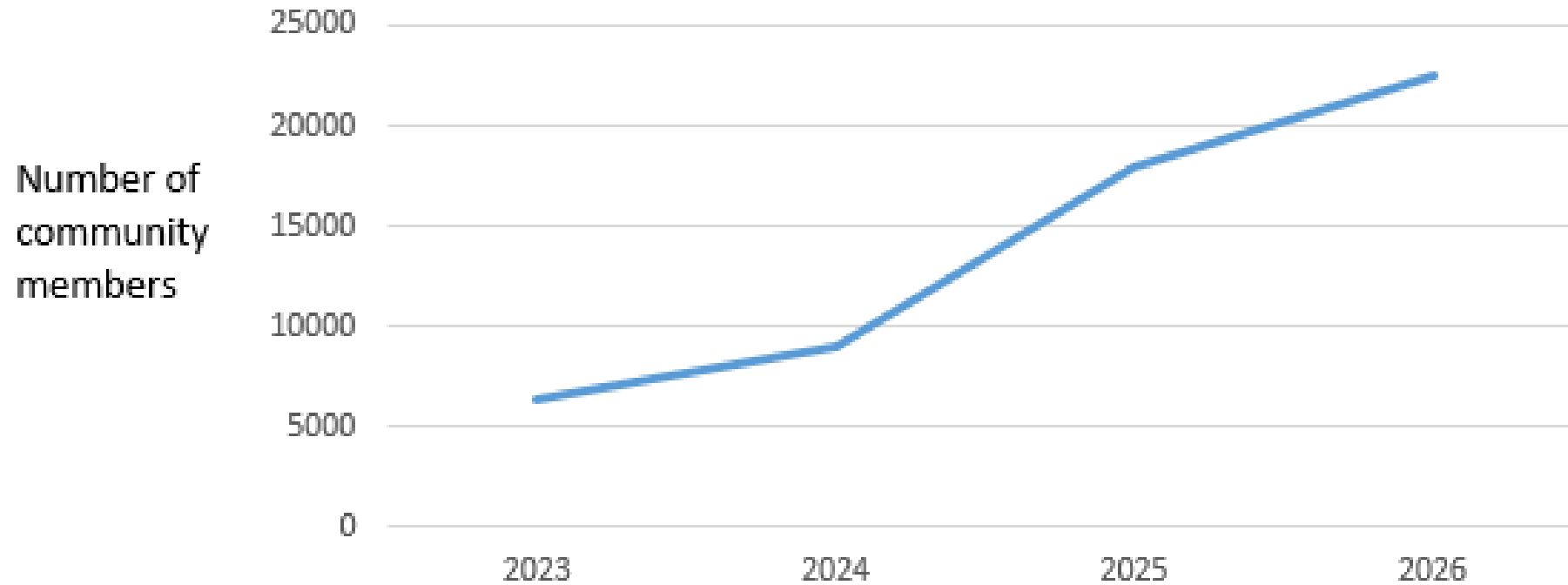


Staff hospitals



Provide specialist care

Predicted Community Members without Primary Care- Northumberland County



If we continue with the same approach, 8,000 unattached patients could become over 20,000 by 2026

(OCFP predictions applied to Northumberland population)

Problem-Framing

- Access to primary care was identified as a priority in OHT-N's strategic plan 2022-2026
- Northumberland Hills Hospital and OHT-N worked with Toronto Metropolitan University (TMU) on a Design Thinking project with 19 interest holders and partners entitled "*Rethinking Health Human Resources Recruitment and Retention through Design Thinking*"
- Direct engagement from patient, family and caregiver members of OHT-N's Experience Partner Council
- Involved interviews, environmental scan and two facilitated problem-framing sessions

Results of the Problem-Framing Sessions

Result of the initial problem-framing session, **five (5) key areas of focus**

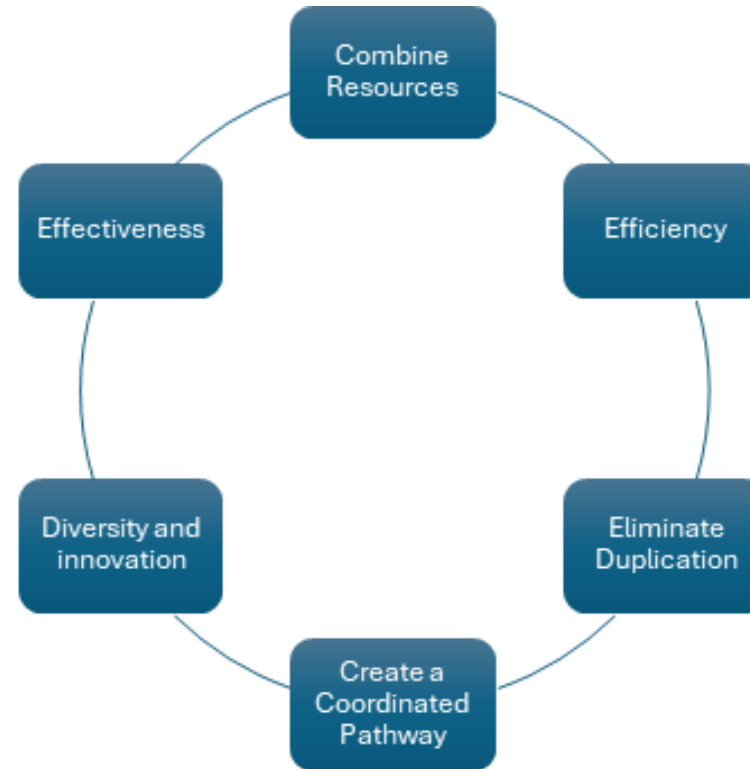
1. Lack of unified/county-wide focus on recruitment,
2. Need better ways to market unique regional features, amenities and lifestyle benefits,
3. Administrative burden and burnout of doctors,
4. Better housing and financial incentives and
5. Need to make doctors feel valued, recognized and supported

Result of the second problem-framing session focused on solutions related to a lack of unified-wide focus on recruitment:

three (3) priority actions:

1. Consolidated strategy and unified oversight for physician recruitment in Northumberland County
2. Articulate a clear value proposition for the collaborative approach
3. Affirming the necessity for OHT-N involvement in this process

Recommendations



- The Physician Recruitment Working Group was formed in response to the TMU Design Thinking sessions
- Working Group is recommending a unified approach to physician recruitment that will:

The Ask

The Physician Recruitment Working Group is requesting funding for a shared Project Resource

- 50% County/50% OHT-N

Project Resource:

- Full-time, 6-month contract, up to \$90,000 shared
- Hired through OHT-N's fund holder Northumberland Hills Hospital
- Steering Committee (formally Physician Recruitment Working Group) will provide oversight

Deliverables from this investment:

- Creation of a county-wide playbook for a unified physician recruitment strategy for Northumberland County including but not limited to:
 - Key performance indicators including supply and demand analysis
 - Single marketing strategy
 - Aligned and coordinated incentives
 - Identification of core recruitment processes



Thank you for your consideration.