

Partnership Project, June 2021

The Yarmouth Region Medical Professional Recruitment partnership began in March 2019.

Community stakeholders:

- 1) Yarmouth Regional Hospital Foundation
- 2) Province of Nova Scotia - Culture Innovation Fund: Healthy Communities Stream
- 3) Town of Yarmouth
- 4) Municipality of the District of Yarmouth
- 5) Municipality of the District of Barrington
- 6) Municipality of the District of Argyle
- 7) Yarmouth and Area Chamber of Commerce
- 8) Private donors



The Partnership



What is our
current status?

- ▶ We anticipated a community health care crisis
- ▶ As of March 2019, the unassigned wait list for a family physician was **873**.
- ▶ Currently, there are **3661** people in Yarmouth, Pubnico and Barrington without a doctor.

873 to 3661? How??

1. Outgoing physicians > incoming physicians... for 4 years = loss of 6 family physicians and 7 specialists.
2. Doctors retire.
3. Patient case loads are smaller.
4. Many were not registered on the 811 list who should have been.
5. People have moved here.
6. Doctors move for various reasons: eg children's education.
7. Yarmouth needed it's **OWN** promoter to sell Yarmouth.

Challenges

Physician
allotment

Increased
migration

Housing

Worldwide
competition for all
physicians

Long term
pandemic
restrictions

Retirements

What is Recruitment & Retention?

Retention begins with the very first contact.

**Feeling welcomed, valued and accommodated
create a real sense of ease when
undergoing such important life decisions as
where to study, practice and live.**

Pre Covid:

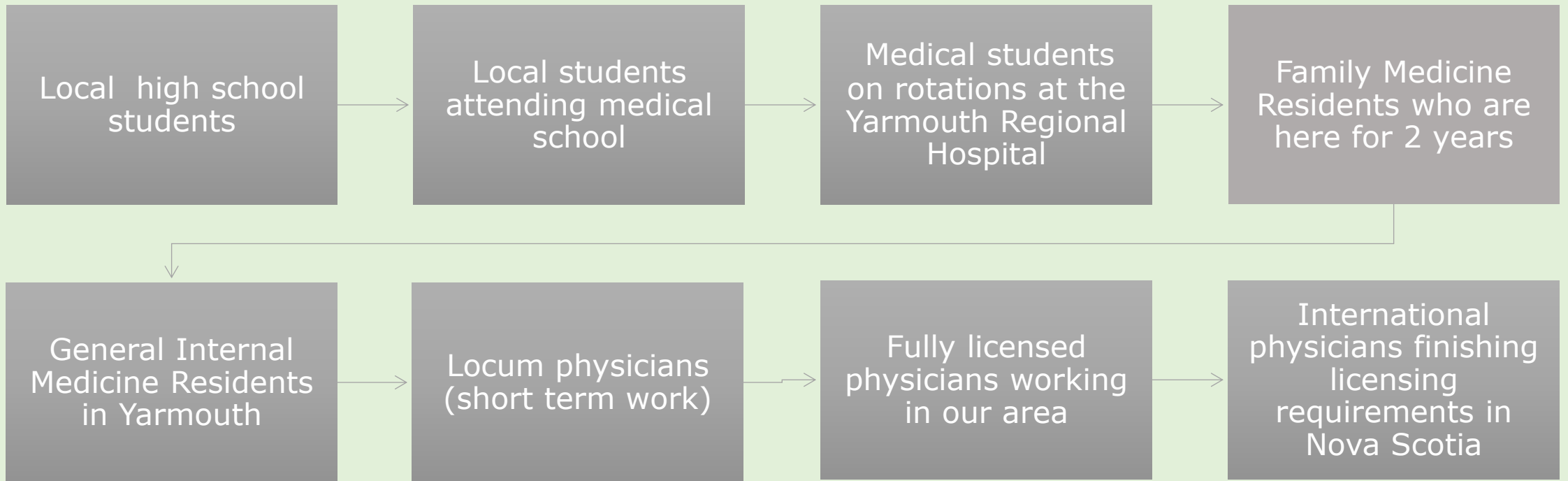
Hospital tours
community tours
hospitality
housing
schooling and/or
spousal employment
assistance

Mid Covid:

Virtual, online, email, zoom

Transforming Recruitment

**In a world full of internet scams and distrust,
I need to *develop trust* with someone half a world away which is very difficult – then layer on cultural bias, communication differences and individual frames of reference.**



What groups does the Navigator support?

How have we become competitive ?



Effective recruiting



Raised our profile



Virtual conferences



Retention strategies



Creative approaches



Social media analytics



- **Brand creation:**
 - **Yarmouthdoctors.ca**
 - **#practice.ns**
 - **Rebecca.navigator**
- **Clinic, program and community tour promotion videos**
- **Via Retention**

***Happy doctors
recruit doctors***



Recruiting with
community advantage

What recruitment looks like...



Retention strategies:



- Stay/Exit interviews AND action
- Developed support network specifically for physician family
- Continual engagement
- Events connecting new physicians and community
- Developing new partners



Community
Navigator
Working
Group



Maritime
Resident
Doctors

Community
Stakeholders





....Typical day of a navigator...



Raised the
profile of
Yarmouth

Credit Union Place: construction of medical learners residence

Advised government on effective measures for rural recruitment.

Medical Residents are now requesting Yarmouth for their Residency location.

Community Navigator working group recognized as a partner in physician recruitment. Participation in being listed as required for new community navigators.



Conferences:

Canadian
Anesthesiology
Society

Dalhousie Family
Medicine Residents
Conference

Society of Rural
Physicians
Conference 2021-

Social Media Analytics

Facebook campaign:
HisforHero

Website:
yarmouthdoctors.ca



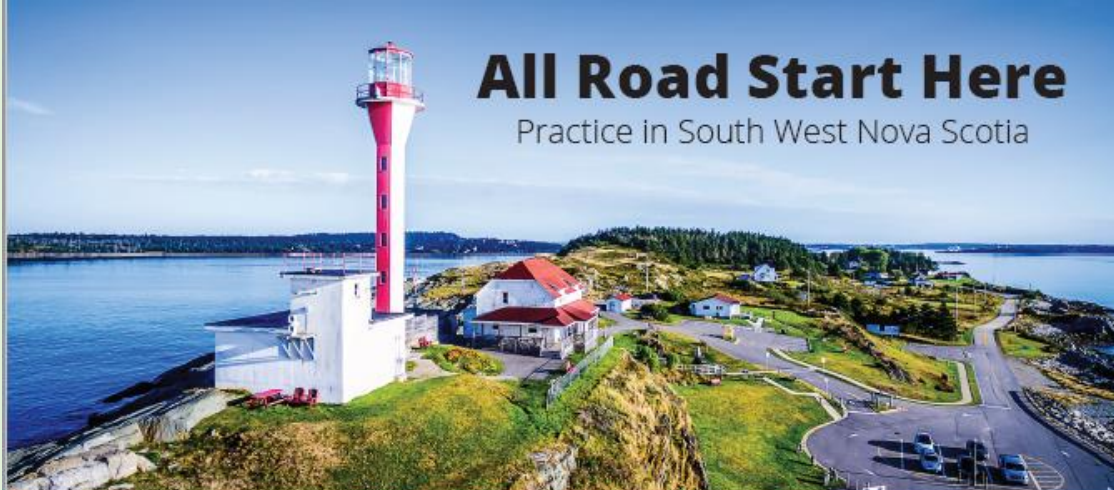
Instagram:
practice.ns

Paid advertising:
Specialist and family
medicine journals

Impressions –
379,404

Clicks and
Engagement –
9,041

Reach –
102,742



All Road Start Here

Practice in South West Nova Scotia

Why Practice Here?

All Roads Start in the Yarmouth Region of South West Nova Scotia. It's where medical students gain unique, practical, hands-on experience while on rotation, and where medical residents launch their careers and first encounter the challenges and rewards that are part of what make rural medicine a calling in itself.

It's the perfect place to settle down, start a family and grow roots; to launch a medical career or a lifestyle-centered practice.

It's an opportunity to become a leader as a preceptor or researcher. It's a haven to reboot; to engage a fresh approach to work/life balance – or better yet – a LIFE/WORK balance. It's where a mid-career shift is actually exactly what you need. Or, it's where to get your bearings and orchestrate your transition to retirement, while staying connected to your colleagues and unwinding at the same time.

South West Nova is where great things start!



Meet Our Community Navigator Rebecca Cassidy Rose

902-742-3074 / rebecca@yarmouthchamberofcommerce.com

Let us provide you with the information and connections you need to get to know our community better! Whether you're looking for recreation, arts and culture, housing or even a how to on getting licensed to practice in Nova Scotia, we are your go-to central source!



ALL ROADS START HERE

PRACTICE IN SOUTH WEST NOVA SCOTIA



Why Practice in South West Nova Scotia?



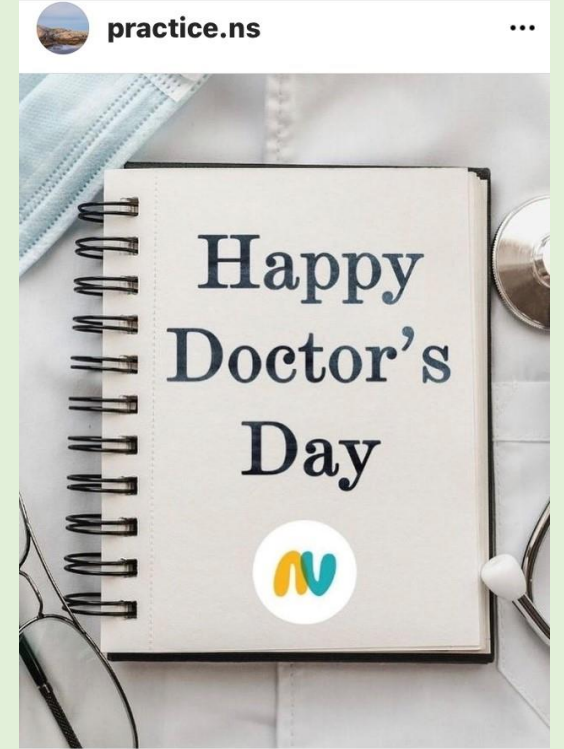
Watch later



Share



Why practice in
SOUTH WEST NOVA SCOTIA?



practice.ns

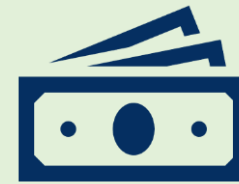
Continued Success



Stability in navigation
position



Open minded
working partnerships



Financial flexibility

So, How are we doing?

Gained 13 family
medicine doctors

Gained 10
specialists

Projected gain 4
family medicine
doctors 2022

5 new Residents
starting in July
2021

12 of 14 most
recent Family Med
grads staying here
in some capacity

Community growth



Moving forward

- Incoming doctors > outgoing doctors
- Community is growing
- Positive climb has begun
- Great COVID location
- Momentum is building
- Still need more doctors
- Well organized, well positioned for continued success