



## HEALTH RECRUITMENT PARTNERSHIP

ZOOM

8:30 A.M.

March 4, 2024

1. Disclosures of Conflict of Interest
2. Confirmation of Minutes: January 8, 2024
3. Activity Report and Recruitment Projects: Health Recruiter – Pages 2-4
4. New Business
  - a) Report - Discount to Build Initiative Pages 5-10
5. Unfinished Business
6. Next Meeting
7. Adjournment

## St. Thomas- Elgin Recruitment Committee

## Update Report

February 2024

1. Cheryl and I attended the monthly virtual SOPRA meeting. Amongst items discussed were job postings on the new SOPRA website – [www.so-pra.ca](http://www.so-pra.ca) using the ZOHO placement platform. The ZOHO recruitment software serves as an incredibly useful tool for structure hiring, more automated recruitment process, see other postings by other recruiters, track, manage and communicate with candidates and clients as the case maybe. As part of the marketing plan for SOPRA, members were encouraged to provide four (4) community images accompanied by interesting facts as well as the recruiter's bio. Each community will be featured about 3 to 4 times a year on the SOPRA website. The website will also feature a specific post every week including opportunities, recruitment fairs or a Southwestern Ontario fact. I have received pictures from the Elgin County and will generate copies for the 2 chosen images.

The group also discussed the list of Canadian & international recruitment fairs that SOPRA has paid for. Members were encouraged to indicate their interests.

Additionally, during the meeting, initiatives to mentor new physicians & new grads like Lunch & Learn was discussed. The group agreed that this will be greatly beneficial and will be looking to partner with MD Finance, Dr Care etc. Suggested topics like Billing and Starting a practice 101 were amongst the exciting topics suggested. It will be thrilling to share these events with new prospects, residents, new graduates and international Medical Graduates (IMGs) as it will take away the anxiety of the unknown and encourage a lot more new graduates especially to get into practicing family medicine instead of the tradition of locuming for a while before settling down to practice.

2. Another exciting piece of news announced by the Government was the loan forgiveness for physicians and nurses working in under-served rural and remote areas. This is aimed at strengthening the health workforce, attract, retain and encourage more medical workforce in the rural area. Up to \$60,000 and \$30,000 will be forgiven for family physicians/residents and Nurses, Nurse Practitioners respectively and spread out over a period of 5 years. It is said that this move will attract about 1,200 new doctors and 4,000 new nurses in the rural areas. Some parts of our community stand to gain with the exception of St. Thomas, Central Elgin, Southwold municipalities. This additional incentive will be shared during conversations with the residents on rotation at STEG as well as our current and new scholarship recipients to encourage them to give practicing in Township of Malahide, Aylmer, Bayham, West Elgin and Dutton/Dunwich municipality a chance. The government has provided a postal code search tool that will determine if a location qualifies <https://tools.canlearn.ca/csigs-scpsc/cln-cln/lfnd-erpm/1-eng.do>

3. Additionally, at the beginning of 2024, the Ontario government announced the expansion of the number of private clinics that are allowed to perform OHIP covered surgeries including GI endoscopies, orthopedic surgeries and MRI & CT scans. In Ontario, there are already 900 community diagnostic centres in existence and in Spring of 2024, more centres focusing on firstly on Hip and knee surgeries will be added and other areas of need according to need will be added. Criteria for expansion in getting these services in areas with the highest needs and longest waiting times. This process will be overseen by Accreditation Canada and not College of Physicians and Surgeons Ontario (CPSO).
  
4. The 2024 Discovery Healthcare Camp is set for July 8 to 12, 2024 and a preliminary virtual planning meeting was held with Sheri Nolan, Kelly Peters, Sandra Datars Bere, Cheryl Fish and I in attendance. Discussions surrounding criteria, timelines and likely local agencies to share the information & application forms with. Kelly Peters applauded the HRP was being in the forefront of sponsoring and giving kids the opportunity to pursue their dreams. She was truly grateful that our community will be sponsoring 5 kids again this year. A snapshot of the timeline is below:
  - March 1 - Schulich opens to end June 3 2024; HRP scholarship opens as well and closes March 28, 2024
  - HRP Scholarship Applications and information will be available on both County & St Thomas website, social media handles, all community service providers unity, all elementary for Grade 8 students and all secondary schools within the community.
  - All applications will be received by Matt Smale, the HRP Committee Clerk.
  - Application review will commence the week of April 2, with the shortlisted names shared with the committee.
  - Successful applicants will be advised by April 30, 2024 and names provided to Schulich.
  
5. We were informed that we did not get a spot at The Queen's Recruitment Fair that was scheduled in February. This was the situation that most of the SOPRA members reported as well. Cheryl reached out to the event coordinator expressing the frustration and delayed communication the status of our registration application and requested for the contact information of the attendees. She has provided 94 names that we can contact to share available practice opportunities.
  
6. National Physician Day 2024 is May 1, 2024. Last year, cakes and "thank you cards" was sent to various physicians he Discovery Week approaches (May 27<sup>th</sup> – May 30<sup>th</sup> 2024), in appreciation for their services in the community. This move definitely encourages retention and recognizes their hard work. We will continue the tradition this year as well. Sandra also suggested an appreciation piece on Social Media on the invaluable role physicians play in the community. This will be done and share with Sandra for review.
  
7. Swag items for Discovery week has been requested from the City as May 27<sup>th</sup> 2024. I will also be contacting the Elgin County office for additional swag items to add.

8. Feb 9th Uzo and Cheryl met with 2 individuals interested in providing a contracted service for the administration and start up of a new FHO. They will be preparing documentation on their organization and highlight what their operation will include. They anticipated to have this information available to us within a couple of weeks. Further info to follow once we have received this information.
9. Update meeting held on Feb. 21st., with various topics to continue with Uzo's onboarding education and also to discuss the outstanding items that need to be addressed prior to Sandra's departure.

Submitted by Uzo Ajogwu (Health Recruiter-City of St Thomas-County of Elgin)

February 12, 2024

Report to: Elgin St. Thomas Health Recruitment Partnership

Subject: Building Contractor Incentives to Attract Physicians - **Discount to Build Initiative**

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Recommendation:

THAT: The report on Building Contractor Incentives to Attract Physicians – Discount to Build Initiative be received for information; and

THAT: the HRP endorse the Initiative for sharing with prospective physician recruits.

**Report:**

At its meeting in February 2024, the HRP received an update on the proposed “Discount to Build Initiative”, a proposed program to provide building contractor incentives to support the recruitment of physicians to the Elgin and St. Thomas community. At that time, it was shared that the implementation of the proposed program has the support of a number of builders in the community and the expected support of the St. Thomas Elgin Home Builders Association (STEHBA), which has now been confirmed.

The purpose of this report is to provide an overview of the proposed initiative and seek HRP endorsement for implementation.

**Program Overview:**

The Discount to Build Initiative is a program that will offer new physicians and their families an opportunity to discuss and create any building needs (office/home) at a discounted rate with participating builders. It strictly designed for properties in St Thomas & Elgin County.

It is intended to be a great platform to attract needed physicians to our community and portray our community as a caring and thoughtful community to settle into. The “Discount to Build incentive program” will be included as part of the discussion package presented to new physicians when moving forward with commitments to set up or take over a family medicine practice in Elgin County. It is hoped that this will incentivize prospective doctors to live in St. Thomas and the Elgin County as well as create satisfaction, engagement, retention and overall population and economic growth.

**Modalities, Terms and Funding:****Modalities:**

Participating builders/ contracts involved in the program will provide a “Discount to Build” which could be offered as a percentage discount off the cost of building a new home or a lump sum discount off the purchase price of a home, office/ building or other incentive. This incentive can be initiated through agreement between the contractor and physician at anytime during the physician’s return of service commitment (over the 4 years). There is no requirement for prospective physicians to participate in the incentive program.

**Terms:**

Information on the Discount to Build incentive will be made available to interested prospective physicians starting a practice or taking over a retiring physician practice in the community. Access to the Discount to Build Initiative (if interested) commences as soon as a HRP Incentive Grant Contract or letter of intent is signed with the HRP.

Physicians will receive a list of participating contractors/ builders and will be required to reach out to them directly. Each contractor would like to keep the specific details of their incentive program confidential between them and the physician. The contractors are at liberty to have other items they would like to include in their proposals as long as the property in question is located in St Thomas & Elgin County.

**Funding:**

The inclusion of the attached program overview template into the documents provided to new physicians who have committed to starting a new practice or taking over a retiring physician practice in St Thomas and Elgin County is for information only.

As noted above, participation in this program is voluntary by both physicians and by contractors/ builders. In addition, there will be no direct impact on the HRP budget (except the minimal cost of developing marketing material which is already covered in the HRP budget) and no funding will be provided by the HRP to physicians and/ or contractors to support this initiative. Any agreements will between the contractor and physicians and negotiations will occur directly between them.

As needed, contractors/ builders will be required to update their proposal. A contractor can withdraw their proposal at any time and new contractors can decide to join by contacting the recruiter for a template.

**Summary:**

The proposed "Discount to Build" Initiative is another incentive available to support the recruitment of new physicians to the Elgin County and St. Thomas community. HRP endorsement for inclusion of this initiative in marketing information to physicians and sharing of this incentive more widely is requested.

Respectfully submitted,



Uzo Ajogwu  
HRP Recruiter

[Your Company Name]

[Your Address]

[City, Province, Postal Code]

[Email Address]

[Phone Number]

[Date]

[Municipality's Name]

[Municipality Address]

[City, Province, Postal Code]

Subject: Proposal for Building Contractor Incentives to Attract Physicians

Dear [Municipality Representative],

We hope this letter finds you well. [Your Company Name] is pleased to present this proposal aimed at providing incentives to attract new physicians to our municipality. As a reputable building contractor, we understand the crucial role that healthcare professionals play in the well-being of our community. We are committed to fostering an environment that encourages the growth of the medical sector in our municipality, and we believe that by offering attractive incentives, we can contribute to the recruitment of talented physicians.

1. **Home “Custom Built”:** We would love to be a part of creating a beautiful home for you and your family in beautiful Elgin County. Building your home doesn’t have to be a stressful process, our skilled and knowledgeable team can ensure that the design, engineering, procurement and construction processes are a walk-over for you.
2. **Customized Facility Development:** We propose to design and construct a state-of-the-art office tailored to your specifications and requirements. Our experienced team will work closely with you to ensure that the facility meets the highest standards of functionality, technology, and comfort.
3. **Expedited Project Timeline:** Time is of the essence in the medical field and getting you settled into our community is top of mind to us. We commit to an expedited project timeline, ensuring that your new home/facility is up and running as quickly as possible. Our efficient project management and construction processes will minimize any downtime for your practice.



4. **Sustainability and Energy Efficiency:** We understand the importance of sustainable practices in today's world. Our construction projects adhere to the highest standards of sustainability and energy efficiency, not only contributing to a healthier environment but also reducing operational costs.
5. **Community Engagement Initiatives:** [Your Company Name] is dedicated to community engagement. We propose to collaborate on initiatives that enhance the overall health and well-being of the community, showcasing your commitment to the residents of our municipality.
6. **Ongoing Maintenance and Support:** Our commitment doesn't end with the completion of the construction. We offer ongoing maintenance and support services to ensure the longevity and optimal functioning of your home or medical facility.

We believe that this proposal outlines a comprehensive approach to attract and retain physicians in our municipality. [Your Company Name] is excited about the opportunity to collaborate with Health Recruitment Partnership (HRP) in creating a vibrant and thriving community. Below is what we are willing to offer (These are suggested proposed items, please choose by checking off from the list below or feel free to add as you see willing to)

<input type="checkbox"/> Provide a "Discount to Build" – Please specify a percentage or an amount _____ <input type="checkbox"/> Rent Free for 12 months in St Thomas and Elgin County <input type="checkbox"/> Landscaping <input type="checkbox"/> Design Services <input type="checkbox"/> Decorating Consulting <input type="checkbox"/> Extended warranty from 8 – 10 years <input type="checkbox"/> Upgrade Finishes <input type="checkbox"/> Kitchen Appliances <input type="checkbox"/> Counter tops <input type="checkbox"/> Window Covering <input type="checkbox"/> Upgrade to Lighting Fixtures <input type="checkbox"/> Upgrade Flooring or Carpet <input type="checkbox"/> Others - Please specify _____  <hr/> <hr/>
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Please feel free to contact us at [Your Phone Number] or [Your Email Address] to discuss this proposal further. We look forward to the possibility of working together to enhance healthcare services in our community.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]