



# **Oxford Physician Recruitment Group**

## **[www.PracticeInOxford.ca](http://www.PracticeInOxford.ca)**

Presentation to Oxford County Council  
Wednesday, October 13, 2021



## PRACTICE IN OXFORD

- Have been working collaboratively on physician recruitment in Oxford County since 2014
- Current representation from Woodstock (4 members), Tillsonburg (3 members), Ingersoll (3 members), Norwich (1 member), and Warden Martin
- Generously supported by Oxford County since 2015



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# The Challenge of 2021

- Despite an optimistic outlook for 2021, recruitment efforts were again significantly hampered by the COVID-19 pandemic
- Ongoing restrictions moved early recruitment events virtual again in 2021, though as vaccination rates increased across the province some events have started to be offered in person
- Fewer training opportunities offered as many physicians continued balancing in-person and virtual care



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# The Challenge of 2021

- After the unexpected increase in inquiries early in 2020 from urban-based physicians looking to relocate to more rural areas, these inquiries slowed dramatically in 2021
- A recurring theme over the past few years, new graduates are being advised to investigate hospitalist or locum opportunities, neither of which are readily available in Oxford County



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## **2021 At A Glance**

- Despite the pandemic, four new family physicians started practicing in Oxford County in 2021, with a fifth expected to start later in 2021
- Currently five active postings on the Practice In Oxford website, recruiting nine Family Physicians and one specialist
  - Woodstock – Six family physician vacancies, one specialist
  - Ingersoll – Two family physician vacancies
  - Tillsonburg – One family physician vacancy

# 2021 Activities

## **Face-to-Face interactions**

- COVID-19 restrictions prevented the Group from focusing on in-person interactions with medical students and prospective physicians as planned in 2021
- Previously discussed Group tour deferred
- Represented at recruitment event in KW in September

## **Advertising/Promotion**

- Partnered with Research FDI on a Lead Generation Proposal to undertake outreach efforts of prospective physicians and clinic networks to arrange meetings with qualified leads

# 2021 Activities

## **County Networking**

- Welcomed additional Group members from Tillsonburg and Ingersoll
- Representation from recruitment committee/recruiters from Woodstock, Tillsonburg, Ingersoll, and Norwich
- Reaffirmed commitment to continue working collaboratively with local efforts in 2022, discussed necessity for local needs inventories to better understand available opportunities in each municipality and any barriers to recruitment
- Outreach to Woodstock-Ingersoll & District Real Estate Board



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# Recruitment Group Expenditures

- Oxford County generously approved \$30,000 to support the Physician Recruitment Group in 2021, with support acknowledged on Practice in Oxford website and promotional items
- The COVID-19 pandemic and ensuing restrictions limited the Group's planned events and activities in 2021
- Expenditures to date of \$16,950.00, with an additional \$2,500 to \$5,000 anticipated for advertising and promotion by year end





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# Current Situation

- Six of eight Oxford municipalities remain designated Areas of High Physician Need (excludes Ingersoll and Zorra)
- >15% of Oxford County residents still lacking a Primary Care Provider
- 10-15 providers required without factoring in growth or retirements
- Still a shortage of suitable office space available for interested physicians, though there are currently projects underway that are expected to help address this shortage



# Focus for 2022

**Dependent upon the COVID-19 situation, the Group plans to focus efforts on face-to-face interactions with prospective physicians, medical students**

- Increased presence at recruitment events
- Group tour of local hospitals, medical facilities, for prospective physicians
- Participation in medical school events (eg. Discovery week)

## **Advertising**

- Increased presence on job boards and social media

## **Networking**

- Increased communication with local recruitment groups to establish local needs inventory
- Connect with Oxford & Area Ontario Health Team



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# 2022 Funding Request

**The Group has discussed tentative plans for 2022, though recruitment efforts will again be dependent upon the COVID-19 situation.**

## **Planned 2022 Budget**

Recruitment Events	\$22,500
Advertising	5,000
Promotion	2,500
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	\$30,000



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# What Can You Do?

- Remind local physicians, physician offices, and businesses with available office space that there is no cost to working with the Recruitment Group and posting available positions on [PracticeInOxford.ca](https://PracticeInOxford.ca)
- Continue to spread the word about the Oxford Physician Recruitment Group and [PracticeInOxford.ca](https://PracticeInOxford.ca) to your residents
- Encourage physicians in your community to contact the Group for any recruitment or succession planning needs



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# Thank You & Questions

Our most sincere “Thanks” for your continued generosity and support. We plan to continue working collaboratively with our local partners in 2022.

Please feel free to contact us with any comments, questions, or suggestions.

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