



PRACTICE
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Oxford Physician Recruitment Group

www.PracticeInOxford.ca

Presentation to Oxford County Council

Wednesday, November 30, 2022



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Who Are We?

- Medical professionals, politicians, and business leaders from throughout the County that recognize the current physician crisis and are actively working together to combat the problem
- We understand that more physicians practicing in the County will have a positive impact on each municipality and the County as a whole, both medically and financially
- Typically meet 4-6 times per year



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Who Are We?

- Have been working collaboratively on physician recruitment in Oxford County since 2014
- Currently eight members with representation from Woodstock, Tillsonburg, Ingersoll, Norwich, and the Rural Oxford Economic Development Corporation
- Goal to increase profile of Oxford County, generate leads that can be shared with local recruitment efforts
- Generously supported by Oxford County since 2015



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Current Situation

- Oxford County has ~55 family physicians and six primary-care nurse practitioners (5.4 providers/10,000 residents), but many do not operate full-time office practices

Data from Health Analytics Branch:

- ~18,500 residents do not have regular access to primary care
- Estimated need of 12 primary care providers just to fill gap
- 28% of patients in Oxford rostered to physician >60 years old



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Current Situation

- Seven of eight Oxford municipalities remain designated Areas of High Physician Need (excludes Zorra)
- Latest Physician Services Agreement with Ministry of Health added 20 new funding positions per month outside of these Areas
- Still a shortage of suitable office space available in some areas for interested physicians



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2022 At A Glance

- Slower than expected recovery from COVID-19 pandemic continued to affect recruitment efforts in 2022
- Early efforts focused on advertising/promotion, return of face-to-face interactions later in the year
- Currently four active postings on the Practice In Oxford website, recruiting seven Family Physicians and one specialist
 - Woodstock – Five family physician vacancies, one specialist
 - Tillsonburg – One family physician vacancy
 - Norwich – One family physician vacancy



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2022 Activities

Advertising/Promotion

- Continued work with Research FDI on outreach efforts to prospective physicians and clinic networks, held meetings with two clinic networks
- Social media campaign with Strobe Creative generated six leads, second campaign to begin late November/early December
- Practice In Oxford website to be redeveloped in conjunction with Work In Oxford platform



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2022 Activities

Face-to-Face interactions

- Hosted 'Discovery Week' dinner event for 16 medical students from the University of Western Ontario in May
- Represented at McMaster's recruitment event in Kitchener-Waterloo in September
- Booth at College of Family Physicians of Canada's Family Medicine Forum conference in Toronto in November
- Will be attending Family Medicine Residents of Western residency retreat

County Networking

- Preliminary discussions with individual interested in facilitating medical space in rural Oxford community
- Reaffirmed commitment to continue working collaboratively with local efforts in 2023



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Recruitment Group Expenditures

- Oxford County generously approved \$30,000 to support the Physician Recruitment Group in 2022, with support acknowledged on Practice in Oxford website, in correspondence, and promotional items
- Expenditures to date of ~\$21,000
- Project an additional \$5,000 to \$8,000 by year end



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Focus for 2023

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
- Participation in medical school events (eg. Discovery week)

Advertising

- Increased presence on job boards and social media
- Targeted outreach

Networking

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



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2023 Funding Request

Planned 2023 Budget

Recruitment Events	\$15,000
Advertising, Outreach & Promotion	15,000
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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
- Continue to spread the word about the Oxford Physician Recruitment Group and 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 2023.

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

A.J. Wells, Chair
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