WHO IS DAVID GRAVELLE

• Former reporter – CKCO-TV NEWS
• Former Town Councillor - Penetanguishene
• Former President – Chamber of Commerce
• Former President – Penetanguishene Curling Club
• Former Chair – Georgian Bay ‘94 Marine Heritage Festival – Midland/Penetanguishene
• Former Organizer – Georgian Bay Poker Run
WHO IS DAVID GRAVELLE

• Entrepreneur
• Small Business Owner (4)
• Marketing Consultant
• Public Speaker
• Professional Physician Recruiter
  – Midland/Penetanguishene region
  – Georgian Bay General Hospital
  – County of Simcoe - LTC
• Site Coordinator – Northern Ontario School of Medicine
WHO IS DAVID GRAVELLE

- Former Executive Member of CASPR
- Chair of 2012 CASPR Conference - Collingwood
- Chair, CASPR Marketing/Communications
- Winner 2016 CASPR Lifetime Achievement Award
OUR ORGANIZATION

- Committee of Georgian Bay General Hospital
- Representatives of Midland, Penetanguishene, Tiny, Tay, Springwater and Beausoleil First Nation
- Family Physicians
- Recruiter – Waypoint Centre for Mental Health
- CEO – Georgian Bay General Hospital
- Chief of Staff – Georgian Bay General Hospital
- ED – North Simcoe Family Health Team
- (3) Community Representatives
OUR ORGANIZATION

• Founded in 2006
• Hospital divested itself from FAMILY physician recruitment
• Community raised $200,000 to launch task force
• Initial funders:
  – Municipalities
  – Rotary Club of Midland
  – Cedar Ridge Pops
  – Golf Tournament
OUR ORGANIZATION

- **ACCOUNTS PAYABLE – GEORGIAN BAY GENERAL HOSPITAL**
- **ACCOUNTS RECEIVABLE – HURONIA COMMUNITY FOUNDATION**
  - Flow-thru Fund
  - Managed Fund
  - Charitable Tax Receipts
  - Investigated Not-For-Profit and Charitable Status
    - Determined too admin heavy / costly
    - Allow the recruiter to recruit
OUR PARTNERS

Southern Georgian Bay
Family Physician Recruitment
Famille recrutement de médecins

Hôpital général de la baie Georgienne
GEORGIAN BAY
General Hospital

Waypoint
CENTRE for MENTAL HEALTH CARE
CENTRE de SOINS de SANTÉ MENTALE

ROMP

Rotary International
Club of Midland

Canadian Association of Staff Physician Recruiters
REGIONAL APPROACH

• Determine need?
  – how many orphaned patients do you have
  – how many on brink of becoming orphaned

• Do you have FHO spots?
  – no FHO spots – can’t recruit

• Do you have buy-in from physicians?
  – critical to success

• Are physician leaders part of your committee?
REGIONAL APPROACH

• We are all in this together
• Patients / physicians don’t care about municipal boundaries – will travel for care
• Shared costs
• Shared success
• Engaged communities / united councils is a selling tool
• Outliers create bad feelings / bad press
PROFESSIONAL RECRUITER

• Focus
• Accountability
• Expertise
• Consistency of message
• Liaison with other recruiters
  – Collaboration vs Competition
• Serious issue needs serious solution
• Get what you pay for!
PROFESSIONAL RECRUITER

• Contract vs Employee?
• Part-Time
• Minimum three year contract
• Don’t expect immediate success
• Be realistic
• Allow the recruiter to recruit!
• Don’t micro-manage
• Contract Fee - TBC
PROFESSIONAL RECRUITER

• Membership in CASPR
  – Benefits include:
    • EDUCATION
    • MENTORSHIP
    • NETWORKING
    • SUPPORTIVE COLLEAGUES
    • ANNUAL CONFERENCE
    • OPPORTUNITY FOR LEADERSHIP
PROFESSIONAL RECRUITER

• KEY RELATIONSHIPS
  ROMP - Michelle Hunter and team
  COLLINGWOOD GENERAL AND MARINE HOSPITAL – Michael Lisi (COS)
  GREY BRUCE HEALTH SERVICES
    – Trish Herrick
  OWEN SOUND REGIONAL HOSPITAL
  CURRENT PHYSICIANS
  HEALTH FORCE ONTARIO
WHAT IS IMPORTANT?

• “You can practice medicine anywhere, but where do you want to live?”

• Vibe

• Support

• Family connections

• Lifestyle, schools, recreation, commute

• Hospital work

• Clinic – Turnkey? Welcoming? Collegial?
WHAT IS IMPORTANT?

- Incentives reduced in 2006 from $40K to $20K (two-year commitment)
- Incentives eliminated in 2013
- Relocation reimbursement reduced to $8K in 2013
- Relocation reimbursement reduced to $4K in 2019
RETENTION

is as important as

RECRUITMENT

• Build trust
  – Work for the physicians as well as the community
  – Succession Plan
• Celebration of Medicine
• Physician Appreciation Week
RETENTION

Physician Appreciation Week
Questions?