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# HALDIMAND COUNTY

## Memorandum CDS-M01-2025 Physician Recruitment Program Update For Consideration by Council in Committee on February 4, 2025

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**To:** Mayor Bentley and Members of Council

**From:** Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

### RECOMMENDATIONS:

1. THAT Memorandum CDS-M01-2025 Physician Recruitment Program Update be received.

The Greater Hamilton Health Network (GHHN) Physician Recruitment Programs' (PRP) services to Haldimand was officially launched on July 15, 2024. In the 6 months since, the team—with the support of County staff—has been busy as follows:

#### Community Site Visits/Meetings

- PRP staff spent the first few months getting a better idea as to the need for primary care providers across Haldimand, and getting to know the communities by:
  - Meeting with a family physician practicing in Cayuga to see the clinic space and discuss succession planning;
  - Participating in site tours across Haldimand which included visits to:
    - 3 Family Health Team (FHT) sites where GHHN PRP staff got the chance to see the clinics and meet the staff
    - 4 separate family practice locations including:
      - Argyle Medical Clinic in Caledonia
      - Family practices in The Grand Family Health Organization (FHO) in Hagersville
      - Family practices in the Dunnville FHO
      - Family Health Group physician with a practice in Cayuga
    - West Haldimand General Hospital, and
    - Haldimand War Memorial Hospital;
- Attended more in-depth tours of both the West Haldimand General Hospital and the Dunnville War Memorial Hospital, and met with hospital leadership at both sites to discuss potential recruitment for family medicine positions;
- Attended a meeting with FHT leadership, County staff, and former physicians to discuss the family medicine landscape in Dunnville and to explore opportunities to create community ambassadors that would assist in recruitment efforts;
- Attended a Haldimand Stakeholder Council meeting to hear from healthcare providers and leaders in the community and to better understand the state of affairs in Haldimand;
- PRP staff volunteered and attended the Older Adult Caregiver Day in Caledonia; and,
- Met with a potential clinic owner with interest in finding suitable space to establish a family practice and/or walk-in clinic in Cayuga.

## Advertising for Family Medicine Opportunities

- Met with a total of 4 family practices to gather information and created/shared advertisements for family medicine positions at their clinics:
  - 1 practice in Dunnville
  - 2 practices in Hagersville
  - 1 practice in Caledonia

## Recruitment/Advertising Initiatives

- Rebranding:
  - Since taking on Haldimand under the GHHN PRP's portfolio, all program materials (conference banners, maps, website, and promotional video) have been updated to include imagery and/or content pertaining to Haldimand;
- Met with representatives at Haldimand County who provided Haldimand County advertising materials community 'marketing messages' for the PRP to share at events and conferences;
- Attendance at Recruitment Conferences/Career Fairs:
  - Since taking on Haldimand, the PRP has advertised at a number of events including:
    - The American Academy of Family Physicians National Conference in late July/early August 2024
    - McMaster's Department of Family Medicine Kitchener-Waterloo Family Medicine Resident Career Day in Kitchener in September 2024
    - The Canadian Society of Physician Recruitment Repatriation Event (for Canadians completing medical school in Ireland) in September 2024
    - The *Fédération des médecins résident·e·s du Québec* (FMRQ) Career Day in Montreal in October 2024
    - Ottawa University's Family Medicine Resident Career Day in September 2024, and
    - The program also attended the Society of Rural Physicians of Canada (SRPC) rural and remote recruitment conference in Charlottetown, PEI in November;
- Connecting with McMaster Residents:
  - In January 2025, the PRP provided 2 presentations to large groups of 40+ family medicine residents at McMaster University. Presentation topics included next steps after residency, available opportunities, and the local family medicine landscape in Haldimand and Hamilton
  - In January 2025, the PRP also sponsored a dinner for over 20 McMaster residents at rural sites. Program information was shared with these residents which includes information on living and practicing in Haldimand;
- Online Advertisements:
  - The PRP continues to send all available opportunities to their internal list of over 70 family medicine physicians interested in locum (temporary) opportunities, and over 30 family medicine physicians interested in permanent family medicine opportunities
  - The PRP advertises opportunities on a number of other job sites including HFOJobs, So-Pra, and CaSPR; and
- Video: The GHHN has produced a video that will serve as a way to advance physician recruitment efforts – [link here](#).

## Recruitment Results to date

- Successfully recruited 1 physician to provide temporary (locum) coverage at a practice in Hagersville over the spring of 2025;
- Connected another practice in Hagersville with 1 candidate to take over their practice as well as provide coverage at the West Haldimand General Hospital. Discussions are in the late stages with the candidate likely set to take over the practice sometime in late 2025 or early 2026;
- Continuing to work with 2 candidates looking to establish a new group practice in Caledonia; and

- Sent two potential candidates to a practice in Caledonia to fill an existing vacancy. Candidates did not agree to join the practice but the program continues to advertise for this opportunity.

As demonstrated by the above, a significant amount of work has been completed in 6 short months. While the first half year of the PRP was expected to be (and largely has been) building the foundations, developing local relationships, gaining an understanding of the landscape, etc., it has already yielded success in securing both short- and long-term physician commitments to the County. Achieving these early successes—when much focus has been on building up the program—is very encouraging, demonstrates the value in this County investment, and provides reason for optimism as more focus goes into active recruitment efforts in 2025.

**REFERENCES:**

None.

**ATTACHMENTS:**

None.