




The City of Greater Sudbury



**Strategic Physician Recruitment  
and Retention Program**



# Program History

- Drafted in 2007/approved by City Council
- Implemented in 2008
- 2008 EDCO Award for Product Development – Physician Recruitment



# Components of Program

- **Support Network**
  - Finding suitable accommodations
  - Employment opportunities for spouses
  - Schools/activities for children
  - Host welcome events



# Components of Program

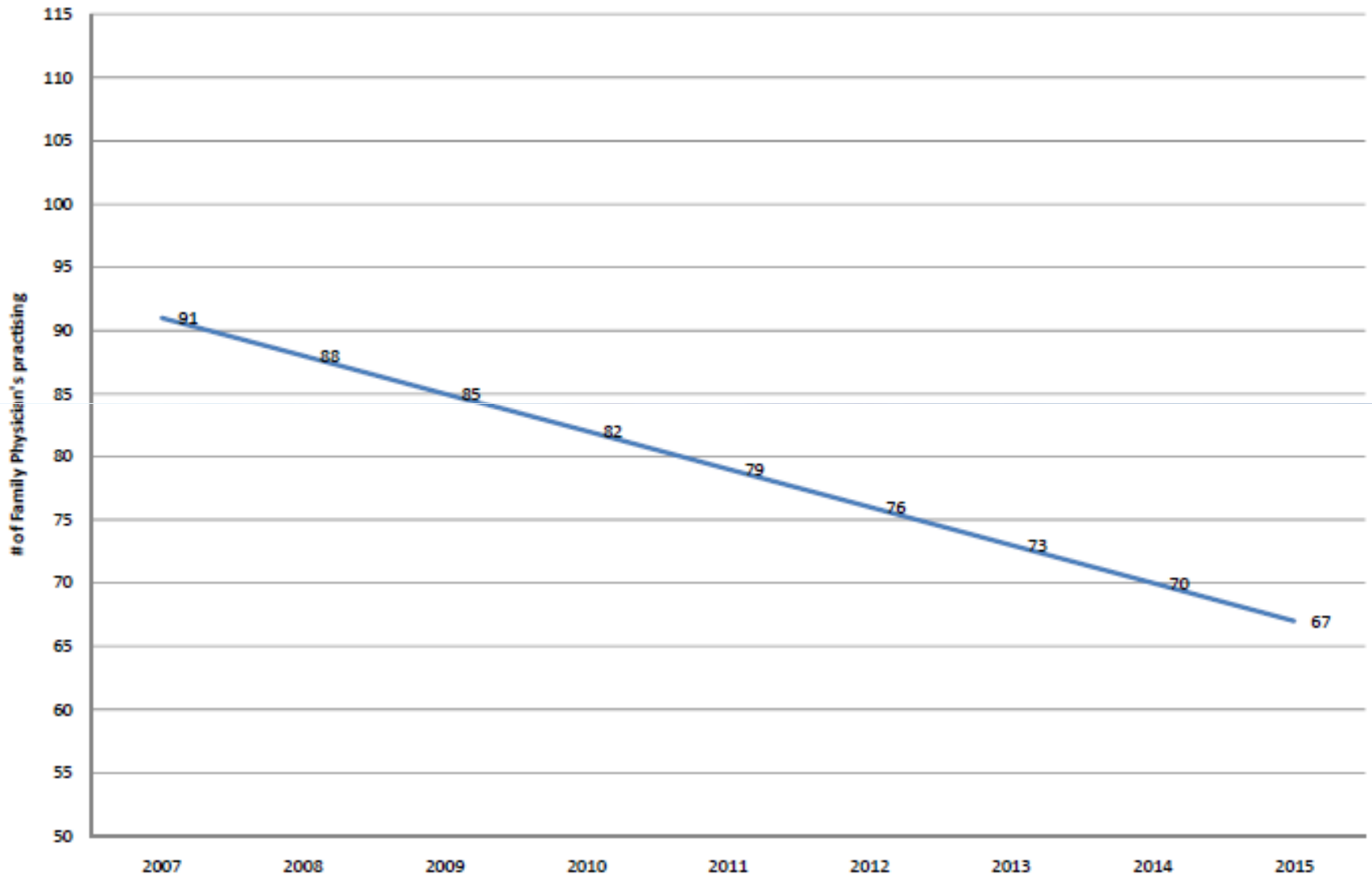
- **Financial Incentives**
  - City of Greater Sudbury Medical Student Bursary
  - Family Medicine Resident Return of Service Incentive
  - Return of Service in Outlying Communities
  - City of Lakes Family Health Team Incentive
  - Hospital Privileges Incentive
  - Specialist Incentive



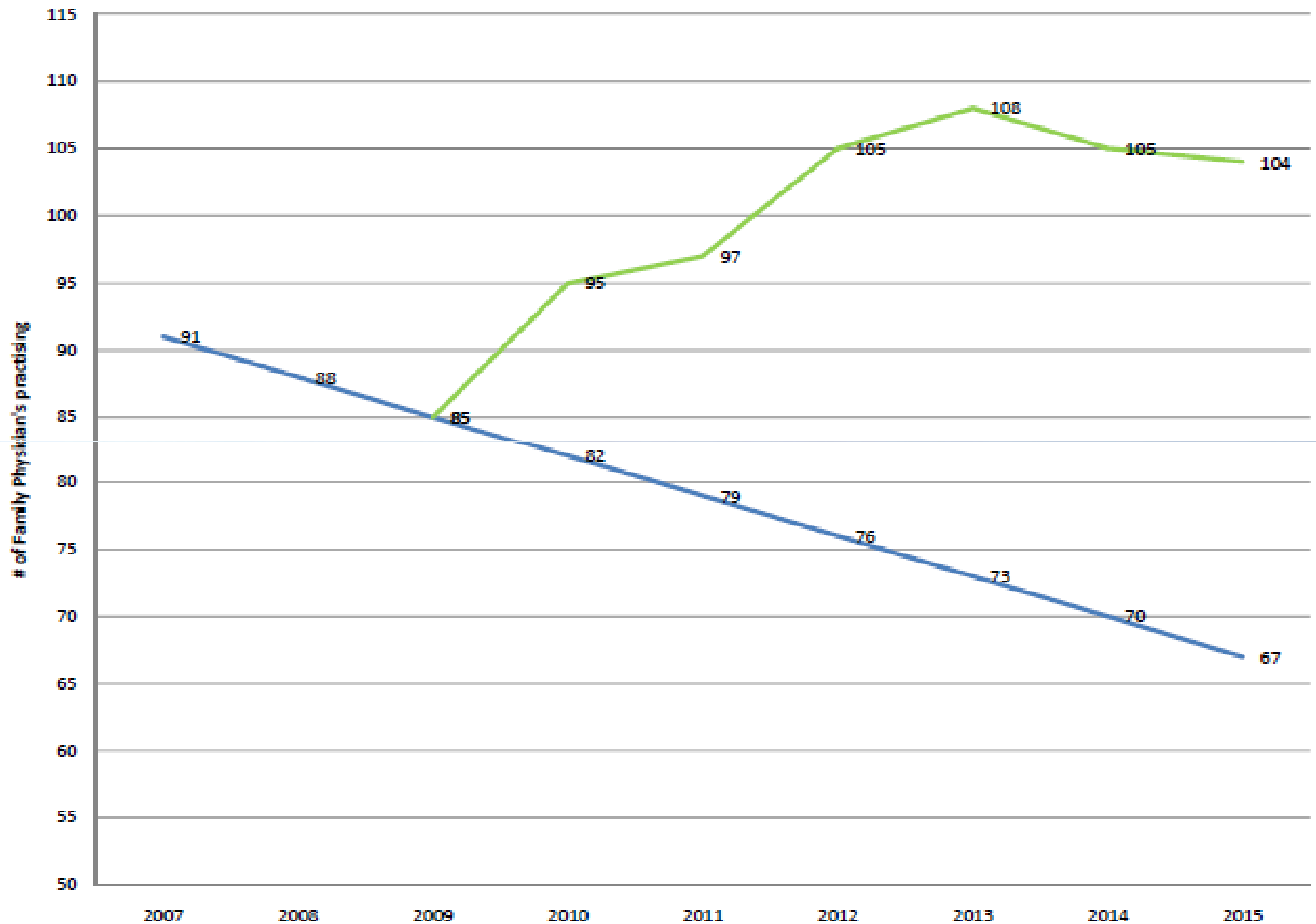
# Current Status

- 37 family physicians recruited since May 2008
  - 2010 – 13 opened practices
  - 2011 – 5 will open practices
  - 2012 – 11 will open practices
  - 2013 – 6 will open practices
  - 2015 – 2 will open practices
- Care for approx 50,000 citizens
- Incentives to 41 specialists

### Assuming No Recruitment

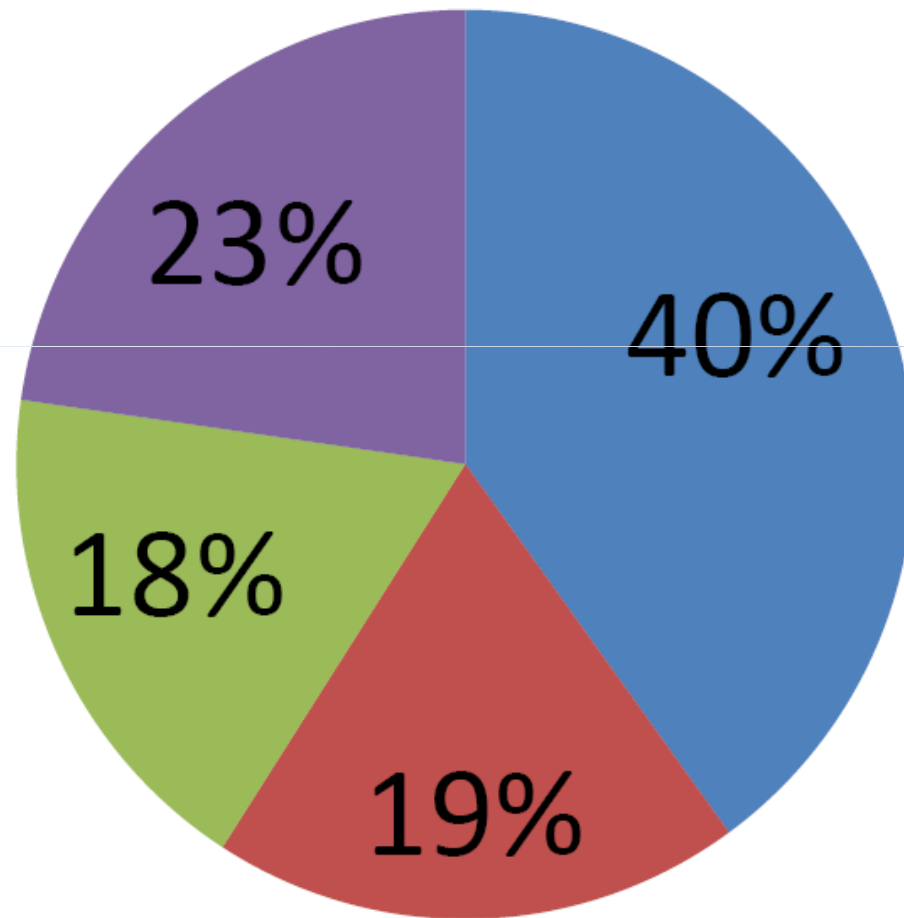


## Current Results of Recruitment Program



### Local Family Physician Demographics (years in practice)

■ <10yrs ■ 10+yrs ■ 20+yrs ■ 30+yrs







# Economic Impact of a Family Physician

- Several studies indicate multiplier effect ranging from 1.5-2.05
- Total direct/indirect jobs generated per family physician – 25
- Benefit to local economy approx \$2.4 million per physician over term of 48 month contract
- Return on Investment 60 to 1



# Future Outlook

## ■ Funding Options for 2012

- Three options for One Time Funding
- Range from \$150,000 to \$400,000
- Presentation scenarios are for illustrative purposes



# Future Outlook

- **Funding Option #1: \$150,000**
  - Two new future family physicians
  - Special incentive to 10 new specialists
  - Provide 4 new family physicians with Hospital privileges incentive

**Note:** results of this option are below projected rate of attrition which may result in a net decrease



# Future Outlook

- **Funding Option #2: \$270,000**
  - Five new future family physicians
  - Special incentive to 10 new specialists
  - Provide 4 new family physicians with Hospital privileges incentive

**Note:** results of this option will either match or exceed projected rate of attrition



# Future Outlook

- **Funding Option #3: \$400,000**
  - Eight new future family physicians
  - Special incentive to 10 new specialists
  - Provide 6 new family physicians with Hospital privileges incentive

**Note:** results of this option exceed projected rate of attrition which should result in a net increase and approach full complement



# Additional Considerations

- **Nurse Practitioner Recruitment Incentive**
  - Introduction to assist in NP-led clinics outside city core
- **Amounts offered to new specialists**
  - Potential reduction to match hospital contribution





# Summary

- Revitalized our approach to physician recruitment
- Capitalized on NOSM
- Addressing the family physician shortage locally
- Full complement of family physicians in sight
- Staff recommend that Council consider Option 3 to maintain current momentum for 2012