



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



Current Status

- 35 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
- Care for approx 48,000 citizens
- Incentives to 31 specialists
- 5 prospects



Components of Program

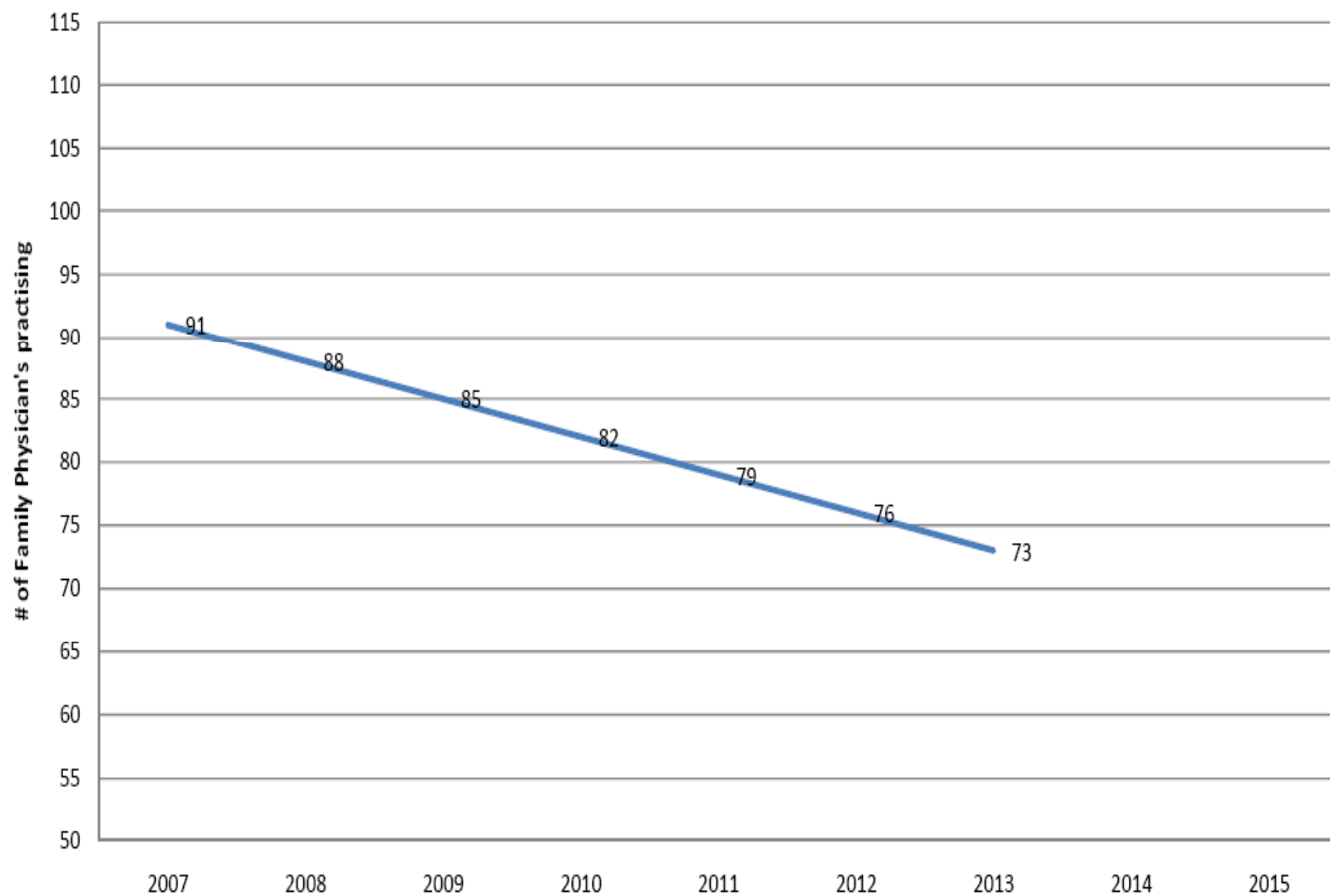
- **Support Network**
 - Finding suitable accommodations
 - Employment opportunities for spouses
 - Schools/activities for children
 - Host welcome events



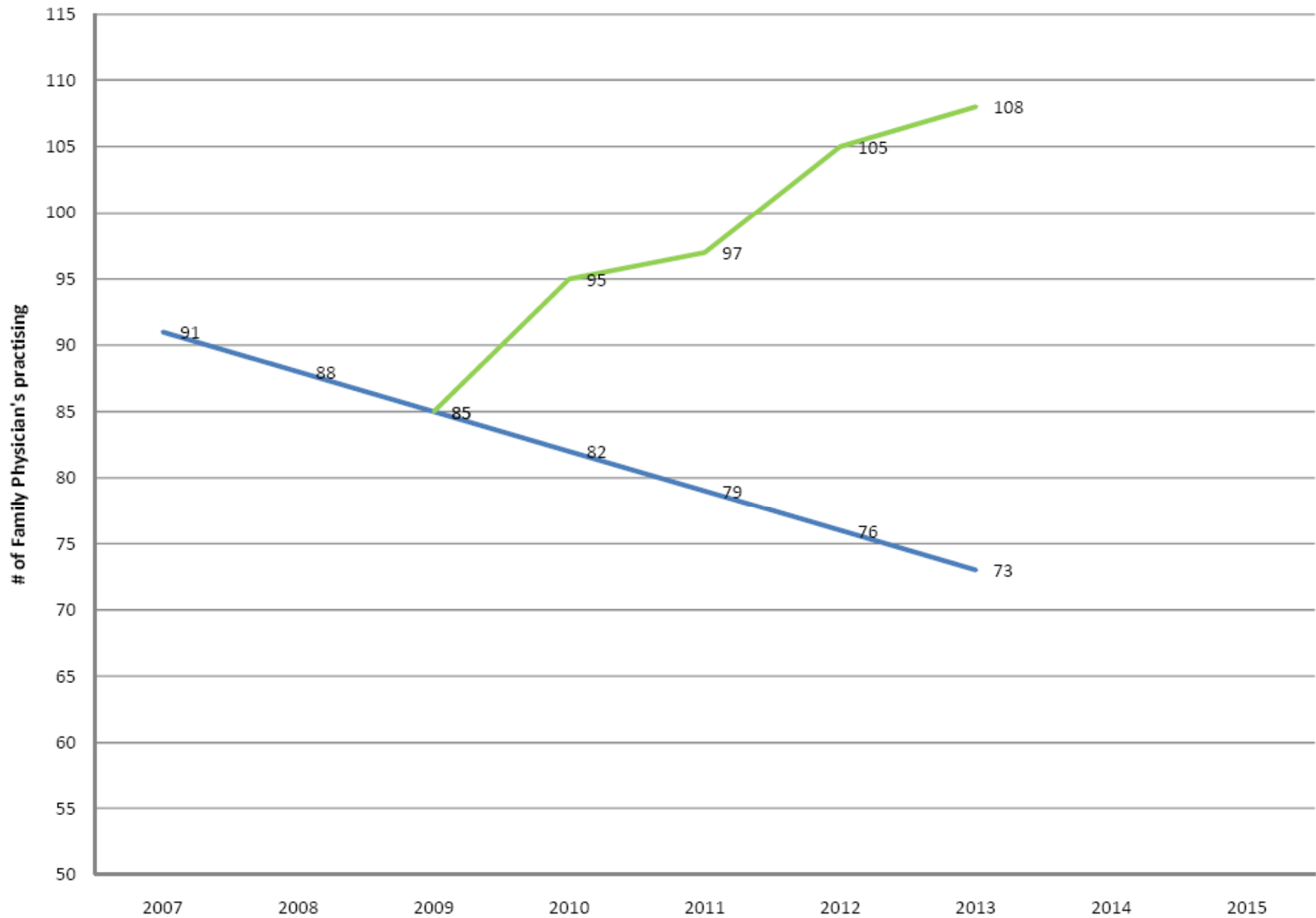
Components of Program

- **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

Assuming No Recruitment

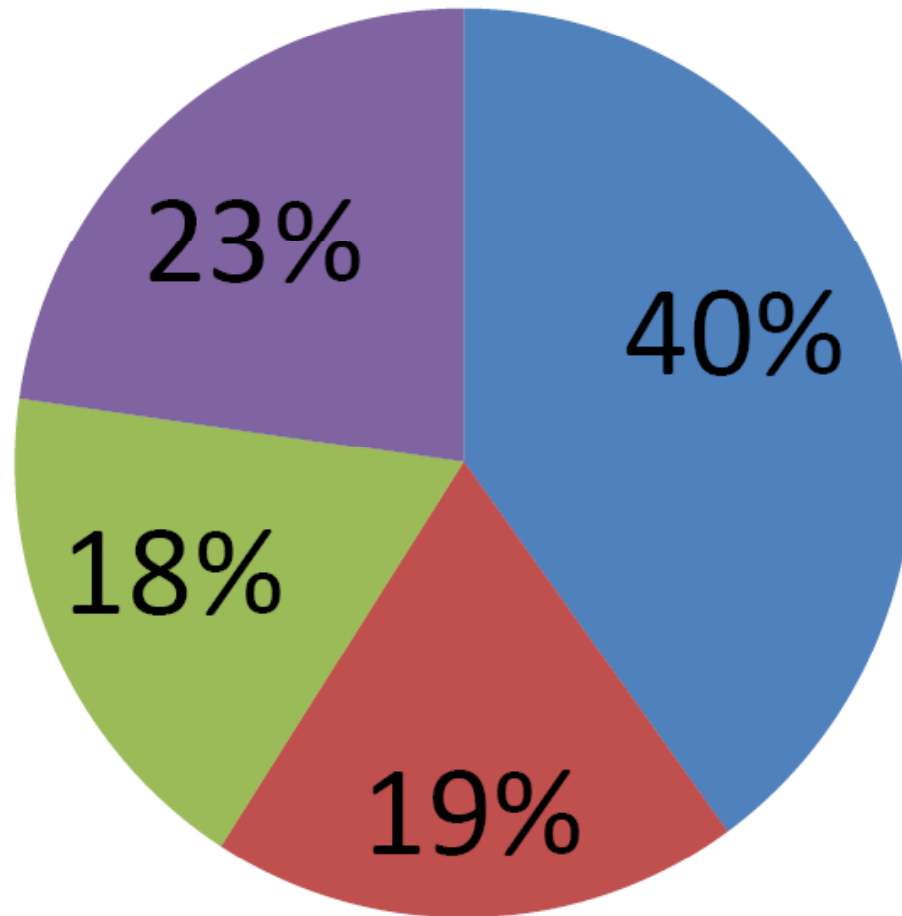


Current Results of Recruitment Program



Local Family Physician Demographics (years in practice)

■ <10yrs ■ 10+yrs ■ 20+yrs ■ 30+yrs





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 below projected rate of attrition resulting 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 resulting in a net increase.



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



Economic Impact of a Family Physician

- Based on 35 recruited family physicians
 - \$21 - \$28.7 million/year into local economy
 - 875 total jobs



Return on Investment /Family Physician recruited

- For example, City investment=
\$40,000 (4 year ROS)
 - \$40,000 investment yields
minimum of \$2.4 million into local economy
over 48 month contract
 - Return of 60:1
 - Clear benefits to city's economy



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