

# ***Recruitment and Retention Committee***

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# Recruiting and Retention Committee

## **Purpose of the Committee:**

- To assist with recruiting practitioners and staff to the Gabriola Medical Clinic.
- To assist in retention of practitioners and staff at the clinic and of our other tenants.

## **Rationale:**

- Recognition that the Foundation has a role to play in ensuring equitable access to healthcare for all community members.
- This Part of this means recruiting and integrating and supporting medical staff and practitioners in our community.

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## **What we have learned since 2022:**

- Recruiting physicians is a chronic problem in all communities and we will not see immediate success.
- Physicians have a lot of choice over where to practise, so we must present our community well, yet realistically.
- Physicians may not want to settle into a long-term medical practice but may want to serve short-term locums filling in for clinic physicians. This assists with retention of existing practitioners.
- Residents and locums who have a good experience on Gabriola may be interested in joining the Clinic in the future.

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## **Activities 2024:**

- Supported the Clinic's recent affiliation with UBC's Medical Residency Program and supported locums by:
  - Hosting events to introduce Medical Residents to life on Gabriola.
  - Locating and securing accommodation for Medical Residents and Locums and paid for Locum accommodation.
  - Providing welcome packages and introducing Residents and Locums into the community.
- Refreshed the Be Our Doctor website.

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## **Medical Residents: have been a focus in 2024**

- The R & R committee organized and funded a weekend Residents Retreat (Oct 2023) and a Summer Social (July 2024).

## **Successes:**

- Four attendees of Residents events have become regular locums at the Clinic or have served residencies.
- Indications that more Residents want to serve on Gabriola in 2025, locums have already signed on for 2025.
- Word of mouth that Gabriola Medical Clinic is a good place to practise, and the community is welcoming and supportive.

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## **Be Our Doctor website refresh:**

- Review of paid print advertising indicated it did not result in contacts with the Clinic.
- Review of the Be Our Doctor website showed a social media campaign attracted candidates to the website, but there was no follow through contact with the Clinic.
- Review of the website showed the content needed to be tailored to better serve as a recruitment tool.
- New video has been produced, and content has been updated.