

**Partnership Project, June 2021**

The Yarmouth Region Medical Professional Recruitment partnership began in March 2019.

Community stakeholders:

- 1) Yarmouth Regional Hospital Foundation
- 2) Province of Nova Scotia - Culture Innovation Fund: Healthy Communities Stream
- 3) Town of Yarmouth
- 4) Municipality of the District of Yarmouth
- 5) Municipality of the District of Barrington
- 6) Municipality of the District of Argyle
- 7) Yarmouth and Area Chamber of Commerce
- 8) Private donors



# The Partnership



What is our  
current status?

- ▶ We anticipated a community health care crisis
- ▶ As of March 2019, the unassigned wait list for a family physician was **873**.
- ▶ Currently, there are **3661** people in Yarmouth, Pubnico and Barrington without a doctor.

## 873 to 3661? How??

1. Outgoing physicians > incoming physicians... for 4 years = loss of 6 family physicians and 7 specialists.
2. Doctors retire.
3. Patient case loads are smaller.
4. Many were not registered on the 811 list who should have been.
5. People have moved here.
6. Doctors move for various reasons: eg children's education.
7. Yarmouth needed it's **OWN** promoter to sell Yarmouth.

# Challenges

Physician  
allotment

Increased  
migration

Housing

Worldwide  
competition for all  
physicians

Long term  
pandemic  
restrictions

Retirements

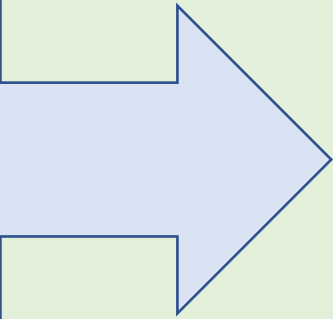
# What is Recruitment & Retention?

Retention begins with the very first contact.

**Feeling welcomed, valued and accommodated  
create a real sense of ease when  
undergoing such important life decisions as  
where to study, practice and live.**

## Pre Covid:

Hospital tours  
Community tours  
Hospitality  
Housing  
Schooling  
Spousal employment  
Assistance

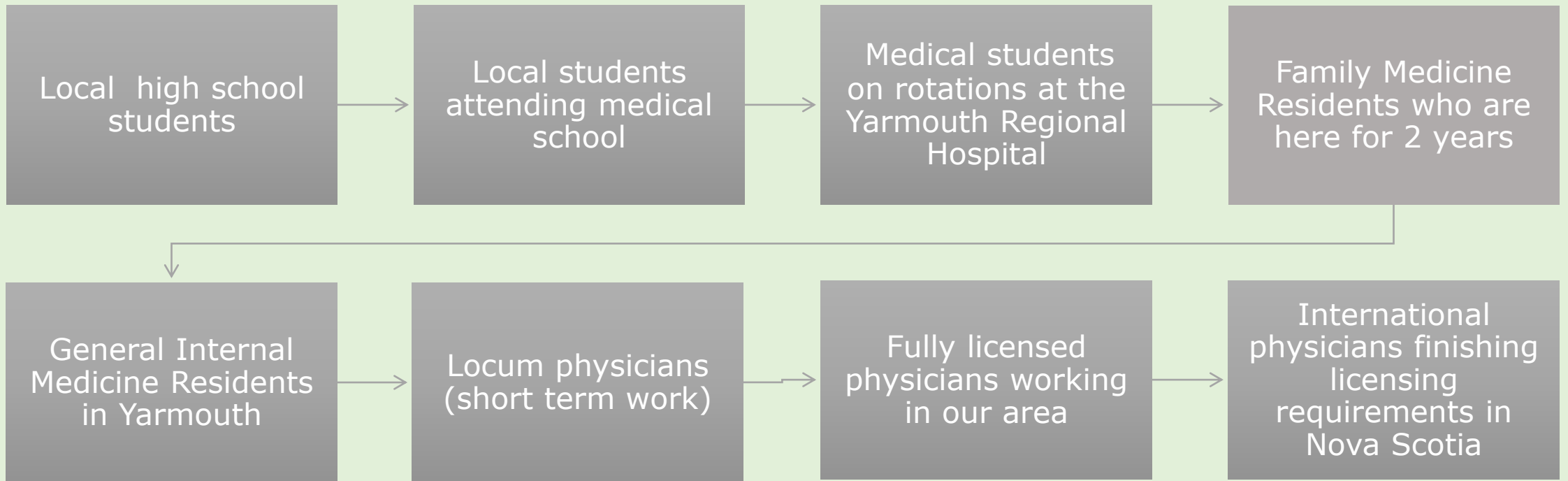


## Mid Covid:

Virtual, online, email, zoom

# Transforming Recruitment

**In a world full of internet scams and  
distrust,  
I need to *develop trust and connect* with  
someone half a world away.**



Which groups does the Navigator support?



# How have we become competitive ?



Effective recruiting



Raised our profile



Virtual conferences



Retention strategies



Creative approaches



Social media analytics



Keep track



What recruitment looks like...





....Typical day of a navigator...





Raised the  
profile of  
Yarmouth

**Credit Union Place:** construction of medical learners residence

Advised government on effective measures for rural recruitment.

Medical Residents are now requesting Yarmouth for their Residency location.

# Social Media Analytics

Facebook campaign:  
HisforHero

Website:  
yarmouthdoctors.ca



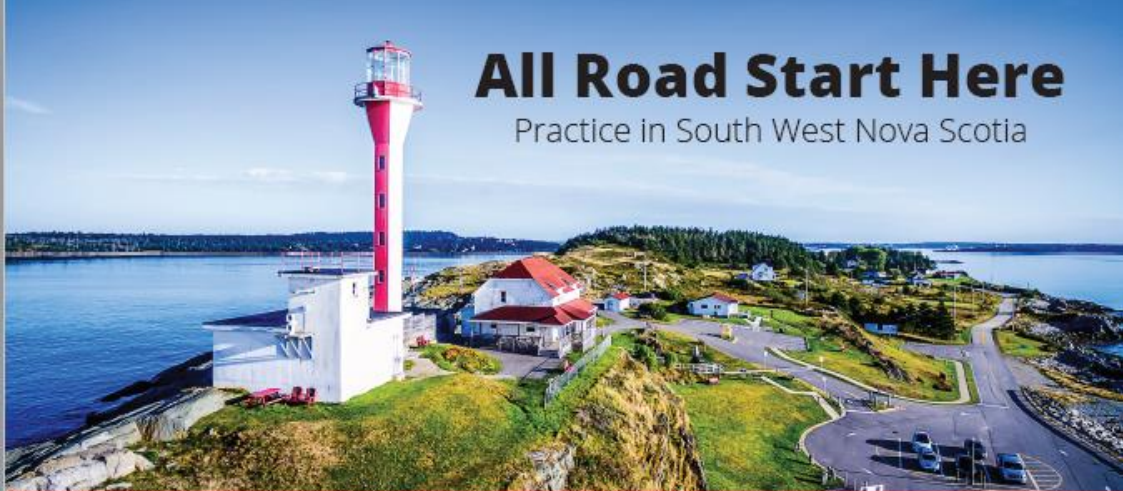
Instagram:  
practice.ns

Paid advertising:  
Specialist and family  
medicine journals

Impressions –  
379,404

Clicks and  
Engagement –  
9,041

Reach –  
102,742



# All Road Start Here

Practice in South West Nova Scotia

## Why Practice Here?

All Roads Start in the Yarmouth Region of South West Nova Scotia. It's where medical students gain unique, practical, hands-on experience while on rotation, and where medical residents launch their careers and first encounter the challenges and rewards that are part of what make rural medicine a calling in itself.

It's the perfect place to settle down, start a family and grow roots; to launch a medical career or a lifestyle-centered practice.

It's an opportunity to become a leader as a preceptor or researcher. It's a haven to reboot; to engage a fresh approach to work/life balance – or better yet – a LIFE/WORK balance. It's where a mid-career shift is actually exactly what you need. Or, it's where to get your bearings and orchestrate your transition to retirement, while staying connected to your colleagues and unwinding at the same time.

South West Nova is where great things start!



### Meet Our Community Navigator Rebecca Cassidy Rose

902-742-3074 / [rebecca@yarmouthchamberofcommerce.com](mailto:rebecca@yarmouthchamberofcommerce.com)

Let us provide you with the information and connections you need to get to know our community better! Whether you're looking for recreation, arts and culture, housing or even a how to on getting licensed to practice in Nova Scotia, we are your go-to central source!





# ALL ROADS START HERE

PRACTICE IN SOUTH WEST NOVA SCOTIA



Why Practice in South West Nova Scotia?



Watch later

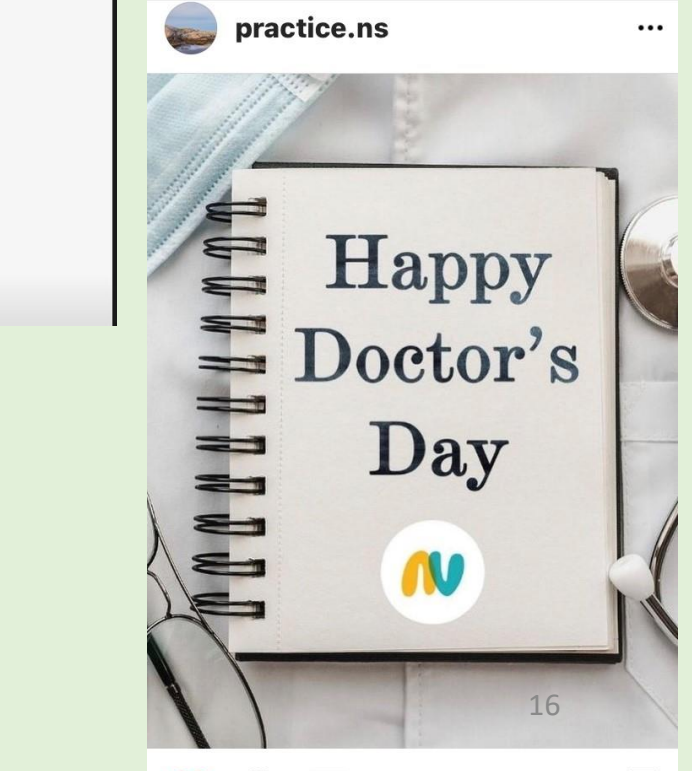
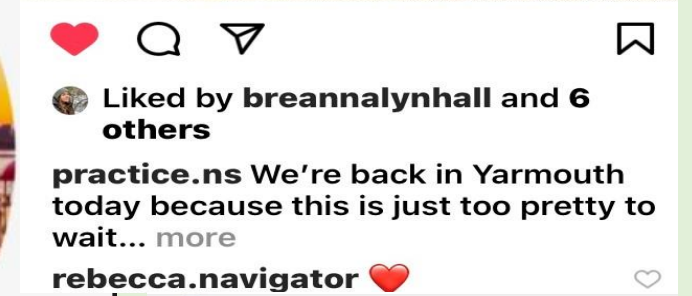
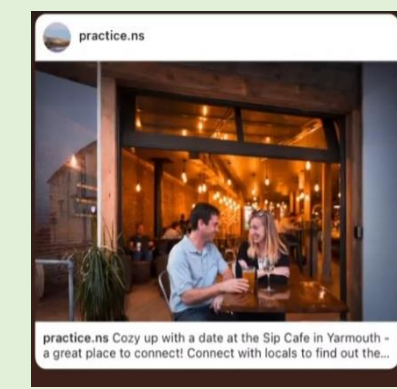


Share



Why practice in  
SOUTH WEST NOVA SCOTIA?





practice.ns



# So, How are we doing?

Gained 13 family  
medicine doctors

Gained 10  
specialists

Projected gain 4  
family medicine  
doctors 2022

5 new Residents  
starting in July  
2021

12 of 14 most  
recent Family Med  
grads staying here  
in some capacity

Community growth



# Moving forward

- Incoming doctors > outgoing doctors
- Community is growing
- Positive climb has begun
- Great COVID location
- Momentum is building
- Still need more doctors
- Well organized, well positioned for continued success

Video link: <https://youtu.be/Jel1ICFvjTM>

