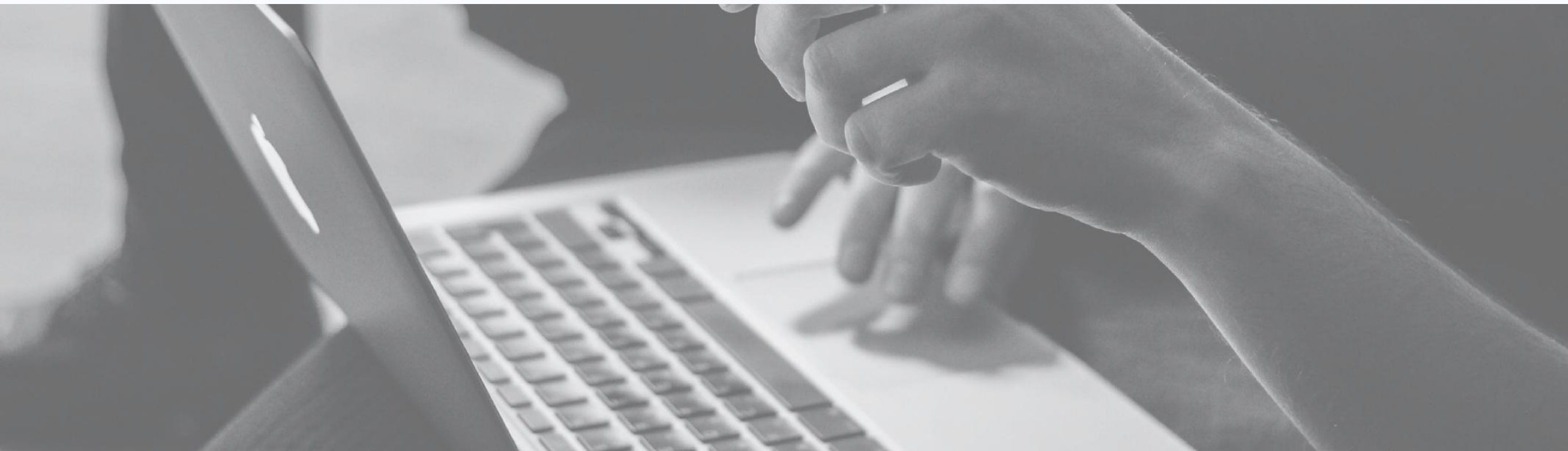


FAMILY PHYSICIAN

2022 UPDATE

Presented by:
JILL CROTEAU

Date: March 8, 2022





AGENDA



Niagara Physician Recruitment Program

Brief Introduction of the program and services



Niagara Family Physician Landscape

Let's look at some numbers



Opportunity

How are we going to meet our goals in 2022



AGENDA



Niagara Physician Recruitment Program

Brief Introduction of the program and services

RECRUITMENT STRATEGY



Marketing

Attend over 18 events to showcase Niagara opportunities, highlight opportunities to candidates

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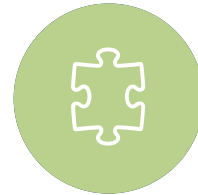
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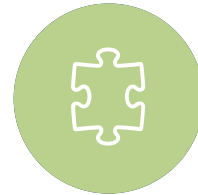
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Workforce Planning

Collaboratively Identify needs in the community.

RECRUITMENT SUCCESS TO DATE

- ☒ Since 2011 the program has supported over 139 family doctors to practice in Niagara
- ☒ Working with Niagara McMaster Campus has significantly changed the age demographics within our physician population over the past 10 years
- ☒ The program assists to navigate patients to doctors who are accepting patients



AGENDA

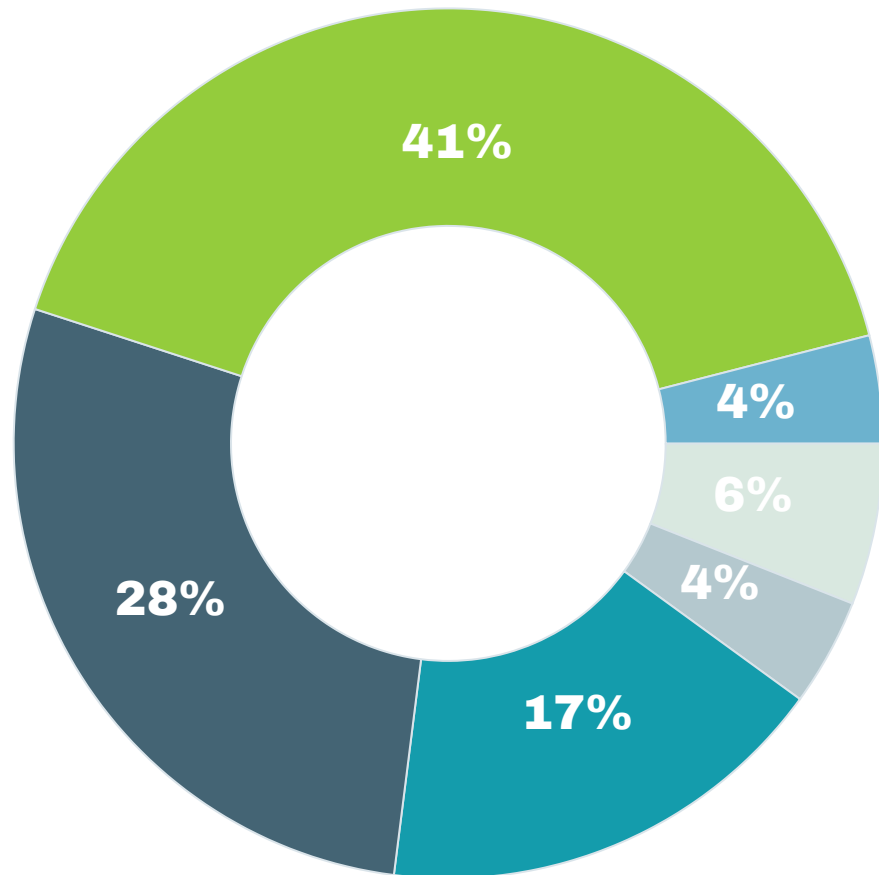


Niagara Family Physician Landscape

Let's look at some numbers

PATIENT ENROLLMENT MODELS

FEB 2022



**FAMILY HEALTH
ORGANIZATIONS**



**COMPREHENSIVE CARE
MODEL**



**FAMILY HEALTH TEAMS
(FHN/FHO)**



**COMMUNITY HEALTH
CENTRE**



**FAMILY HEALTH
GROUPS**

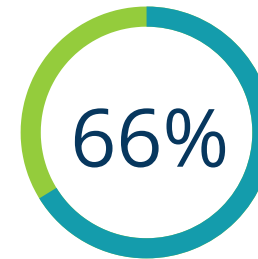


**NON ENROLLING FEE FOR
SERVICE**

NIAGARA STATS

Feb 2022

Niagara has **250** family
physicians
231 Enroll Patients in a
MOHLTC model

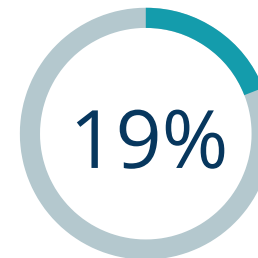


Physician Capacity

Niagara physicians enroll approx 324,000 people. Our population has increased to over 477,0000 in 2021.

Family Doctors over 65

19% of the 250 physicians are over 65.
Those in a PEM enroll over 60,000 patients.

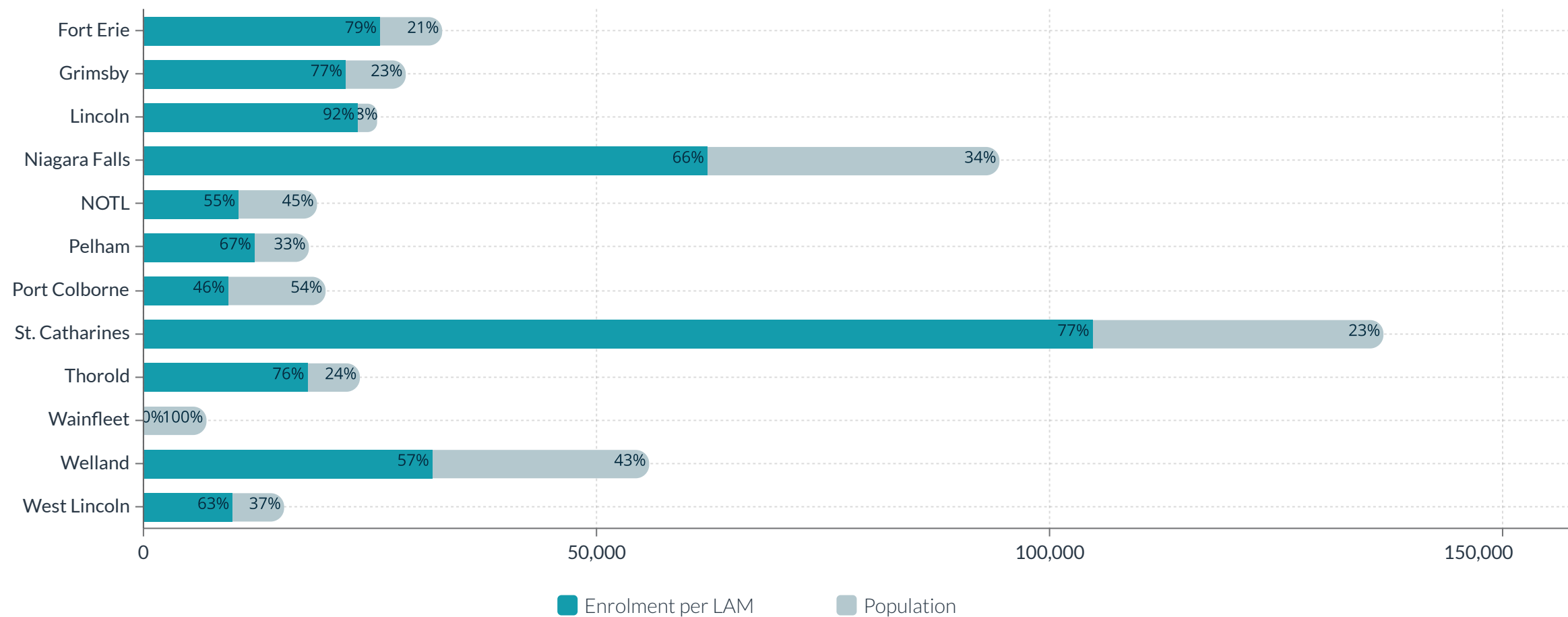


For a population of **477,000**
our region should have **346**
family doctors based on an
average practice size of
1380 - Shortage of 96

Primary Care Gap in Population

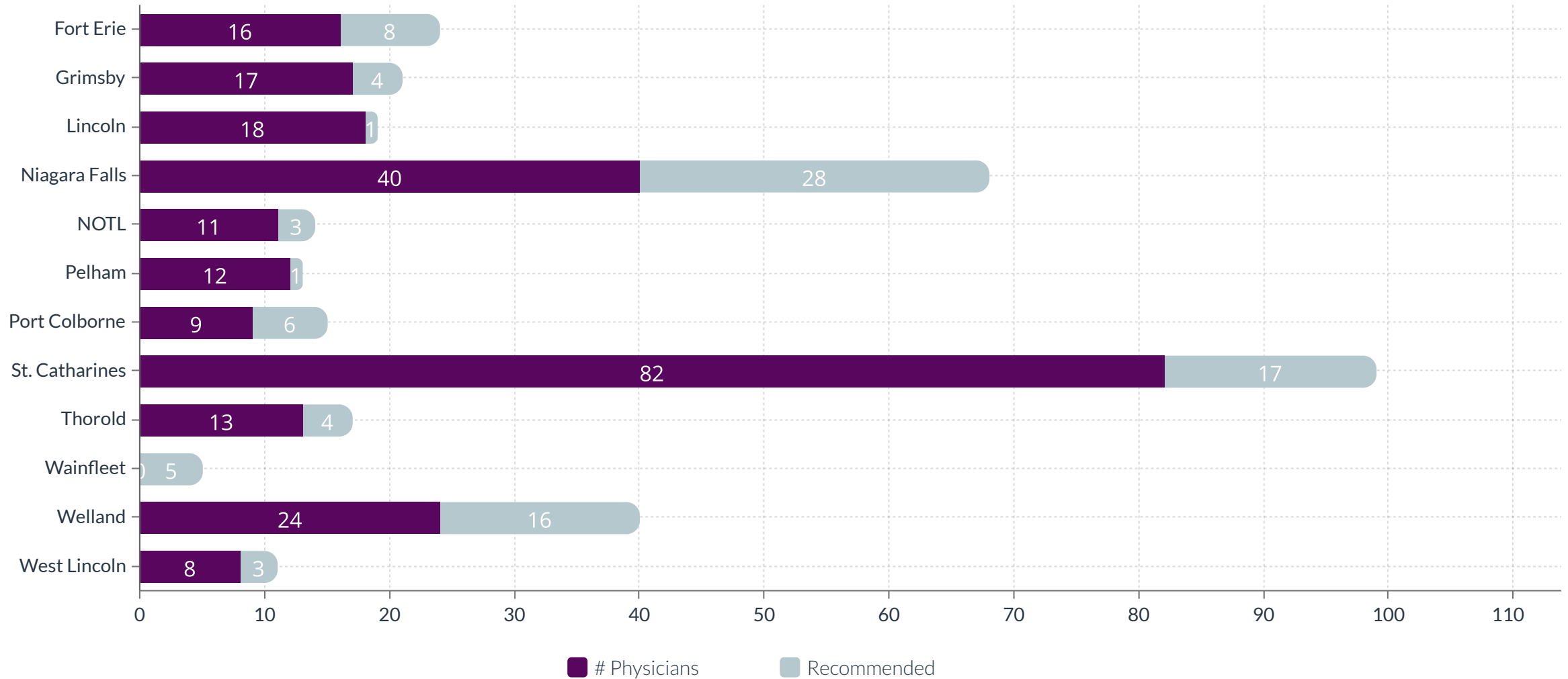
POPULATION VS PHYSICIAN ENROLLMENT NUMBERS PER MUNICIPALITY

Population vs Physician Capacity



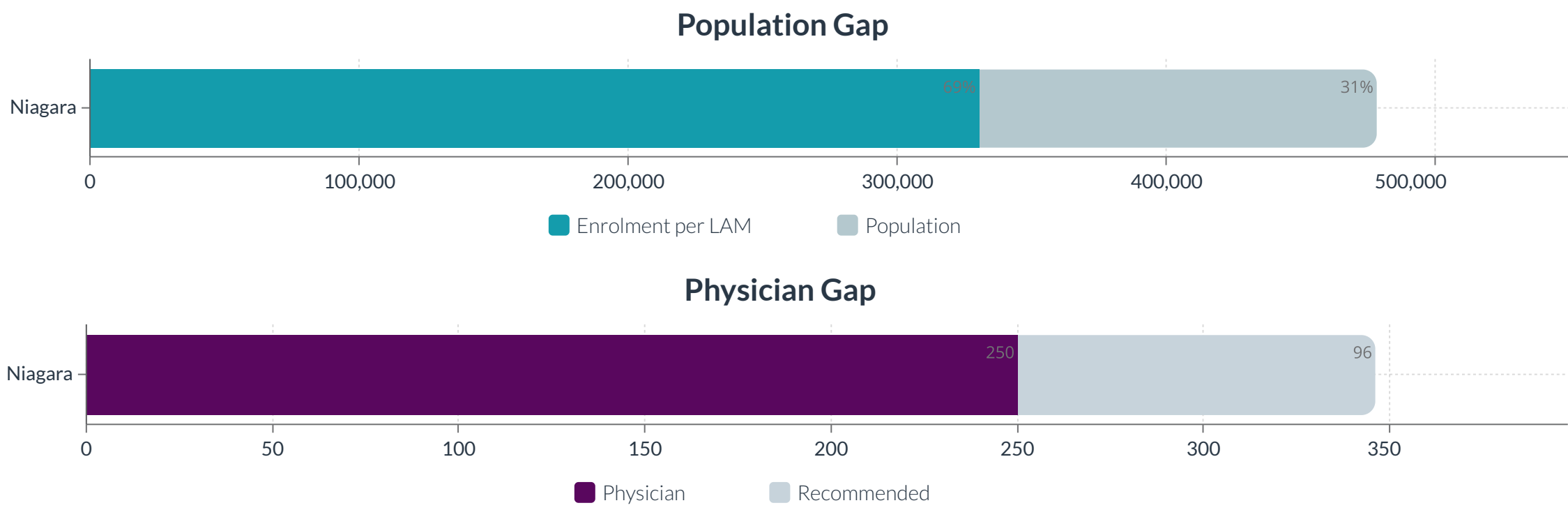
Physician Shortage

NIAGARA PHYSICIANS VS TOTAL RECOMMENDED (1:1380)

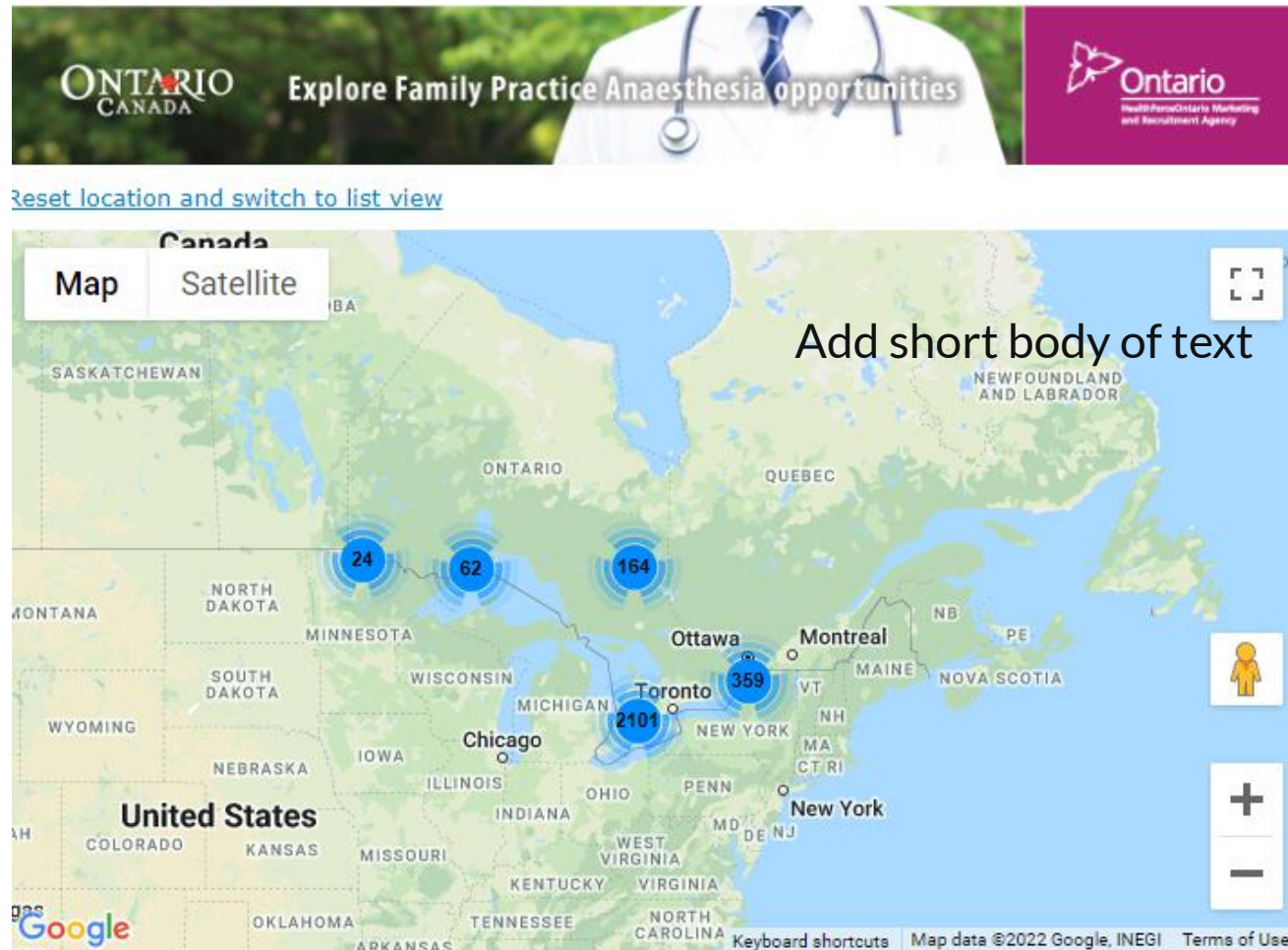


Primary Care Shortage Validation

POPULATION VS PHYSICIAN ENROLLMENT NUMBERS PER MUNICIPALITY.



COMPETITION IN ONTARIO



Under 400 Family Medicine physicians graduate in Ontario every year.

Over 2000 physicians are needed in Southern Ontario alone.

SYNOPSIS FOR PORT COLBORNE

- Our population in Niagara has grown by over 30,000 people in the last 5 years
- We are in an unprecedented time during the pandemic for doctors leaving their practice
- We are short 96 physicians to meet the demand of our communities
- This puts pressure on walk in clinics, Urgent Care Centres, Emergency Rooms
- Regional approach is needed as patients seek care across the peninsula
- 4-6 month wait for a family doctor in Niagara as of Feb 2022
- Niagara strives to attract growth for business which in turn need health services and primary care



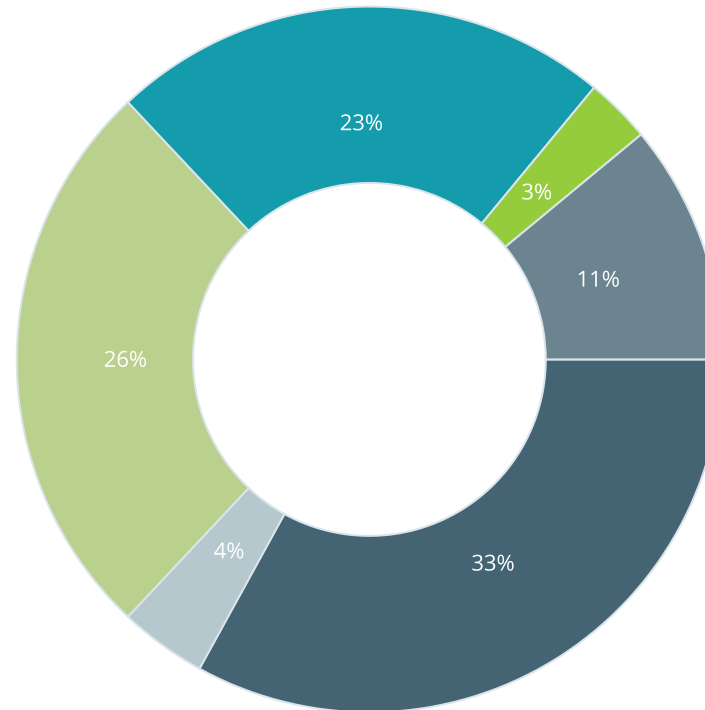
AGENDA



Opportunity

How are we going to meet our goals in 2022

New Physician Demographics within the Past 5 Years



■ McMaster

33%

■ AUS

4%

■ Within Ontario (non-McMaster) 26%

■ US

23%

■ Canada (outside of ON)

3%

■ UK

11%



Recruitment Events 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Grand Bend - Western University Department of Family Medicine	<input checked="" type="checkbox"/>											
Seasonal Social McMaster Family Medicine Residents - January 8th	<input checked="" type="checkbox"/>											
Block 7 Presentation - PGY1 and PGY2 McMaster Family Medicine Residents	<input checked="" type="checkbox"/>											
Rural Medicine Week - Port Colborne					<input checked="" type="checkbox"/>							
Rural Medicine Week - Fort Erie					<input checked="" type="checkbox"/>							
University of Buffalo Family Medicine Meet and Greet					<input checked="" type="checkbox"/>							
Niagara McMaster Family Medicine Resident Grad Party						<input checked="" type="checkbox"/>						
Orientation for incoming Niagara Family Medicine Residents							<input checked="" type="checkbox"/>					
U of T Department of Family Medicine Career Fair								<input checked="" type="checkbox"/>				
Queens Department of Family Medicine Career Fair, Kingston, ON								<input checked="" type="checkbox"/>				
Welcome to Niagara Day for McMaster 1st Year Students									<input checked="" type="checkbox"/>			
FMX (AAFP)- Washing, DC USA									<input checked="" type="checkbox"/>			
GP Conference, United Kingdom TBD									<input checked="" type="checkbox"/>			
KW McMaster University Department of Family Medicine Career Day, Kitchener										<input checked="" type="checkbox"/>		
Niagara McMaster Recruitment Event										<input checked="" type="checkbox"/>		
Out of Quebec Career Fair - Family Medicine, Montreal QC										<input checked="" type="checkbox"/>		
Ottawa Department of Medicine Recruitment Fair											<input checked="" type="checkbox"/>	
Family Medicine Forum (FMF) CFPC											<input checked="" type="checkbox"/>	

UPDATED RECRUITMENT STRATEGY 2022

- ☒ Social Media and Digital Advertising
- ☒ Repatriate US, UK Australian graduates
- ☒ Continue to enhance relationships with Niagara Regional Campus post pandemic
- ☒ Create awareness of the critical shortage of physicians in Niagara
- ☒ Continue to work with municipalities to identify clinic space opportunities

Questions or Comments

Jill Croteau
Physician Recruiter
jill.croteau@niagararegion.ca