



**Subject: Physician Recruitment Activities - 2nd Quarter Update**

**To: Council**

**From: Chief Administrative Office**

Report Number: 2022-142

Meeting Date: July 12, 2022

---

**Recommendation:**

That Chief Administrative Office - Economic Development and Tourism Services Report 2022-142 be received for information.

---

**Purpose:**

The purpose of this report is to provide an update on Physician Recruitment within the Niagara region and for the City of Port Colborne. This report will accompany a presentation at the July 12, 2022 Council meeting by Jill Croteau, Physician Recruitment & Retention Coordinator at Regional Health Initiatives, Niagara Region Public Health.

---

**Background:**

Since January 2021, as directed by the Chief Administrative Officer (CAO), the City's Economic Development Officer (EDO) has been tasked with managing the Physician Recruitment file and related outreach and partnerships. The Port Colborne Health Services Committee has not met since March 2020 due to COVID-19 restrictions. During this time, the CAO and EDO have been ensuring that the important work on this file continues. This report serves as a follow-up report to the March 8, 2022, update to Council.

---

**Discussion:**

The City's EDO continues to attend the Regional Physician Recruitment Committee meetings led by Jill Croteau who is the Physician Recruitment and Retention

Coordinator for Niagara Region. These meetings are attended by Economic Development Officers from other Niagara municipalities.

Port Colborne's CAO and EDO continue to have regular meetings with Ms. Croteau as part of the City's Family Physician Incentive Agreement with the Niagara Region regarding the provision of Family Physician Recruitment services.

The City supported and attended the McMaster Family Medicine Graduation Dinner on June 17, 2022 and will be supporting and attending the McMaster Resident Welcome to Niagara Day on July 4, 2022.

As previously reported on March 8, 2022, an offer was made in December 2021 to an interested family physician who is planning to set-up practice in the City commencing in the fall of 2022.

In addition, an offer was made to another family physician with plans to join the Port Colborne community in August/September of 2022.

City staff and Ms. Croteau will make these introductions at the July 12<sup>th</sup> Council meeting.

---

### **Financial Implications:**

Both new family physicians will be accessing the Physician Recruitment Incentives provided in the City of Port Colborne Physician Recruitment Incentive Policy. The Physician Recruitment Incentive will be paid from a combination of the encumbrance reserve and the 2022 Operating Budget for Physician Recruitment.

---

### **Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Attracting Business Investment and Tourists to Port Colborne
- People: Supporting and Investing in Human Capital

---

### **Conclusion:**

Economically vibrant communities where citizens can live, work, and play are healthy communities and Physician recruitment is an important part of the economic development mix of successful communities. The City of Port Colborne continues to work with Niagara Region's Physician Recruitment & Retention Coordinator and

neighbouring municipalities on joint initiatives and special events to support this process.

---

### **Appendices:**

- a. Presentation - Jill Croteau CHRL, Physician Recruitment & Retention Coordinator, Regional Health Initiatives, Niagara Region Public Health

Respectfully submitted,

Bram Cotton  
Economic Development Officer  
(905) 835-2900 Ex 504  
[bram.cotton@portcolborne.ca](mailto:bram.cotton@portcolborne.ca)

### **Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.