

Physician Recruitment Update

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Jill Croteau, Physician Recruiter, Niagara Region



Niagara Physician Recruitment

Report 2022-142
Appendix A



Recruitment – Marketing

Marketing and Branding

- New website is being constructed to give doctors more of a full service approach niagaradocs.ca
- New marketing material with a fresh new look and feel has been created and additional resources are being added
 - onboarding tools
 - Steps to start working in Niagara
- The website will also hold demographics and planning data so that everyone has access to up to date physician statistics

Recruitment – Engagement

Engagement

- NH and NPR Meet and Greet event featuring MD Financial
- The McMaster R2's graduation dinner on June 17th at Rockway Vineyard.
- The McMaster R1's had their Welcome to Niagara Day on July 4th .
- The Niagara Physician Recruitment Committee continues to support lunches at the campus to offer local support and answer community questions.
- I'll be attending Washington FMX, which is a national US conference for Family Medicine. This will assist with the face-to-face engagement efforts in follow up to the multiple US advertisements that I have posted.
- I will also be attending the FMRQ in September in Montreal for Quebec FM Residents.

Recruitment – New Physicians

- We are welcoming 16 new physicians to the Niagara Region in 2022 who will start in Family Medicine throughout the course of the year.
- 8/9 residents remain in the area in a variety of different roles.
- We are excited to introduce 2 new physicians to the City of Port Colborne and would like to thank them for being present tonight, to introduce themselves.
- Thank you to Dr. Remington, for your continued support in recruitment and teaching residents. This has been a vital part of attracting physicians to South Niagara.

Dr. Jason Van Soelen and Dr. Raven Mancini will be joining Dr. Jeff Remington and Dr. Joe Fraelic at Niagara South Medical.

The word "Welcome" is written in a large, stylized, cursive font. The letters are a vibrant green color with a thick blue outline, giving it a 3D, bubbly appearance. The text is positioned in the bottom right corner of the slide.