

JANUARY-MARCH 2021

# *MEDICAL STAFF RETENTION AND RECRUITMENT*

Quarter 1 Update



## **northern health**

*the northern way of caring*

### *Recruitment Snapshot*

JANUARY 1, 2021 - MARCH 31, 2021

#### **Northeast**

1 Specialist Recruited  
3 GP's Recruited

#### **Northwest**

4 GP's Recruited

#### **Northern Interior - Rural**

4 GP's Recruited

# Medical Student Reachout

## Northern Medical Program

**Year 1 Students** - March 22nd there was a Year 1 Orientation held. Our recruitment team was able to introduce ourselves and meet the students. We discussed our different HSDAs and variety of payment options that Northern Health has to offer. Over 25 students attended this event and was extremely successful.

**Year 2 Students** - We held a 2 hour panel conversation for the 2nd year medical students on March 18th. The students submitted questions before the event that we could focus on and our amazing panelists were able to share their stories and expertise. The panel included Dr. Erin Martin, Dr, Paul Winwood, Brian Young, Dr. Nick Jawanda, and Dr. Aryn Khan.

**Year 3/4 Students** - On March 4th we held an event with the Year 3 and 4 students to discuss the open opportunities Northern Health currently has. Each recruiter was able to introduce themselves and their HSDA. Students had many questions about current and upcoming opportunities which was extremely promising.

Keeping in touch with our Northern Medical Students is incredibly important. We believe that hosting these events consistently to each cohort will help with recruitment once the students are in their final year and start choosing where they wish to practice. We will be creating cards for the graduating students along with a personalized gift from our team.

# University Programs

**UBC MD Undergraduates Event** - In early February our recruiters were able to talk with UBC Medical Students about our Health Authority and different opportunities Northern Health has to offer.

**University of Toronto** - In April our team will be speaking to students in the General Practitioner Anesthesia program about our Health Authority, Northern BC lifestyle and opportunities available.

**UVIC NP Program** - We will be meeting with student in the UVIC NP Program in early April. These students will be graduating at the end of April so it will be very important to outline our opportunities at Northern Health.

## Recruitment Events

**Whistler Anesthesiology Summit** - February 26-27 Dean and Karoline attended the 11th Annual Whistler Anesthesiology Summit. We created a virtual booth and promoted a prize draw to attract attendees. Dean and Karoline were able to see which attendees were online and live chat with them between presentations. This was extremely valuable because the majority of other events will not allow booth sponsors to chat with attendees unless the attendee reaches out to us first. Therefore, this allowed us to make more connections with people we wouldn't necessarily have had the chance to.

**Upcoming Events** - We will be attending the Society of Rural Physicians of Canada (SRPC) at the end of April. In the end of May we will be attending the Rural Health Conference (RHC). Both the upcoming events will be held virtually.