

Best Practices Site Visits & Community Engagement

Engaging Community Champions

The partnership...



Physician Vacancy & Preparing for a Site Visit

Understand the physician vacancy & required skills

- hospital work – in patients, acute care & long term care
- emergency department & after hours call requirements
- physician office – medical clinic hours
- group or solo practice setting

Developing a Community Profile

- The Community Physician Attraction & Retention Committees are an invaluable source of information
- Present details of the community profile to the committee, encourage feedback
- Obtain town web sites, videos & photos
- Include information about schools and religious establishments

Lifestyle...



Community Profile

Introduce a way of life,

Keeping in mind we are recruiting a family.....

and a physician

Create a Job Posting

Create a job posting, including

- Position details such as specialty & type of position
 - full time, part time, number of physicians required
- Group or solo practice - Hospital & Clinic details
- Qualifications & Experience & whether additional competencies are required
- Community profile, pictures, web sites & interesting facts

Advertising

- Websites - Alberta Physician Link, AHS Doctor Jobs
- Facility Community & Fact Sheet presented at Job Fairs
- Keeping in touch with our RPAP consultants, RPAP events to meet with our University Medical Residents
- Following up with leads from national & international RPAP recruitment events; foster relationships
- Word of mouth - Physicians tend to recruit Physicians, leverage & assist our local physicians in attracting others

Applicant Acknowledgement

- Physician Resource will review the CV or resume
 - Do a background search, review interesting articles, etc
 - Acknowledge the applicant by email, with invitation for a telephone call
 - During the call, obtain information about experience, the type of work the physician is interested in, and family interests and requirements
 - Following the call, forward other community information for the physician & family to review

Introduction to Physicians

- Present CV and summarize details of the telephone call to the existing physicians
- Arrange a telephone call or video call for the community physicians to meet the potential candidate
- The purpose of this meeting is for both parties to further understand the vacancy and the candidate as well as an opportunity for the candidate to ask questions about the medical practice.
- Determine if the candidate is qualified and a good fit for the community

Site Visit

- Organize a site visit date that fits into the physician work schedule and Community Physician Attraction & Retention Committee
- The physician resource planner will submit a questionnaire to the potential recruit to learn about areas of interest in setting up a site visit
- Provide questionnaire feedback to the committee, incorporating ideas and develop the schedule for the community tour in partnership with the committee/community

Site Visit – Preparation

- Organization
 - Always provide a site visit itinerary in advance of the visit
 - Include transportation, accommodation and meeting times and locations (navigational details)
 - Minimize uncertainties and confusion
 - Incorporate private or down time through out the site visit, as to not overwhelm and exhaust the guest
 - Consider travel length and time differences

Site Visit Day

FIRST IMPRESSIONS.....

- When possible, welcome, meet & greet the physician (and family) at the airport
- Provide clear accommodation & car rental (consider GPS & child safety seat)
 - Consider a child friendly hotel, perhaps with a swimming pool
 - Consider a SPA gift, if the wife will be spending time alone while the physician is in meetings
 - Consider child activities

Site Visit Day – Medical Community

- Begin the site visit with a welcome meeting of the Community Facility/Medical Director (Chief of Staff) & Vice-President/Site Manager
- Follow up with a hospital tour, showing off the facility & introduction to potential colleagues along the way
- Perhaps have the physician candidate partner or observe another physician for an hour or so

Site Visit – Community Attraction

- Meet with Community Physician Attraction & Retention Committee – or community champions
- Community champion(s) might host pre-arranged school tours, visit religious & banking establishments, sporting venues
- Engage a real estate agent; home showing and answer realty questions

Site Visit – Physician Social

- Arrange an evening supper in a social atmosphere for the physician and spouse to meet peer physicians and spouses
- Physicians recruit physicians – and will recount their stories around relocation, working and living in the community

Site Visit - Closure

- Be flexible – navigate the physician/family through other areas of interest as they arise
- Final meeting to discuss the site visit with the physician, their thoughts and next steps.....
- Provide contact information for further inquiries following the site visit
- Review departure details, coordinate alternate arrangements if there is a flight cancellation, etc.

Site Visit - Debrief

- Physician resource planner will gather site visit feedback from participants and meet with physician leaders to review if the candidate is a suitable “fit” for the vacancy and obtain approval to proceed with the next steps.....
- Physician resource planner will meet with the candidate to review their impression of a community and the site visit, proceeding with the job offer.

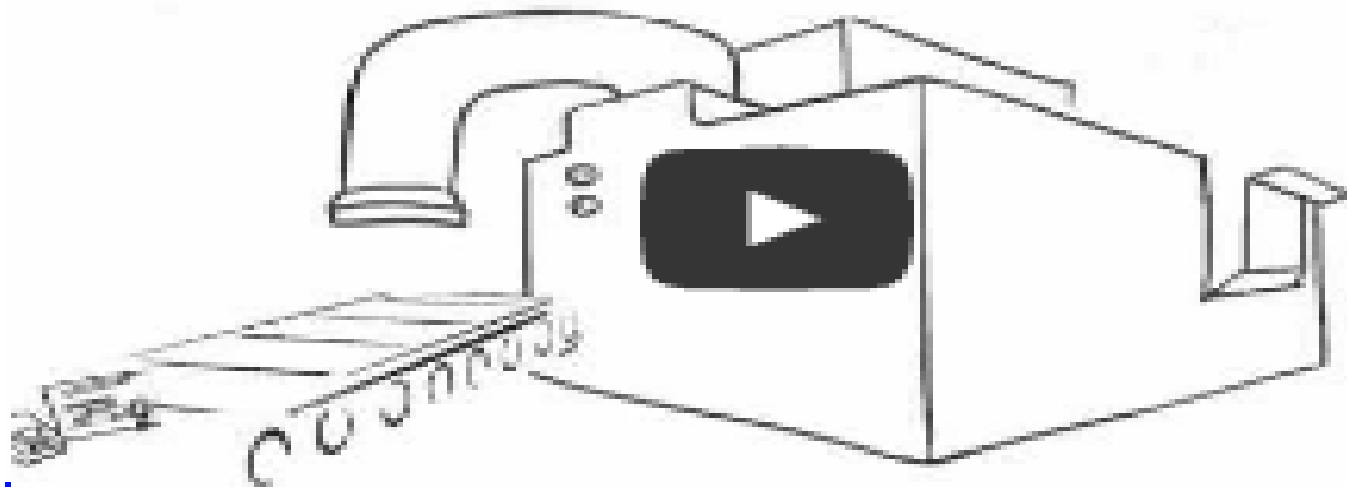
The Courtship Really Begins....

- Navigate the physician through the steps of the recruitment process

College of Physicians & Surgeons Licensure

- Physician obtains & submits original diplomas, certificates and documents to the Medical Council of Canada for source verification and authentication

http://www.youtube.com/watch?feature=player_embedded&v=57PSYd7SBEk



The Courtship continues...

- IMG physician will require AHS Sponsorship for the CPSA application
- IMG physician may require a Labor Market Opinion & AHS Job Offer Letter for the work visa application
- References
- Police Security Check
- Privacy & Confidential Training
- The CPSA may require the physician to undergo a “Assessment” to get familiar with Canadian practices and medicine

Meanwhile, the physician is preparing for the move, downsizing to the camping-out phase...



Physician Arrival in a Community

- Physician arrival details are provided to the Community Attraction & Retention Committee and/or Community Champions!
- The Community partners up with the newcomers, assisting and welcoming the new physician and family
 - A morning breakfast basket might be delivered to the home
 - Offers of transportation

Arrived!



Community Champions - Can Do Attitude

- Assist with realty, banking, telephone service, internet service, child care
- School enrollment
- Invitation to a church
- Keeping in touch with the family & introducing them to community events

All while, respecting family privacy and adjustment phases

Thank you...

Compliments to the Community Physician Attraction & Retention Committees & Members...

- Dedication
- Volunteerism
- Caring
- Giving
- Resourceful
- Humanitarians

.....and always just a telephone call away

Contact Information

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