

Kneehill Regional Doctor Recruitment and Retention Task Force

“ Coming together
is the beginning.

Keeping together
is progress.

Working together...
is success.

~Henry Ford

Bob Long – Reeve Kneehill
County, Chairman of Kneehill
Regional Doctor Recruiting and
Retention Committee

Al Campbell – Councillor
Town of Three Hills, Vice Chairman
and Chairman Retention
Committee



Kneehill Regional Doctor Recruitment and Retention Task Force

Committee is made up of the following communities.

- Carbon
- Acme
- Linden
- Three Hills
- Trochu
- Kneehill County



OVERVIEW

- Population in the Area: 11,000 people
- 2 Clinics located in Trochu and Three Hills
- One hospital located in Three Hills



HISTORY

- Typical rural area.
- Compliment of doctors to more or less handle the patient load.
- Physicians owned the clinic and did their own recruiting after hours.
- This model worked well for the most part until the last few years.
- We found ourselves with basically 2 doctors.



REGIONAL SUMMIT

- Within our County we have a partnership with all municipalities.
- We meet once each year as a whole.
- We draft an agenda and hire a consultant to facilitate the meeting.
- All topics that are included on the agenda are open for discussion.



REGIONAL SUMMIT CONT'D

- Each Municipality participates in the projects that they want at the level they want. One Municipality would take the lead. Topics like:
 - Recreation Funding
 - Grant Writer
 - Shared Services
 - Doctor Recruiting and Retention
 - Medical Clinic



REGIONAL SUMMIT CONT'D

- We pay per capita to give us the operational funds.
- Our doctor recruiting and retention came from this committee.
- Kneehill County volunteered to take the lead on this committee. We supply the meeting space, administration and financial services and whatever else is needed.



KNEEHILL DOCTOR RECRUITING AND RETENTION COMMITTEE

- Each Municipality supplied an elected representative
- 3 CAO's
- Clinic Managers
- Primary Care Network representative
- Members at large from the Community
- Terms of Reference



KNEEHILL DOCTOR RECRUITING AND RETENTION COMMITTEE CONT'D

- Formed Committees specifically
 - Recruiting
 - Retention
- Initially held one meeting per month
- We did a lot of research to find out what others were doing
- Attended RPAP conventions like this



KNEEHILL DOCTOR RECRUITING AND RETENTION COMMITTEE CONT'D

- Had the RPAP Representatives to our meetings and our events.
- Called David Kay, called David Kay, called David Kay!
- Used our recruiter with the Regional Hospital.
- Spoke about recruiting all the time to whoever we thought could help us.



KNEEHILL DOCTOR RECRUITING AND RETENTION COMMITTEE CONT'D

- We started to put together the package
- What did we have to offer?
 - Good location, clean, safe, stable, supportive, active, progressive, new subdivision, up to date recreation facilities, Arts Academy, music programs, gymnastic programs, dance programs, curling, bowling, solid Christian community, choice of 2 schools (Public & Christian)



THE INQUIRY

- Things get tricky
- Coordination of events, responsibilities
- At this point we started to build the relationship.
- We tried to establish a contact person and stayed with that as much as we could.
Tried to get them comfortable.



THE INQUIRY CONT'D

- This is the stage where they start to form an opinion of you, your committee and your community.
- Make contact as soon as you receive the inquiry from an interested physician. E-mail an introduction from our community and committee immediately.
 - Form to help plan the visit.
- Worked with Clinic and Doctors, AHS, RPAP



THE INQUIRY CONT'D

- Organize a visit. We will meet you at the airport, pay for your room, meals.
- Find out what they want to see. (both doctor and family if they are coming)
- Show off your town, your schools, your facilities.



THE INQUIRY CONT'D

- Make sure that everyone is keen and believes that your place is best and coming here is the best decision that they can make.
- Be absolutely honest about what they will find and what to expect.
- Reassure them that if they come we will continue to help and support them and their families.



THE OFFER

- After they have been shown the community, met the clinic staff, the hospital, been taken to the school and introduced to the principal, we try and sit down over lunch or dinner. We ask them if they feel this community is right for them and their families and if it offers them the professional opportunity that they are looking for.



THE OFFER CONT'D

- To help with getting settled we offer a bonus and the contract is discussed.
- It is not about the money. It is about your community.
- These doctors can make a living anywhere in the world, in any community. The choice is going to be about the fit for them and their family members in your community.



THINGS I HAVE OBSERVED AND THINGS I BELIEVE.

- As an elected official or a committee member, one of the greatest services that you can do for your community is to be able to offer each and everyone of your citizens access to a family physician when needed.
- Interested physicians are looking for change both professionally and personally.
- It is not about the money but I will say is very much appreciated.
- This has been an extremely successful venture. It has been met with the greatest support from our area.



ACHIEVEMENTS

- We have brought 7 Physicians to our area.
 - One from the University of Saskatoon
 - Two from the University of Alberta
 - Three from Africa via England
 - One from India via England
 - Currently a local person from Alberta is on our radar.



ACHIEVEMENTS

- From an Economic Development point of view this is a homerun.

- 7 Houses (2-3 million dollars in Real Estate)

- 31 New Residents

- 16 Students in our Schools and Growing

We haven't mentioned the Income from having 7 physicians in our area.

Looking at building a new 3 million dollar clinic.

Two drug stores in town, with one going to add on another 5000 SQ. FT.



CONTACT INFORMATION

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