

Rural VIP No. 5: Attraction & Retention (A&R) Strategies

The fifth survey for the members of the Rural Voice Information Panel (Rural VIP) was sent out February 6, 2020 to 165 members. When the survey closed on February 14, a total of 57 panel members (35%) had completed the five-question survey. This document provides a summary of the responses.

1. Rate your experience with the following attraction strategies:

Good to know

- The most effective attraction activities identified by respondents were **site and community visits** (61 per cent), followed by **connecting with locums, part-time, or temporary health professionals** (35 per cent).
- Attraction strategies that respondents have not used were: **engaging high school students** (44 per cent), **engaging post-secondary health-care students** (26 per cent); and, **networking with medical residents at “Transition to Practice” events** (25 per cent).

Site and community visits



Creating community profiles and information packages



Connecting with locums, part-time, or temporary health professionals



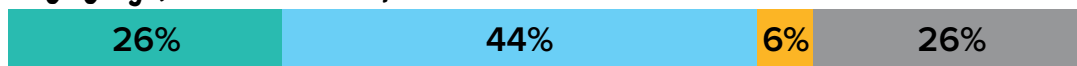
Networking with medical residents at Transition to Practice events



Engaging high school students



Engaging post-secondary health-care students



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

● Most Effective
 ● Somewhat Effective
 ● Least Effective
 ● Have Not Used



RH PAP

Rural Voice
Information Panel
Rural VIP No. 5: A&R

What you said about your experience with attraction strategies:
(sample comment)...

A site visit with in-depth community tour for **both the potential physician and the physician's spouse/partner**. Investigation into the **job opportunities for the spouse/partner** were also included. **Extensive tour** around the town and surrounding areas.

A supper was held with various members representing all demographics in the community as well. It gave the physician and spouse a chance to **visit in a casual atmosphere** and learn more about what our town had to offer."



2. Rate your experience with the following retention strategies:

Good to know

- The most effective retention strategies were welcoming incoming health professionals and their families (59 per cent), followed by appreciation events and activities (34 per cent).
- Overall, almost 75 per cent of respondents found awards and recognition events to be a somewhat or most effective way to support the retention of their community's health professionals.

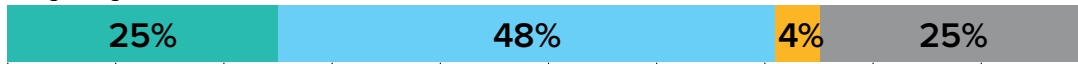
Appreciation events and activities



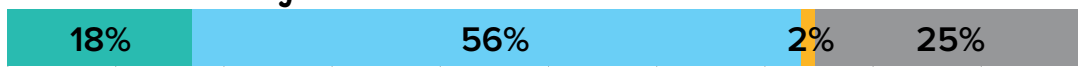
Welcoming incoming health professionals and their families



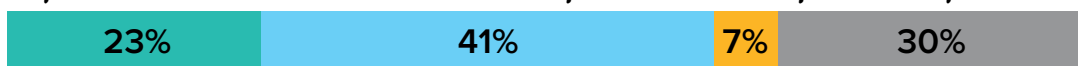
Ongoing check-ins with local health-care providers



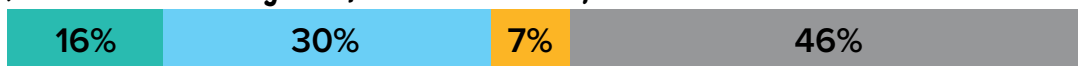
Awards and recognition events



Repeated contact with the health professional's spouse or partner



Specific checklists and support tailored for international health-care providers moving to your community

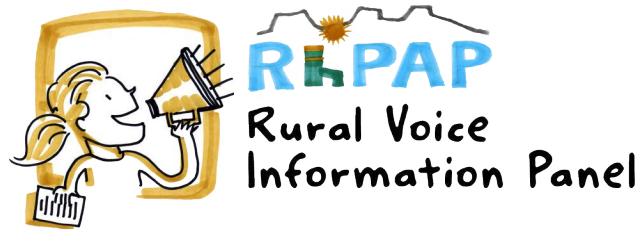


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

● Most Effective
 ● Somewhat Effective
 ● Least Effective
 ● Have Not Used

What you said about your experience with retention strategies (sample comment):

“It is difficult to know why people stay or leave, and correlation is not causation, as we know! We utilise many of these strategies, but I think we’d be hard-pressed to say what works.”

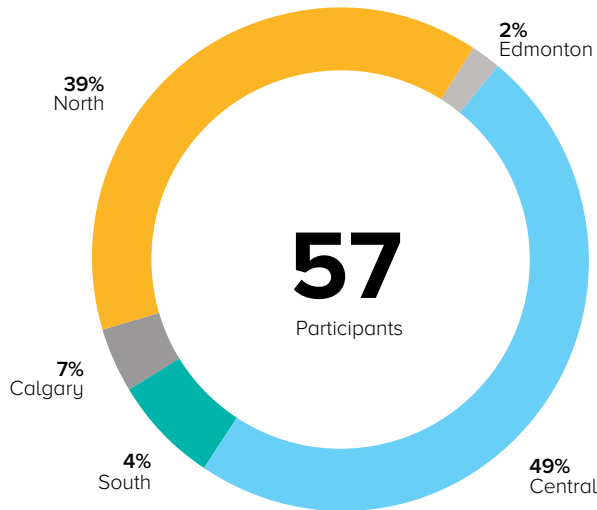


3. Do you have an A&R success story that you would like to share?

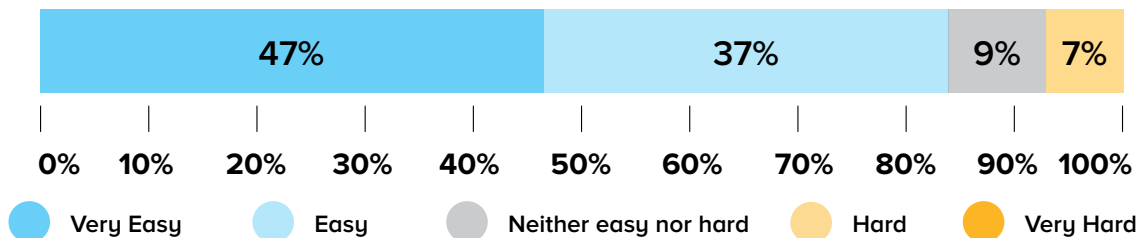
Good to know

- One A&R experience was shared:
“Pre-rodeo pancake breakfast - all staff & health partners”

4. In which AHS (Alberta Health Services) zone do you live?



5. How easy or hard was this survey to answer?



* Totals may not add due to rounding

What will we do with this feedback?

RhPAP will use these survey results to inform our Rural Community Attraction and Retention Program and the activities offered within it, including the support that we provide to rural communities. We will also share your feedback with RhPAP stakeholders across Alberta who are interested in learning about your experiences.

Questions about RhPAP's Rural Voice Information Panel?

Email us at ruralVIP@rhpap.ca