



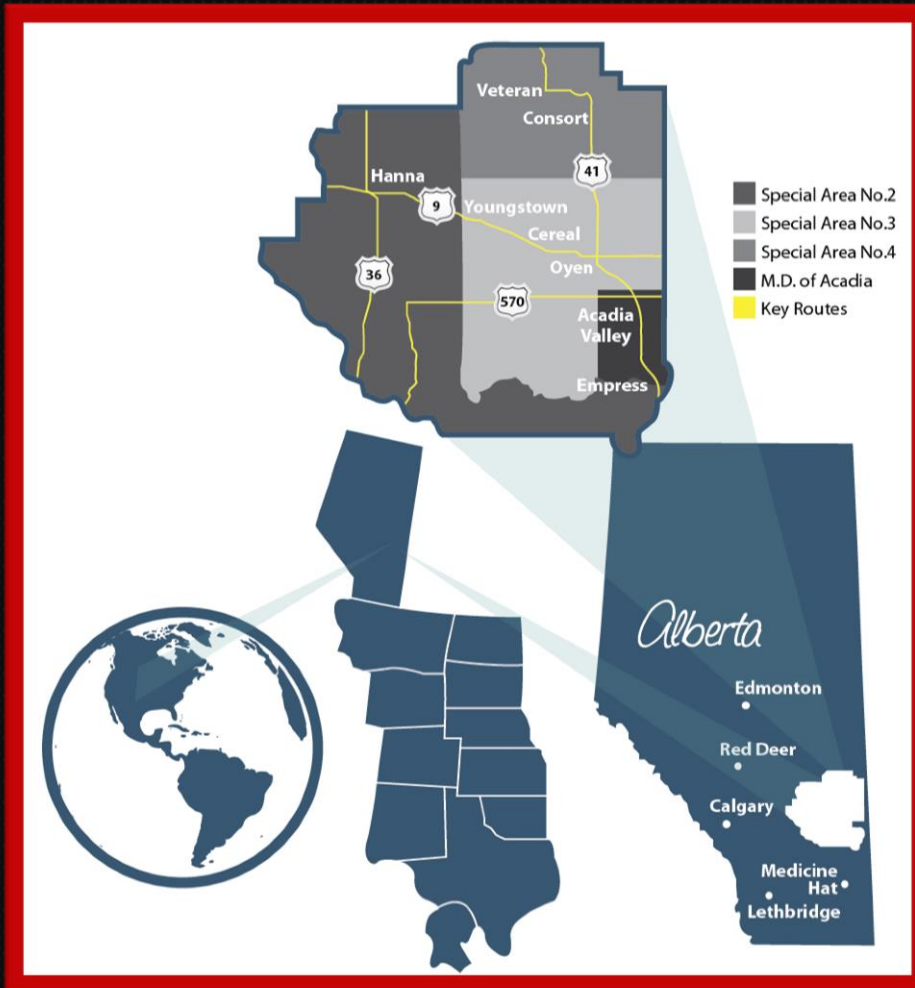
We're **ALL** looking for a **DR!**

We're on the lookout for talented Family Physicians to join our busy Rural medical practice in Oyen, Alberta Canada.

Rethink Rural
physiciancareersinoyen.com



A bit of background...



We work for
SAMDA Economic
Partnership~
A regional economic
development alliance
in SE Alberta covering
the communities of...

- Special Area No. 3
- MD of Acadia No.34
- Cereal
- Empress
- Oyen



We support the Big Country Medical Dental Board to recruit & retain Physicians to the Oyen Medical Clinic.



We're thrilled to take this chance to inspire you and share some of our most effective marketing tactics for recruiting Physicians to a RURAL practice! (and community)

But first some context...
every journey begins somewhere and ours
began with a BIG challenge...

IN 2011..the outlook for recruiting a
Physician in our community was bleak...



2 of our 3
doctors LEFT!

The community strategy for recruiting= let the Dr. do it.

The community had:

- no direction
- no experience
- no marketing
- no website

& no idea where to begin



Now it's 2014...and the outlook for recruiting Physicians is optimistic...

- we've retained 1 doctor
- recruited a 1 year locum
- and a new doctor will begin 3 year contract this Spring

What a difference
a plan makes!



SUCCESS



WHAT PEOPLE THINK
IT LOOKS LIKE

SUCCESS



WHAT IT REALLY
LOOKS LIKE

Some would say we've been successful...
It's been quite a road to "SUCCESS"

Recruiting
Physicians is
challenging and
ever-changing
work...
especially in small
town Alberta...and
you all know this
first hand.



But when it's done right ...it's
truly effective and gleans results.

You also know first hand...
THE RURAL PHYSICIAN RECRUITMENT
REALITY – the fact is...the competition is fierce.

We're all competing against each other.

There is a shortage of Physicians in Canada and hundreds of postings in Alberta on any given day.

Rural AB Communities and Recruitment Committees have very little experience or expertise in Marketing and Recruitment.

Recruitment never ends.

There are many challenges facing us...which means we need to...
be more strategic, embrace innovation and get started!

TO BE MORE STRATEGIC, EMBRACE INNOVATION AND GET STARTED...you must understand the Physician Recruitment environment...

PHYSICIANS & COMMUNITIES HAVE VERY DIFFERENT NEEDS AND PRIORITIES & YOUR PLANS, ACTIONS AND MARKETING MUST REFLECT THIS



**THE PHYSICIAN IS BUILDING
A CAREER**



**MOST RURAL
COMMUNITIES ARE LOOKING
TO PRESERVE MEDICAL SERVICES**

Our primary focus is the Physician...
And it's our job to connect them with what they
are looking for in a career...



But we never forget why we are doing it and how
important it is to our community's success.

All good work begins with a plan!

a plan + great marketing + action = results!





and (EXCELLENT) MARKETING
HAS BEEN THE KEY TO GETTING RESULTS!

SO HOW'D WE DO IT?



SO WHAT DID WE ACTUALLY DO?

FULL RECRUITMENT STRATEGY DEVELOPMENT THAT:



A LIVING
WORKING
PLAN



FOCUSED ON THE INTERNET,
SOCIAL MEDIA AND
HUMAN RELATIONSHIPS



PLACES A HIGH PRIORITY
ON DIFFERENTIATING &
USING NEW AGE TACTICS



WELL-RESEARCHED
AND ACHIEVABLE
MARKETING TACTICS



DEFINES
THE PROBLEM
/ OPPORTUNITY



HAS A BUDGET LINE:
IF YOU DON'T HAVE A BUDGET
YOU AREN'T MARKETING



IDENTIFIES
TARGET MARKETS
AND ACTIONS

PHYSICIAN RECRUITMENT STRATEGY FOR THE SAMDA REGION --- 2011 and beyond!

It is so important to develop new age strategies and programs that support the recruitment and retention of qualified Physicians, in order to continue to build a healthy vibrant growing rural community. Defining our region's competitive advantage and communicating this to prospective physicians and their families will be paramount in bringing new Physicians to the area. Creating networking opportunities and building on local strengths and global opportunities is the future of the SAMDA region. This strategy builds on current initiatives and leverages new opportunities for bringing and keeping Physicians in our Rural community.

CORE BUSINESS:

- 1: Recruit a minimum of two new physicians to the Oyen Medical Clinic in 2011/12.
- 2: Implement a proactive and innovative recruitment and retention PROGRAM for 2011 and beyond.

STRATEGIES:

ST = Short-term strategy
 LT = Long-term strategy
 ON = Ongoing strategy

Strategy: Implement a targeted marketing and awareness building campaign to attract new Physicians to region.		ST	LT	ON
Actions: General Marketing Actions See Appendix A & B for marketing details and examples See Appendix C for Current 'Physician Professional Support' Package details	<ul style="list-style-type: none"> • Research current provincial, national and international physician 'market' to better understand needs and identify our competitive advantage 	X	X	X
	<ul style="list-style-type: none"> • Create a proactive and aggressive marketing campaign and awareness building strategy. <ul style="list-style-type: none"> ◦ Website ◦ Facebook Page ◦ Twitter Account (new) ◦ Advertisements in targeted Medical Journals & Online Physician portals 	X		X
	NOTE: Marketing campaign & awareness building initiatives launch on or before June 30 2011. The competitive advantages in the 'Professional Support Program' needs to be OPENLY shared, including the incentives and true financial competitive advantage of selecting the Oyen Medical Clinic practice over other practices provincially, nationally and internationally.	X	X	X
	<ul style="list-style-type: none"> • Assess and update 'Physician Professional Support Package' as required 	X	X	X
	<ul style="list-style-type: none"> • Assessment & definition of the following: <ul style="list-style-type: none"> ◦ Define a 'red carpet' offer for any interested Physician's wishing to check out our community – including hotel, food, tour of the area and special add-on gift(s). ◦ Local healthcare professionals and the promotion of their current 	X	X	X

THE FOUNDATION OF OUR STRATEGIC RECRUITMENT PLAN:

MARKETING

If you don't know your target market...your marketing won't make sense...

Our Two Main Target Markets

Physicians



This group wants a job

www.physiciancareersinoyen.com

Our Local Community Members



This group wants a DR.

OUR MARKETING PLAN INCLUDES TACTICS

THAT ARE COMPLETELY BASED ON OUR TWO TARGET MARKETS

WEBSITE

SOCIAL MEDIA

GREAT IMAGES

LEAD GENERATING
SYSTEM

SITE TOUR
PROTOCOL

VIDEO





We're rolling out the RED CARPET for you! Come and visit our community to see if it's a good fit for you and we'll cover the costs! Click for details >>>



physiciancareersinoyen.com

WEBSITE





We're looking for a **DR!**

Handwritten signature
Oyen Family Physician
 CAREER OPPORTUNITIES

Physician careers in Oyen
135 likes

✓ Liked ✓ Following Message *



Community
We're on the lookout for talented Family Physicians to join our busy rural medical practice in Oyen, Alberta Canada.



👍 135



About – Suggest an Edit

Photos

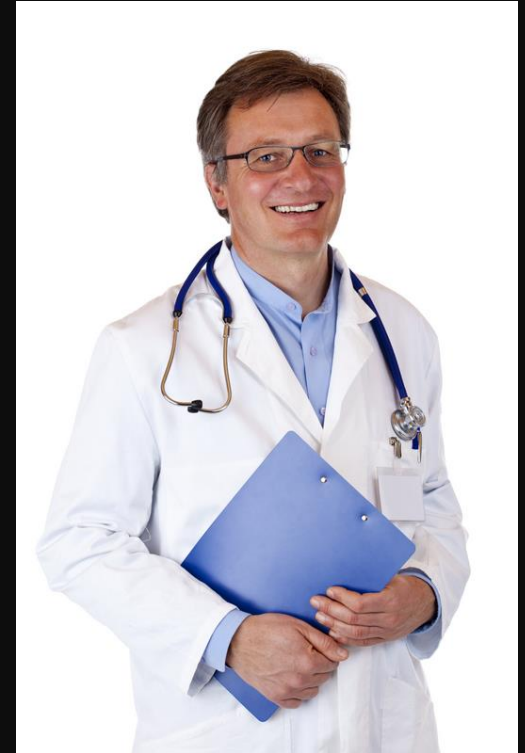
Likes

Videos

SOCIAL MEDIA PRESENCE



GREAT IMAGES





LEAD GENERATION SYSTEM


Oyen Family Physician
 CAREER OPPORTUNITIES

We're rolling out the **RED CARPET** for you!

Come and visit our community to see if it's a good fit for you and we'll cover the costs!

We're Offering...

- A sleepover at the **Canalta Hotel** in Oyen
- A grand tour of our **community** and the **Oyen Medical Clinic & Big Country Hospital** in Oyen
- A great meal
- A surprise gift

For more information contact:

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 Big Country Medical Dental Board Chairman
 403-664-1107
 councillor.peers@mdacadia.ab.ca

Andrea Thornton
 403-664-1241
 andrea.thornton@gov.ab.ca





SITE TOUR PROTOCOL

KEY CHARACTERISTICS OF OUR MARKETING TACTICS

This is where our marketing stands out...



SHARE A POSITIVE PROACTIVE MESSAGE: AT ALL TIMES



A COMMITMENT TO BE EXCELLENT... CAUSE THE COMPETITION IS TOUGH



LEVERAGE TECHNOLOGY: INTERNET & SOCIAL MEDIA



BE RELATIONSHIP-BUILDING FOCUSED



INCLUDE HUMOR AND HUMANS

THE REAL POWER OF OUR MARKETING:

**SIMPLE MESSAGING:
CLEAR DIRECTIONS
AND
HONEST PORTRAYALS**

**WEB, SOCIAL MEDIA,
PRINT, HUMAN
INTERACTIONS:
ALL MATCH**

**BUILD ON OUR
COMPETITIVE
ADVANTAGE:
RURAL**

**INCLUDE
HUMOR
AND
HUMANS**

OUR MARKETING SHOWCASE:

Rethink Rural
physiciancareersinoyen.com

We're looking high and low for a...
DR!

We're on the lookout for talented Family Physicians to join our busy Rural medical practice in Oyen, Alberta Canada.
It's You.

Oyen Family Physician
CAREER OPPORTUNITIES



OUR WEBSITE



VIDEO



LURE CARDS



SOCIAL MEDIA



Amazing Rural Career Opportunity For Family Physicians

Physician Careers

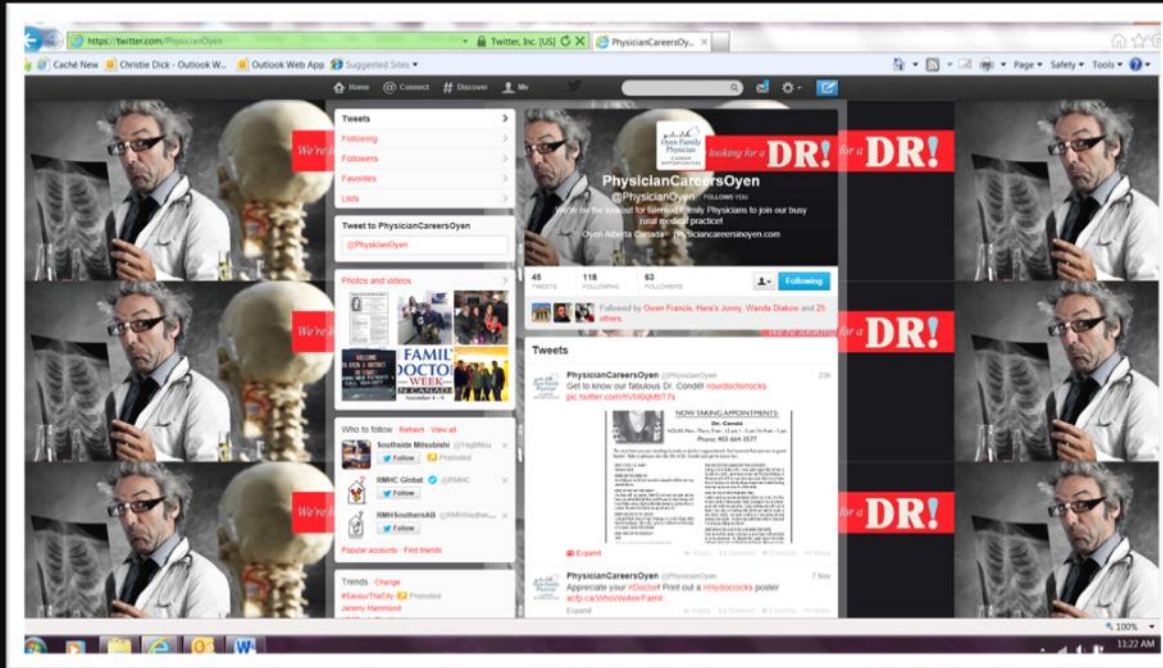
[OUR WEBSITE](#)



SHARING PERSPECTIVE
DR. PETRA MULLER



VIDEOS



TWITTER: www.twitter.com/PhysicianOyen

FACEBOOK:
www.facebook.com/physiciancareersinoyen

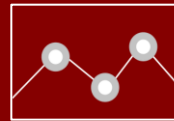
SOCIAL MEDIA



OUTCOMES AND STATS: OUR PROOF IT'S WORKING

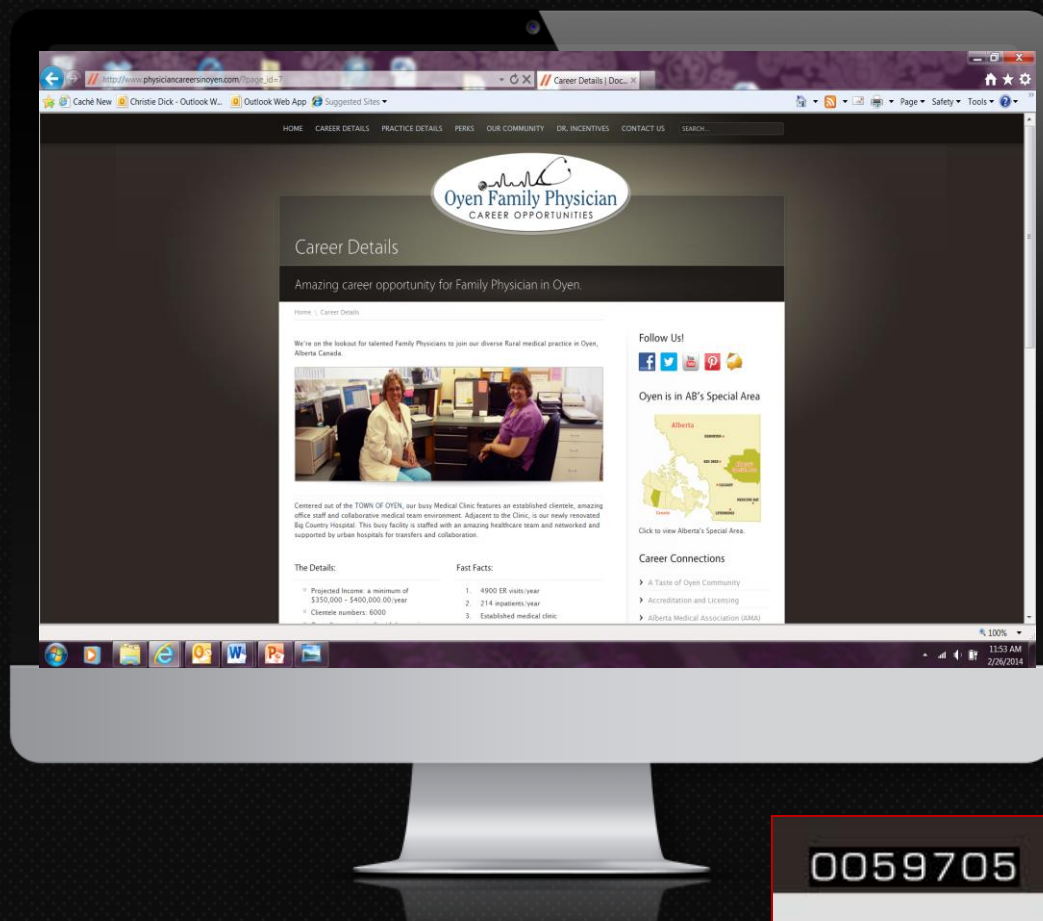


WEBSITE
LEADS / STATS



SOCIAL MEDIA
OUTCOMES / STATS

WEBSITE – physiciancareersinoyen.com



To Date over 59000 views

- Accomplished through strategic name and SEO
- 3 leads from the site last month alone

Benefit:

- A very low cost way of recruiting and great way to build awareness and generate leads

The facts: Physicians search for new careers online just like the rest of us.

0059705

SOCIAL MEDIA

OUTCOMES / STATS

Social Media is undeniably the best way to engage people right now.



Facebook

facebook.com/physiciancareersinoyen

135 Likes

Perk: Very High local community engagement



Twitter

@PhysicianOyen

71 followers

Perk: our following includes our newly recruited Dr.



Retention Post

- post created a spike in statistics and actively engaged 93 people with a reach of 1099.

Recruitment Post

- post created a spike in statistics and actively engaged 77 people with a reach of 1082.

OUTCOMES AND STATS

OUR PROOF IT'S WORKING

Big Country Hospital



**BIG THINGS
YOU
MUST DO!**

It's You.

Rethink Rural
physiciancareersinoyen.com


Oyen Family Physician
CAREER OPPORTUNITIES



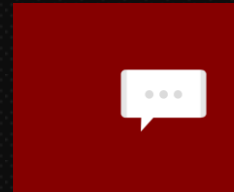
We're on the lookout for talented Family Physicians to join our busy Rural medical practice in Oyen, Alberta Canada.

OUR TIPS & ADVICE:

ON THE BIG THINGS YOU CAN DO TO MAKE YOUR MARKETING EFFECTIVE



MAKE A LIVING WORKING PLAN



**SPEND MONEY: CREATE A BUDGET LINE
(OUR COSTS: \$3000-\$5000/YEAR)
(RPAP GRANT)**



**ONLY USE PROFESSIONALLY DESIGNED
IMAGES, WEBSITE – IT'S WORTH THE
INVESTMENT**



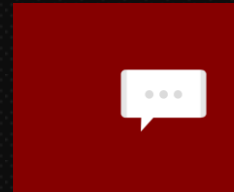
**ALLOCATE SKILLED RESOURCES (IF YOU
DON'T HAVE THEM, FIND THEM)**

OUR TIPS & ADVICE

ON THE BIG THINGS YOU CAN DO TO MAKE YOUR MARKETING EFFECTIVE



THE PHYSICIAN IS YOUR CUSTOMER &
YOU (& YOUR COMMUNITY)
ARE THE PRODUCT



USE THE RESOURCES YOU HAVE
STRATEGICALLY (AND STOP SAYING YOU
DON'T HAVE ANY)



DO SOMETHING DIFFERENT THAN
OTHERS & COMMIT TO EXCELLENCE



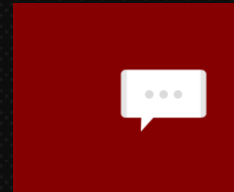
GO GLOBAL: USE THE INTERNET AND
LEVERAGE INTERNATIONAL MARKETS

OUR TIPS & ADVICE:

ON THE BIG THINGS YOU CAN DO TO MAKE YOUR MARKETING EFFECTIVE



**ENGAGE COMMUNITY: USE
COMMUNITY TO MARKET AND
SHARE THE MESSAGE**



**SHARE PROACTIVE POSITIVE MESSAGE
AND ALLOW PEOPLE TO SHARE IT
ANYTIME, ANYWHERE**



**BE ORGANIZED, CONSISTENT
AND HAVE FUN!**

FIND US....



Oyen Family Physician

CAREER OPPORTUNITIES

www.physiciancareersinoyen.com

Thank you for having us here today...



QUESTIONS & ANSWERS