

Events and Site Visits

Physician Recruitment Events

Physicians have a requirement to keep up their professional development and they often do this through academic conferences for their specialty or group of specialties. There are often opportunities to attend these events and offer a booth for recruitment.

Recruitment events come with a significant cost and a large amount of preparation but can be valuable to highlight your community to potential recruits and make face-to-face connections.

NSH attends dozens of these events per year, usually with physicians who help at the booth. A community recruitment committee or its members can attend these events and register for a booth. Connect with the physician recruitment consultant in your zone to find out how you can get involved.

A good practice is having a local physician attend with you as it is helpful to have a representative who can speak to the realities of working as a physician. When making a large decision, it's best to hear about the experience of a peer.



Smiling faces from Antigonish Academic Day for Physicians

Consider these when producing or obtaining for a booth display:

- A printed banner or backdrop
- Nova Scotia travel guide for their region
- Community Description and facility photos and descriptions
- Health Care Foundation Report
- Local regional economic development guides or community guides
- More than Medicine+ booklets or other NSHA recruitment materials from the physician recruitment consultant in your zone
- Prize draws as a way to acquire contact information and keep in touch with potential recruits
- Something unique to draw attention to your booth. (*see the profile for Yarmouth p.30*)

Yarmouth Case Study

Lobster for a Year!

In order to win the attention of doctors coming into Nova Scotia and those already in the community, the Yarmouth and Area Chamber of Commerce sponsored a contest to win lobster for a year. After the community felt the effects of losing a valuable anesthesiologist, Yarmouth decided to increase their efforts to support recruitment for a replacement. During the Canadian Anesthesiologists' Society meeting in Calgary, Yarmouth had no problem attracting attention thanks to the lobster draw.

The Yarmouth and Area Chamber of Commerce set up a booth among the official health recruiters and businesses, along with a sign that said: win lobster for a year! This was a fantastic way to draw people in and talk about the lifestyle in Yarmouth and it left a very positive and lasting impression on those attending the meeting.

From generating such a large interest in the contest, the team left with 60 names of potential anesthesiologists, some of which offered to work a locum or temporary term, while others said they'd consider moving to the region.

Another successful giveaway was lobster shaped USB sticks, which were extremely popular at the event. It was a perfect promotional tool to improve awareness of the community of Yarmouth, and something for potential physicians to physically use in their day-to-day lives.



Recruitment across Canada Case Study

A Collaborative Effort

In September 2019, NSH partnered with Doctors Nova Scotia (DNS) and Dalhousie University to bring forward a networking event for family medicine residents at the Dalhousie Family Medicine Education Weekend in St. Andrews, NB. The event was held at the Algonquin Resort and attended by a large contingent of NSH physician recruitment consultants, physicians, and communities.

Each zone had community representation to ensure Dalhousie Family Medicine residents were aware of the many options and needs for their skills. NSH and DNS hosted a wine and cheese event on the first evening of the weekend event. The casual atmosphere encouraged residents to relax without the booths and formalities of a typical job fair. It was the perfect opportunity for community members to meet some of the residents in a comfortable setting.

“We received great feedback from this event. Residents stayed until 11 p.m. and were able to have genuine conversations with all Nova Scotia representatives,” says physician recruitment consultant Mindy LeBlanc.



Nova Scotia communities had their time in the spotlight at the job fair. As residents visited different booths, they were introduced to many wonderful things from Nova Scotia: maple syrup from Truro, apples from the Annapolis Valley, and Peace by Chocolate from Antigonish. Each community brought something representative of their area that created a lasting impression. This connection between community and recruitment was facilitated by the partnership between NSH physician recruitment consultants, physicians, and community members. Recruiters were able to connect with community navigators and committee members from across the province they otherwise would not be able to meet.

Hosting Local Recruitment Events

You can travel to find physicians but you can also recruit right at home!

You have the ability to make an impact by hosting events for medical learners, potential recruits and established physicians at home.

Some ideas and samples include:

- **Community dinners** with local physicians and community members
- **Fun activities** for visiting medical students
 - Cape Breton and Antigonish host a “Home for the Holidays” networking social for medical learners during the winter holiday season.
- **Host community socials** for professionals in the region
 - Physician groups in Glace Bay, Guysborough, and Antigonish take potential recruits out for boat rides, swimming, deep sea fishing, and more.
 - Physicians in Antigonish stay connected through organized social events for the entire family, including a spring lobster boil.
 - Community groups in Cumberland take physicians out on an annual winter sleigh ride and deliver treats of appreciation to the hospitals.
- **Create invitations** and “save the date” posters and share widely.
- **Host a Physician Appreciation Event** like community members and physicians in Yarmouth, or a Welcome Event like those in Kentville.

Yarmouth County Community Facts

YARMOUTH COUNTY is a rural community in Nova Scotia, Canada. Residents have primary roots in traditional Anglo-Scottish, Acadian French and First Nations cultures. The area offers significant inland wilderness areas including over 365 lakes, 1000 kms of oceanfront and several major rivers. The county is comprised of three municipalities: The Town of Yarmouth, the Municipality of the District of Yarmouth and the Municipality of the District of Argyle. The Town of Yarmouth is the regional hub for Southwest Nova Scotia.






TOP 4 Industries <ul style="list-style-type: none"> • Fishery • Health Care • Retail • Tourism 	 24,902  Area: 2125.70 km ² Density: 11.5 per sq km  Med. Age 48.8
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10 Elementary (English & French) 5 Secondary (IB, English & French) 3 Post Secondary	Regional Hospital 5+ Clinics 5+ Family Resource Centres
Avg. Rent \$688 Avg. Housing Sales \$147K - \$175K Parks, Trails, Beaches, Indoor & Outdoor Recreation facilities, and Arts & Culture.	National Banks, Financial Services, Accountants, Lawyers, Insurance Agencies available Town Bus, Shuttle, Taxi, Ferry, Charter Plane available

Together we are more
 Saint Marthas

ST MARTHA'S REGIONAL HOSPITAL

Hopes and Dreams

SEE YOU ON SEPT 15!!

WHAT: Outdoor family picnic, entertainment and activities for all. BBQ, kids corner, live entertainment, Photo Booth, yoga, Peace by Chocolate.

WHERE: Upper parking lot, St. Martha's Regional Hospital, Antigonish

WHEN: 12-4 pm September 15, 2019. Admission FREE. Come one come all! Bring your picnic blanket/ chairs and enjoy.

Be part of a "human chain" surrounding St. Martha's Hospital for a memorable photo highlighting "Together We Are More".

For more info visit:
 Hopes and Dreams Event for St. Martha's Regional Hospital

98.9 XFM
 Nothing But Hits

Resources: There are many free online resources that help with promoting events, and collecting registrations and contact information, like Canva and Event Brite.

Site Visits

The people who know best about a community are those that live there. Communities can contribute by helping tour potential recruits and their families. Many Nova Scotian communities have found site visits, or “red carpet events,” to be very effective recruitment tools and recommend them to others.

Site visits are essentially personalized tours for potential recruits to showcase the benefits of living and working in a community.

NSH physician recruitment consultants invite potential and prequalified physician candidates who are eligible to work in Nova Scotia through the **NSH Site Visit Incentive Program:**

recruitment.nshealth.ca/incentives

Site visits are dependent on a physician’s schedule and often involve several communities and areas. NSH recruitment staff work with communities to create the best possible experience with the notice and timelines that are provided by interested physicians.

To optimize site visits, the Truro and Colchester Partnership was recently supported by the Culture Innovation Fund: Healthy Communities Funding Stream to train and develop a more diverse welcoming volunteer network for physicians and families. A more diverse volunteer pool allows the community to react to the social interests of physicians and their families and create a more welcoming environment when they are considering where to live.

Tips & Tricks

Think back to what makes your community unique. Connect with your NSHA physician recruitment consultant to ensure they know about new or upcoming community events and traditions. This way, everyone is involved in making the site visit a visit to remember.



Site Visit Case Study: Antigonish

In 2019, Antigonish physicians and members of the community gave two physicians a remarkable tour. More than 40 people, including physicians and community members, participated in this site visit to welcome the new potential doctors. The three-day visit included a host of activities, like a town tour of the local schools, St Francis Xavier University, town library, and hospital. A “meet and greet” was also held at St. Martha’s Regional Hospital where more than 25 physicians and nursing staff came to say hello and share their stories over cups of coffee.

The physicians received an extremely warm welcome to Antigonish by committed community members and physicians who made an incredible impression.

On the first evening, local doctors hosted a dinner at their home for the physicians and were joined by nine other family physicians and specialists. The Mayor of Antigonish and Warden of Antigonish County joined the visit on the second afternoon. They hosted a lunch at a local restaurant and provided tons of important information on services offered in both the town and county. They even brought the physicians on a hike at the incredible Keppoch Mountain so they could take in the view.

Later at the Antigonish Town and County Library, members of the community came to discuss local cultural events and programs including the Antigonish theatre and Special Olympics. The physicians were also given a tour of the local elementary school by the principal April Weaver and were shown scenic neighborhoods and properties by local real estate agent Lisa Gourley.

