

A R I O

CONNECTION

A Status Update for Today's Health Care Recruiter



Brad Sinclair, Transition Lead, HealthForceOntario
Marketing and Recruitment Agency

WORKING TOGETHER STRONGER TOGETHER

Welcome to the inaugural edition of *Connection*, an ongoing update from the HealthForceOntario Marketing and Recruitment Agency. HealthForceOntario (HFO) is the health human resources strategy created by the provincial government to increase the number of nurses, doctors and other health professionals working in Ontario. The HFO Marketing and Recruitment Agency is a key component of this strategy and encompasses a range of recruitment tools, services and projects.

Collaboration is a core theme of HealthForceOntario. By working with the HFO Marketing and Recruitment Agency, each municipality, town or organization in Ontario will have access to a wide range of sophisticated resources and expertise. These tools will enable each constituency to create a truly coordinated and successful recruitment program for doctors, physician assistants and nurses.

HFOJobs (HealthForceOntario.ca) is central to HealthForceOntario's nationwide and even international outreach approach. It is a free and easy-to-use job portal that offers both employers and job-seekers online access to the most comprehensive health care job site in Ontario. It enables employers to post physician and nurse job opportunities, and community profiles free of charge. Job-seekers, in turn, enjoy fingertip access to the largest listing of health care career opportunities in Ontario. Today hundreds of physician and nurse jobs are listed on HFOJobs.

The HFO Marketing and Recruitment Agency also offers services that complement the job search process. The Agency recognizes that moving to Ontario is more than a career choice: it's a family and lifestyle decision. To make this personal and professional transition easier, Agency advisors offer case-by-case counselling and advisory services to Ontario-bound physicians and physician assistants. HFO staff provide information about coming to Ontario, working in Ontario and living in Ontario.

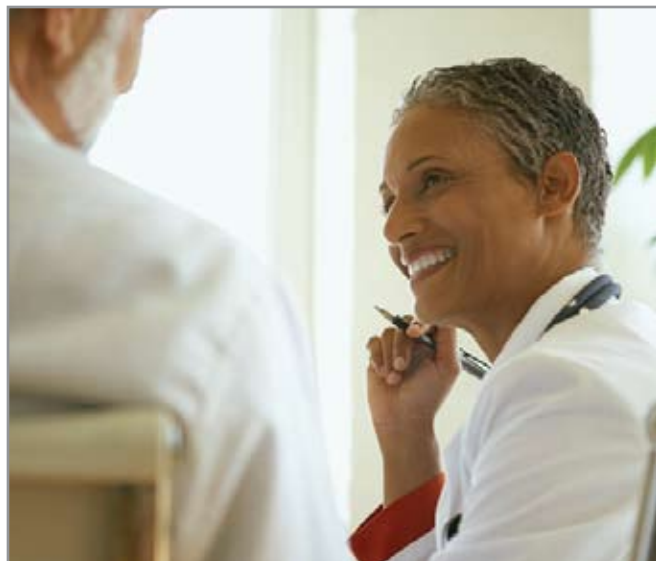
We invite you to visit our website at HealthForceOntario.ca to learn more about us. Our goal is to show the world what Ontario has to offer.

Brad Sinclair, Transition Lead, HealthForceOntario Marketing and
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Marketing and
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285 Victoria Street
7th Floor
Toronto, Ontario
M5B 1W1

Local: 416-314-4409
Toll Free: 1-800-596-4046
info@healthforceontario.ca



With HFOJobs, recruiting a new doctor or nurse for your community or health care facility is just a mouse click away.

ATTRACT THE RIGHT PROFESSIONALS WITH HFOJOBS

You're short-staffed. You're worried about patient care. You're wondering about the patients who aren't receiving care. And right now you're asking, "What more can I do to fill that empty health care position?"

Log on to HFOJobs at HealthForceOntario.ca!

HFOJobs is the most comprehensive health care job site in Ontario. It is an easy-to-use job portal that enables employers and health care recruiters to post physician, nurse and locum job opportunities free of charge. You can create and manage your own site and post as many positions as you want. And because HFOJobs is a key marketing and recruitment tool in the HFO strategy, its network search capabilities can reach national and international job seekers.

Marketing staff from the HFO Marketing and Recruitment Agency travel throughout the year to ensure an ever-growing awareness of and traffic path to HFOJobs. In turn, this exposure brings national and international interest to job openings, individual facilities and local communities.

HFOJobs

Web: www.HealthForceOntario.ca

E-mail: HFOJobs@hfojobs.ca

Toll Free: 1-800-463-1270

Local: 416-597-3650

Fax: 416-979-3228

PROMOTE YOUR FACILITY OR COMMUNITY WITH HFOJOBS

HFOJobs enables you to create a flexible, online employer and community profile. This is your opportunity to let the rest of us know how great it is to work and live in your town or region. Highlight cultural programs and recreational offerings. Feature your friendly lifestyle and geographical diversity. You can choose from five attractive templates and colour schemes to personalize this profile.

The HFOJobs site also provides easy-to-follow instructions and access to a support team for posting assistance or more information.



Create an online employer and community profile that can be updated on the HFOJobs site.



Spreading the HealthForceOntario message at the Northwestern Ontario Municipal Association (NOMA) Annual General Meeting in Dryden, Ontario. (left to right) Jennifer Gordon, Marketing Coordinator, HealthForceOntario Marketing and Recruitment Agency; Bill Paterson, Director, Community Relations, Infrastructure Ontario; and Ken Taniwa, Executive Director, NOMA

ON THE ROAD WITH HEALTHFORCEONTARIO

The HFO Marketing and Recruitment Agency is on the road throughout the year to promote Ontario and HFOJobs to national and international medical conferences, Ontario recruiters and key medical organizations. Over the past year, the Recruitment Agency has visited California, Pennsylvania, New York and Missouri in the U.S.; British Columbia, Ontario and Quebec in Canada; and Brighton, England overseas. The Agency also advertises in a number of print and digital media.

In Spring 2007, HFO staff travelled to the Federation of Northern Ontario Municipalities Conference in Kirkland Lake and the Northwestern Ontario Municipal Association Annual General Meeting in Dryden, Ontario. At each event HFO personnel spoke to local health care recruiters and government officials about HFOJobs and the advantages of a coordinated, seamless recruitment effort, centralized at HealthForceOntario.

HFO recruitment activities have reached more than 14,000 physicians to date.



HealthForceOntario at the 2007 Federation of Northern Ontario Municipalities (FONOM) Conference in Kirkland Lake, Ontario. From the HealthForceOntario Marketing and Recruitment Agency: (left to right) Carla Gomez, Marketing Coordinator; Brad Sinclair, Transition Lead; and Lynn Bury, Director, Marketing and Recruitment; and from HFOJobs, Susan Adair, HFOJobs Project Coordinator.

We would be pleased to visit your community to talk with you about HealthForceOntario. Just give us a call at:

Local: 416-314-4409

Toll Free: 1-800-596-4046



Click on HealthForceOntario.ca for a broad range of health care topics.

HEALTHFORCEONTARIO.CA, MAKING ONTARIO THE “EMPLOYER OF CHOICE”

Whether you're a health care graduate seeking that first job, a seasoned practitioner looking for career advancement or an employer searching for the newest member of your health care team, HealthForceOntario.ca can help you achieve your goals. In addition to connecting communities and job seekers through HFOJobs, the site also promotes Ontario and all that the province has to offer in terms of lifestyle and career choice.

HealthForceOntario.ca is also:

- A vehicle to provide information about educational requirements;
- A user-friendly guide to navigating the health care educational/employment system; and
- An information resource for the many health care careers and vast employment opportunities available in Ontario.

The website also provides an overview of two core components of the HFO Marketing and Recruitment Agency: the Access Centre for Internationally Educated Health Professionals and the Emergency Department Coverage Demonstration Project.

Located within the Marketing and Recruitment Agency facilities, the Access Centre is a place where internationally trained and educated individuals can learn how to qualify for professional practice in Ontario's regulated health professions. The Centre offers a range of information, advice and services to support newcomers through the licensure and registration process. All Access Centre services are free.

The Emergency Department Coverage Demonstration Project (EDCDP) is another Agency venture that is making a difference in communities across the province. Through its efforts, the EDCDP is keeping Emergency Departments (ED) open by matching qualified ED physicians with understaffed hospitals throughout Ontario.

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SEND US YOUR SUCCESS STORIES!

Have you used HealthForceOntario or HFOJobs to successfully recruit a doctor, nurse or locum physician to your community? Let us know. We will promote the appointment in your local paper and do a feature story in the next edition of *Connection*.

Send all submissions to:

Judith Pearse, Communications Coordinator
HealthForceOntario Marketing and Recruitment Agency
J.pearse@healthforceontario.ca