

connection

PARTNERING WITH ONTARIO'S HEALTH-CARE STAKEHOLDERS

AUGUST 2010 | ISSUE 3

Published quarterly by HealthForceOntario Marketing and Recruitment Agency

This issue focuses on two successful HFO MRA events: the *Stronger Together: Collaboration in Health Human Resources* symposium and an *Evening of Celebration* for international medical graduates who achieved a 2010 residency placement.



Brad Sinclair
Executive Director, HFO MRA

Leveraging the power of partnership

*Coming together is a beginning.
Keeping together is progress.
Working together is success.*
- Henry Ford

Since its inception, HealthForceOntario Marketing and Recruitment Agency (HFO MRA) has been committed to working together with our stakeholders. And our recent *Stronger Together: Collaboration in Health Human Resources* symposium is tangible proof we intend to 'walk the talk'.

Helping you recruit is why we developed the Community Partnership Program, and why our Community Partnership Coordinators (CPCs) are located in each of your LHINs. After all, we can't possibly market your own cities/towns, communities and regions better than you.

Over the past year, our CPCs worked with more than 2,000 HHR stakeholders throughout Ontario, and engaged in over 1,200 community visits. They're working with you, your communities and your employers to improve your HHR recruitment readiness with tools, strategies and resources. (Recruiter U, our online toolkit of best practices for recruitment success across Ontario, is a perfect example.)

The relationships are working. Since 2007, HFO MRA has worked with you and your communities to help repatriate and recruit more than 300 physicians; we're assisting 500 others with licensing and certification, immigration and job search; and we have a database of over 8,000 more who have expressed an interest in relocating in the future.

We're also working with you to retain our domestic health-care providers. With your input and support, we rolled out Practice Ontario, a new dedicated job-search and career-assistance service that links postgraduate medical residents with our CPCs. We launched the initiative in partnership with the University of Toronto's medical school and will be doing the same at other medical schools in Ontario in the near future.

These and other innovative partnerships are evidence we really are stronger together. And now that the symposium has brought us together, we'd like to stay together and work together. Our collective success in HHR depends on it.



It was a great day to listen, learn and network at the *Stronger Together: Collaboration in Health Human Resources* symposium. For the many delegates who responded to the event survey, the most beneficial part of the day was getting an understanding of how HealthForceOntario (HFO) and HealthForceOntario Marketing and Recruitment Agency (HFO MRA) work, and how the Strategy and Agency programs and services can work for their community. Above: **Dr. Joshua Tepper**, Assistant Deputy Minister, Health and Long-Term Care, delivers his keynote address. For more photos from the symposium, visit www.HealthForceOntario.ca/connection.

Symposium feeds hunger for HHR knowledge

What lessons can the art world teach the health-care sector?

What are the 3 Cs, and why are they so important to recruiting physicians?

What does computer modelling tell us about the future of Ontario's health-care workforce?

These intriguing questions—and many more—were answered at our recent health human resources symposium in Toronto.

The event attracted more than 400 HHR delegates from across the province, nearly triple the number expected. They came from professional medical associations, medical schools, municipal government, recruitment and retention committees, hospitals, Local Health Integration Networks and others.

In her welcome address, the Honourable **Deb Matthews**, Ontario Minister of Health and Long-Term Care, said it best.

"The large turnout today is evidence there's a strong appetite to learn from each other...and, really, this is what happens when you bring the right people with the right skills to the right place."

The full-day event featured panel presentations and plenary sessions from representatives of the Ministry of Health and Long-Term Care and HFO MRA as well as from **Dan Faulkner** of The College of Physicians and Surgeons of Canada; **Dr. Sarah Newbery**, a physician from the award-winning Marathon Family Health Team; and **Ivy Lynn Bourgeault**, a professor at the University of Ottawa who is also the CIHR/Health Research Chair in Health Human Resources Policy.

Symposium Presentations Now Online

If you missed the *Stronger Together: Collaboration in Health Human Resources* symposium, you can now watch many of the presentations online at www.HealthForceOntario.ca/symposium.



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Doctors in the house at IMG celebration dinner



Successful IMG clients celebrate with **Joan Lesmond**, HFO MRA Board member (front row left), the Honourable **Dr. Eric Hoskins**, Minister of Citizenship and Immigration (front row centre) and the Honourable **Deb Matthews**, Minister of Health and Long-Term Care (front row right).

Unbridled joy, overwhelming gratitude and just plain relief—the emotions ran the gamut for the group of international medical graduates (IMGs) who attended the 2010 *Evening of Celebration*.

Hosted by HFO MRA's Access Centre for a second-consecutive year, the event celebrated the achievements of the 202 IMG clients who successfully matched to a postgraduate residency position in North America. Of the total, 129 were matched to one of Canada's medical schools and 112 in Ontario.

It was an evening for IMGs not only to celebrate, but also to thank their families and the Access Centre staff who assisted them in their goal of achieving residency.

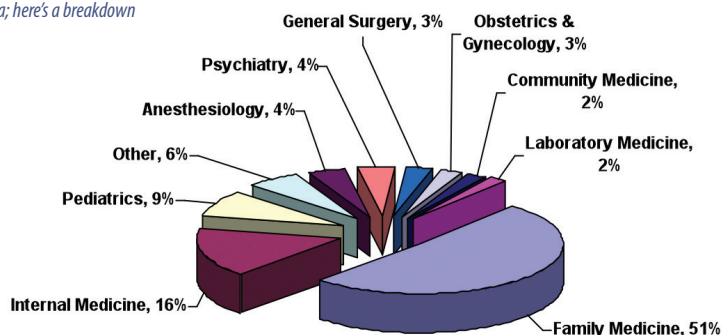
The Honourable **Deb Matthews**, Minister of Health and Long-Term Care, and the Honourable **Dr. Eric Hoskins**, Minister of Citizenship and Immigration, addressed the audience, visited each table, and seemed to thoroughly enjoy the stories and experiences of the IMGs.

The Access Centre prepares IMGs living in Ontario for the residency application process by offering a series of workshops, information sessions and one-on-one meetings focused on various aspects of the path to practice.

IMGs often face skills and language barriers during the medical residency selection process, which can be a barrier to acceptance. The support they receive at the Access Centre gives them a better understanding of the practice requirements in Ontario and how to become more competitive in the residency selection process.

Each year, the province dedicates at least 200 residency spaces for foreign-trained physicians, both family medicine practitioners and specialists, through the Canadian Resident Matching Service (CaRMS). This year, more than 1,000 IMGs applied.

202 HFO MRA IMG clients were matched in North America; here's a breakdown by specialty.



HFO MRA success stories

Through cooperation, consultation and collaboration, HFO MRA is helping stakeholders and communities, as well as health-care providers, attract medical professionals to Ontario... here are just a few examples...

Dr. Daniel Lothstein, Family Physician

In 2009, HFO MRA was invited to a career event for family medicine residents in Quebec. After receiving a follow-up, direct mail piece from the Agency, Dr. Lothstein contacted us about practising in Ontario. Our Physician Recruitment Coordinator spoke with him, assessed his needs and advised him to register with HFOJobs. One of our Physician Recruitment Advisors then talked with him about licensing, student loans and incentives. Through these conversations, we learned Dr. Lothstein was looking to do locums and full-time vacancies for a few months before formally relocating, so we contacted our Community Partnership Coordinators in the South West and North East LHINs—his initial areas of interest. He then decided to cover locum assignments in Thornbury, Southampton, Flesherton and Blind River, some of which were arranged by our Rural Family Medicine Locum Program. Dr. Lothstein next requested locum opportunities in Wiarton and was connected with **Jessica Beattie**, the physician recruiter for Grey Bruce Health Services. In the end, he and his family chose Wiarton. He has opened his practice and is also working in the Emergency Department at the local hospital.

Robert Fox, Physician Assistant

Last March, **Robert Fox**, a physician assistant in Cadillac, Michigan contacted us about his interest in the PA Emergency Department Demonstration Project. He had seen a posting on HealthForceOntario.ca and was specifically interested in practising in Sudbury. The Agency's Physician Assistant Recruitment Coordinator contacted **Line Loyer**, who is responsible for recruitment at the hospital, and we worked with her on the immigration process, including labour market opinion application and work permit for Robert. The result? Robert Fox has been a great contributor to the ED in Sudbury since January of this year.

"In our opinion, the Community Partnership Program provides small rural communities with a high degree of expertise that we would not otherwise have access to."

— **Paul Rosebush**
President and CEO
Haliburton Highlands Health Services

"HFO MRA guided me through licensing and how to come back to Canada. They set me up with job interviews and were wonderfully helpful."

— **Dr. Farid Singh**
Psychiatrist
Relocated from Minnesota



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