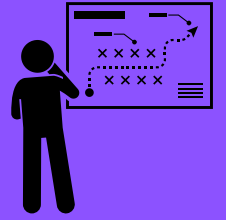




RECRUITMENT STRATEGIES



Recruiting physicians is a multifaceted process that requires creativity and persistence.

Peer Recruitment

- Leverage existing connections within medical community. Reach out to colleagues, medical schools, and professional associations. Encourage current staff to refer potential candidates.
- Attend conferences, workshops, and medical events to meet physicians and build relationships.

Publicly-Funded Organizations

- **Health Match BC:** A doctor, nurse, and allied health recruitment service funded by the Government of British Columbia, Canada. <https://www.healthmatchbc.org/>
- **Other:** Health Authority Recruitment Department and Divisions of Family Practice Recruitment.

Private Organizations

- **Canadian Society of Physician Recruitment (CaSPR):** A professional not-for-profit society that consists of individuals who are involved with physician recruitment from across Canada. <https://caspr.ca/>
- **MDSearch:** A company that has been recruiting physicians and healthcare practitioners for employers in Canada and the USA for two decades. <https://mdsearch.ca/>
- **Physicians For You:** A medical recruitment company based in BC providing guidance, advice, and support throughout the entire recruitment process. Services are offered to physicians looking for work across Canada, as well as to medical facilities that require physicians. <https://physiciansforyou.com/>

Community Involvement

- Engage with local organizations, schools, and community events. Physicians often consider family needs when choosing a location.
- Reach out to your city or local Chamber of Commerce as many towns/cities will offer a “wrap around” tour or information package for visiting recruit families.
- Showcase your community’s unique features. Highlight quality of life, recreational opportunities, schools, and cultural amenities.

Physician Shadowing & Site Visits

- Invite potential candidates for site visits. Show them the facility, introduce them to staff, and allow them to observe daily operations. Note: Site visits may qualify for Health Authority funding but require approval prior to arrangement. Facility Engagement funds may also be available to aid with local recruitment efforts and support physicians welcoming new potential hires.
- Arrange shadowing experiences to give physicians a firsthand look at their potential role.
- Involve the family in the recruitment process. Arrange family-friendly activities during site visits and highlight recreational opportunities, schools, and community events.
- Introduce candidates to potential neighbors, community leaders, and other families.
- Many physicians have spouses or partners with their own careers. Addressing job prospects for the partner is essential. Collaborate with local employers or professional networks to explore employment opportunities for the partner.

Locum Trial for New Physicians

- Assesses fit and compatibility on how well a physician integrates with the team and community. Allows observation of communication style, work ethic, and helps determine alignment with organizational values and goals.
- Assess skill levels in clinical competence and adaptability.
- Positive locum experiences encourage physicians to consider permanent positions within the community as well as offer valuable feedback for practice improvement.

Diversified Practice Strategy

- Recruiting physicians who thrive in diverse practice settings can be a key strategy. Physicians often find fulfillment in a varied practice environment. For instance, surgeons may balance private clinic work with facility-based procedures, while family medicine physicians might integrate multiple facets of care such as maternity, inpatient, palliative, long-term, emergency, and addiction medicine into their practice. This approach not only enhances recruitment but also improves retention by aligning career opportunities with physicians’ evolving interests and needs.