

**Notes of the Economic Development Task Force (EDTF) Meeting Held on Thursday, May 18, 2023 at 9:00 AM at the Municipal Council Chambers.**

Present: Deputy Mayor John Inglis (Chair), Councillor Roy Huetl, Councillor Stephanie Regent (electronic participation), Betty Hunter, Danielle Kecso, Paul Thiel, Dan Vaillancourt, Brooke Hawley – Manager of Community Development (MCD), and Matt Walker - Economic Development Officer (EDO).

Absent with Regrets: Cyndy Bonello and Jennifer Hunter.

Attendees: Dr. Michael Ward and Corey Klatt – Chief Administrative Officer (CAO)

**1. Call to Order:**

The meeting was called to order by the Chair at 9:00 a.m.

**2. Disclosures of Pecuniary Interest & General Nature Thereof:**

None.

**3. Presentations:**

- a. Dr. Ward – Rural Health Care

The EDTF was advised:

About Physicians

There is a disproportionately higher supply of physicians in urban communities compared to rural communities.

Family residents are not typically going into medical school right after getting their bachelors. Medical students are required to do a 2 month term in a rural community out of their 24 month training term. Students can sometimes stay where they have served this term.

There's a difference between medical students vs. medical residents.

Burnout is huge among family physicians (80%) as they are responsible for everything in a timely manner, have overloaded number of patients and if things are not done properly a physician can lose their license to practice medicine. Doctors need colleagues to act when the doctor isn't available.

There are no medical internships in Canada, as soon as you are finished medical school you become a resident.

After residency, new physicians love to set-up shop in places where there is already infrastructure and love the concept of a 'split' where they do not have to run the business right away. Solo practitioners are almost unheard of anymore.

### About Rural Medicine

Some options for family medicine include

#### Telehealth

- Involves access through the internet to doctors licensed to practice in Ontario
- The drawback is that the personal touch is lacking

#### NP-based Medical Clinics

- Nurse Practitioners (NPs) are exceptionally good at their job and an important part of rural medicine
- Similar to physicians they are in high-demand
- They require a physician to oversee them

#### Mobile Health Clinics

- Typically implemented for disenfranchised populations in urban centers but also used to take NPs and other health care professionals to remote or indigenous communities
- Involves a physician travelling to different communities on a pre-assigned schedule
- These programs are usually not funded by the province and can often face logistical issues
- Mobile doctors for the most part only have access to medical records that they themselves created. Some new systems are being investigated.

### About Medical Clinics/Buildings

Dr. Ward spoke about the development of his clinic in Clarington and how it took a long time to fill the building space (nearly 7 years).

Clinics are very expensive not only to build but to outfit with the required equipment. Ongoing costs are high ie. Equipment, staffing.

A critical mass is already present at the Lakelands Family Health Team as they have everything a new physician could need.

Note: Dr. Ward had not yet had a chance to visit the Sharbot Lake Family Health Team and was not positioned to speak about their operation at this meeting

### About Recruitment and Retention

The area really needs Medical Residents but training barriers may exist due to the current work-load of existing physicians.

The process involved in doctor recruitment is complicated. Retention is typically based on lifestyle and community vibrancy.

Recruitment fairs are variably successful but not overly in bringing physicians to rural communities.

Successful recruitment is about bringing people to your township, introducing them, having them spend time living here. Showcasing this area should be done in July, August etc.

The largest recruitment success tool is training and support.

It is unclear what mechanisms (if any), the province has in place but they do offer northern and rural incentives for physicians to transfer to.

There are large headhunting organizations in the USA that are competing for physicians.

There is a lack of local housing options for new physicians. Programs exist where housing is funded for medical students/residents to live in while they learn.

### Take aways

Efforts should be focused on local Family Health Teams that are willing to support a family medicine residency program and provide support to ensure the present physicians have the time to train new residents.

Important to develop links with the existing training program.

Explore housing options for new/resident physicians such as partnering with a resort.

Form a small recruitment committee made up of people with the correct skillset. It would be advantageous to have a family physician on the recruiting committee because there are technically specific questions and we may only get one chance.

Hold a brainstorming session on doctor recruitment and invite current and retired health care professionals living in the community.

**4. Economic Development Task Force Notes:**

None

**5. Business Arising:**

None

**6. Communications**

None.

**7. New Business**

None.

**8. Adjournment:**

Meeting adjourned at 10:30 a.m.

**NOTE : The next meeting of the EDTF will take place on Monday, June 19, 2023 at 9:00 a.m. at the Municipal Council Chambers located at 6648 Road 506, Plevna.**

**Recommendations to Council**

**Be It Resolved That** Council receives for information the May 18, 2023 Notes of the Economic Development Task Force (EDTF).

Received by Council on June 9, 2023.

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**Deputy Mayor John Inglis, Chair  
Township of North Frontenac  
Economic Development Task Force**

EDC Meeting  
North Frontenac  
May 18, 2023



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# The Society of Rural Physicians of Canada

Elevating rural healthcare.

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The Enigma of Recruiting Rural Physicians

Challenges and Opportunities

Mike Ward

## Challenges

20% of Canadians live in Rural Canada yet only nine percent of Physicians service this population

Cash incentives have been modestly successful in luring physicians to rural locales

Most training programs situated in urban areas

Need a critical mass to operate with coverage, overflow and burnout

CANADA | News

## Cash incentives not enough to attract clinicians to rural Canada, doctor says

“If you're asking a physician to commit for the long term, money really isn't the guiding feature. A doctor needs to be in love with the community they're in and that is what is going to keep them there.”

Doctors working rurally often face a financial, moral and professional challenge if they want to take a vacation or go to a conference, Mackay says, “because if you leave, you're leaving the community with no doctor for as long as you're gone.”

## Opportunities

Telehealth options – OHIP funded and/or cash payer

Nurse Practitioner based medical clinic – Physician back up – ongoing funding

Mobile primary care medical clinics

“Build it and they will come”

Develop local medical education options

Prioritize and support the critical mass already present at the Lakelands FHT

## Mobile Health Clinic



The CMHA Peel Dufferin Mobile Health Clinic powered by TELUS Health is a specially equipped clinic on wheels that provides essential primary medical care, mental health care and addiction supports directly to underserved citizens in Peel Region including Mississauga, Brampton and Caledon. Doctors of the World Canada provided the Mobile Health Clinic and TELUS Health revamped it and is covering the operating costs for three years.

The Mobile Health Clinic provides a unique one-stop experience where a person can receive support for substance use, mental health and physical health, and have discussions regarding housing needs all in the same space.

### Maple

Maple is a service that connects Canadians with licensed physicians that practice family or emergency medicine. Patients can receive medical care from their phone, tablet or computer 24/7.

The service is also conducting **COVID-19 screening** in Ontario from 8 a.m. to 8 p.m., seven days a week for anyone that needs to talk about possible COVID-19 infection and next steps. These screenings are covered for anyone with a valid OHIP card.

## Conclusions

Attracting and retaining rural Physicians is a national challenge

Funding is often limited/fixed while operating costs continues to escalate

Critical mass concept

Learn here. Live here. Work here

## Welcome to Rural Ontario Medical Program

Learning Opportunities	Teaching Opportunities	About Rural Ontario Medical Program
		<p>The Rural Ontario Medical Program (ROMP) coordinates medical rotations for future physicians from the six medical universities in Ontario. Located in South-Central Ontario, our mission is to alleviate the burden on communities caused by the nation-wide physician distribution problem and create learning opportunities outside the academic centres and into communities. <a href="#">Read More</a></p> <p>We will be hosting ROMP Rural Medicine Week 2023 for Ontario university pre-clerks. Application deadlines will vary depending on the school. <a href="#">Read More</a></p>
<p style="text-align: center;"><a href="#">Apply Now!</a></p>		

Quinte West, a small town in southern Ontario, is offering \$100,000 in financial incentives to doctors who agree to practise there for five years.

The small Ontario town is one of many rural communities across the country that are currently offering cash incentives to physicians in the hopes of attracting them to practise long term.