

THE CORPORATION OF THE CITY OF ST. THOMAS

HEALTH RECRUITMENT PARTNERSHIP

ROOM 204
CITY HALL

7:30 A.M.

April 11, 2017

1. Approval of Minutes – January 24, 2017
2. Activity Report and Recruitment Projects: Cheryl Fish, Health Recruiter
3. Nominate a Physician
4. New Business
5. Unfinished Business
 - a) Francis Osih – correspondence attached
6. Next Meeting
7. Adjournment

Health Recruitment Partnership Committee

Update Report

February & March 2017

Activities:

- 1) During the months of February and March I've met with 3 physicians who will be graduating in June to discuss opportunities in Elgin County and arranged introductions and tours of the clinics they felt best met their needs. I also met with 3 practicing physicians from London who are considering opportunities in various models. Conversations are ongoing.
- 2) The St Thomas-Elgin Medical Association once again this year will be providing 4 complimentary tickets to either new grads or prospective physicians for them and a guest to attend a dinner and event on Saturday April 29th at the St Thomas Golf Course. I've sent 4 invitations and I'm awaiting their responses. This is a great opportunity for those considering joining Elgin County to meet and network with other physicians from the area. The partnership committee will be providing a sponsorship to this event.
- 3) On February 21st I had the pleasure of meeting Mr. Ross Rains and his son Mike who are the new owners of the St. Thomas Family Health Centre at 230 First Ave and 10 Mondamin Street. I toured both facilities which have provided me with a good understanding of the space available. Mr. Rains has provided a brochure introducing the "Focal Point Group" and highlighting the benefits of his properties.
- 4) On February 24th several members of the Partnership Committee, Mayor Jackson and Jane Tillmann from Health Force Ontario participated in a tour of the new Elmdale Medical Centre at 25 Elm St. It's an impressive building and it was great to see that the Elmdale FHO is open and seeing patients. Dr. Haruta is very pleased with his facility. The press was on hand which led to some excellent articles in the newspapers.
- 5) Several times throughout February and March I've participated in telephone meetings with Jane Tillmann from Health Force Ontario (HFO) and Marie Brooks, Manager of Physician Distribution Initiatives with HFO. Both of these individuals have provided excellent advice on some issues I'm working on.
- 6) In March I organized an orientation/introduction event for Dr. Kenneth Bezuidenhout who took over the practice from Dr. Robert Jones who retired in January. His itinerary covered three hours of meetings with four organizations. We started the tour at City Hall and included Public Health, St. Thomas-Elgin Medical Association and the Canadian Mental Health Association.

Dr. Bezuidenhout has been sent a short survey to provide feedback on his tour. As I mentioned at our last committee meeting I'm going to be working with Health Force Ontario to participate in a more formalized orientation program. My feedback along with Dr. Bezuidenhout's will be included in the development of this program.

- 7) On March 16th I reached out to Rebecca Sutcliffe the regional manager from the Community Care Access Centre (CCAC) in St Thomas to determine if they are interested in participating in an orientation program for new physicians. We've set them up for the next orientation schedule and we worked on a mechanism to update CCAC when a physician retires or when new physicians start practicing in Elgin County.
- 8) Dutton Dunwich Medical Centre continues to dialogue with the co- lead of the Elgin FHO in hopes to change the model of practice and join the FHO. The benefit this would provide to the patient is the potential for coverage by a greater number of physicians.
- 9) I will be attending the Canadian Association of Staff Physician Recruiters (CASPR) annual conference on April 23-25th in Windsor. The slate of speakers looks encouraging and I'm eager to continue to network with fellow recruiters to learn any new tips and hear their success stories while sharing ours.
- 10) I met with Kimberly Boughner on March 15th as we begin our ramp up for "Discovery Week" which will take place the week of May 29-June 1st. Further discussion of this event and the role the Partnership Committee wishes to play this year will take place at our next committee meeting.

Submitted by:

Cheryl Fish, Health Recruiter

CPSO Council Award 2018

March 2017

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CALL FOR NOMINATIONS

Do you know an outstanding physician in your community?

The College of Physicians and Surgeons (CPSO) is now accepting nominations for the **2018 Council Award**.

The Council Award honours outstanding Ontario physicians who have demonstrated excellence and embody society's vision of an "ideal physician".

The criteria for selecting a physician for the Council Award are outlined in **the award brochure**.

Four awards are presented each year, one in each of the following categories: Academic Specialty, Community Specialty, Academic Family Practice and Community Family Practice.

If you know of a physician who meets the selection criteria, please nominate him or her for the Council Award. The deadline for receipt of nominations is **Monday, October 2, 2017 at 5:00 PM**. For further information, please contact Tracey Sobers at 416-967-2600 or 1-800-268-7096 ext. 402 or cpsowaward@cpso.on.ca.

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Criteria and
Nominations Form

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Past Award
Winners

Meet one of the 2017 Council Award winners: Dr. Shazia Ambreen

In February, Dr. Shazia Ambreen, a family physician and GP-Anesthetist at the Stevenson Memorial Hospital in Alliston, received a Council Award for her commitment to patient safety and continuous improvement.

Dr. Ambreen has many roles at Stevenson Memorial: she is an anesthetist, a hospitalist, the Chief of Family Medicine, and the President of the Professional Staff Association.

Since joining Stevenson in 2012, she has won the praise and admiration of her colleagues for being a physician who goes above and beyond her commitment to patient care by demonstrating leadership in the development of a number of quality improvement initiatives. Some of the initiatives that she has been involved with include better transition of care for patients from acute care to the community; better patient experience; and medication reconciliation on discharge.

Dr. Richard Simms, an obstetrician at Stevenson Memorial, has worked with Dr. Ambreen for many years. He describes her as embodying the best of what being a family doctor and GP anesthetist is about: dedication to providing excellent quality of care to patients and making meaningful contributions to the hospital and its community.

The remaining 2017 awards will be presented at the May, September and November meetings of the CPSO Council.



The College of Physicians and Surgeons of Ontario is the licensing and regulatory body governing the practice of medicine in Ontario. The College is responsible for setting and maintaining standards, licensing physicians, investigating complaints about physicians on behalf of the public, and disciplining doctors found to have committed act(s) of professional misconduct.

For more information please visit the [CPSO website](http://cpso.org).

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Report to the St. Thomas –Elgin Health Partnership Recruitment Committee on the Sunset Medical Initiative 2009-2015.

By

Francis Osih, Co-ordinator

Overview

In the fall of 2009 , I entered into a lease to own arrangement with a local builder to convert 3000sq ft of office space at 188 Sunset Drive St. Thomas into a medical centre with up to date diagnostic facilities and Electronic Medical Records for new Family Doctors wanting to set up practice in the community. Leasehold improvements were completed in February 2010 and the facility was ready for occupancy.

Featuring 8 Examination rooms in total 4 Doctors offices and 2 Waiting areas, an inclusive discounted monthly rent and EMR system, we hoped to attract new physicians to town by making it easy and affordable for them to set up practice and roster patients.

Over the 6 year period , an established practice was relocated to this site-Dr Edward Telford and a new Doctor in conjunction with an established practice occupied the facility for about 4 years Dr Samy Soliman and Dr Zahid Sardar. Finally another new Doctor recruited for this facility Dr Kenny Olorunsola , ended up joining a Family Health Team in town for mentorship reasons.

Our Strategy

I worked closely with the City of St Thomas recruiters Barb Murray, then later Cheryl Fish to explore any opportunities to attract and retain new family Physicians.

I was assisted by Valerie Clark in developing a brochure (attached) and liaising with a wide range of organisations including ;

PAIRO (Professional association of Interns and Residents of Ontario) at the University of Ottawa, Queens University , McMaster University and Family Medicine Residents Website at the Schulich School of Medicine UWO

CITY

JAN 24 2017

MANAGER

E-H-L Recruiting Service for Medical professionals- Canada wide Recruiting Agency
St. Thomas Elgin General Hospital with referrals from Dr Whitmore and Kim Boughner.

HFO Health Force Ontario

Brian Tibbet - Physician Recruiter City of London Ontario.

Through the above resources we made contact with new Physicians and intending graduates who showed interest in setting up practice in the City of St Thomas. We organised tours of the facility and the recruiters would then take them around area attractions to further acquaint them with the community. Any of the enquirers who showed prospect might then be invited to lunch with the Mayor and other members of the local Physicians Association to answer any questions they had about working and living in the area.

Finance

This project was funded primarily through a Zellers Pharmacy Franchise business I operated at the Elgin Mall from 2002 till 2012 when the parent company was sold and I lost the Franchise.

In 2011 I received a forgivable loan from the St Thomas Elgin Health Partnership in the amount of \$62,500 to support these recruitment efforts .

The initial set up costs for design, partial construction, cabinetry ,furniture, equipment and computer acquisition was approximately **\$90,000**. Over the 6 year period of its operation the venture lost a total of **\$82,216**. See attached statement from the Accountants, Ford Keast LLP .

The total loss from this venture was about **\$172,216.00** over the 6 year period

Lots of Challenges

-*Timing*, when the Sunset initiative was embarked on in 2009 , there was talk about impending retirement of older Doctors in the community but nothing happened for a while. So there were no large patient files to transfer to any new Doctor looking to set up practice at that time. Such files are usually a strong

incentive in attracting Physicians because it guarantees them an income stream from the 'get go' while they take their time to screen new enrollees. The situation has changed dramatically in the last 2 years with about 7 older Doctors either passed on or retired creating a flux that is conducive for new Family Physicians.

-The environment of business created by the Ontario Ministry of Health during this period, was strongly in favour of young graduates joining multidisciplinary Family Health Teams where they could earn up to 25% more with less work, compared to their older colleagues in purely fee-for-service or blended compensation models. The space provided at the Sunset facility was limited and could not have accommodated a proper Family Health team. The facility was geared more towards the solo or small group practice that is fee-for-service based and belongs to a larger Health Network or Family Health Organisation.

-Loss of primary source of funding. Sunset Medical was financed mainly through proceeds from my Pharmacy franchise business at Zellers Elgin Mall. With the closure of Zellers in mid 2012, I could no longer afford to subsidise this initiative and wait it out till it could break even. At the end of 2015, I had to walk away from this venture and cut my losses.

-Location .The facility was located at 188 Sunset Drive bordered on 2 sides by the cemetery on 1 side by the road and the on the last side by tombstone engravers and carwash. A number of people that walked through the facility thought it was depressing but it didn't seem to matter to most.

Our Successes

Dr Edward Telford

The relocation of Dr Telford's practice to Sunset Medical was an intervention that prolonged this fine gentleman's career by about 5 years and has allowed for an orderly transfer of over 1000 patients in December 2016 to Dr Chamberlain Ajogwu, a new Family Physician recruited by Cheryl Fish . Dr Telford admits that without his movement to the more peaceful and modern environment at 188 Sunset he would long since have 'thrown in the towel' on his practice.

Dr Samy Soliman

Dr Soliman was a new family Doctor to the community who was referred through the St Thomas Elgin General Hospital. His speciality is in Cardiology and he looked after his patients for close to 4 years (2011-2014) at the Sunset Medical facility. Currently pursuing a career in Emergency Medicine at the Strathroy General, Dr Soliman maintains an office in London for his cardiac patients . He estimates he still sees over 200 mostly cardiac patients rostered from St. Thomas /Elgin area at his office in London . He is described by his patients as a gentle and caring Doctor.

Dr Kenny Olorunsola

A casual conversation during an open house at the school our kids attend, a couple of visits by herself and her husband to Sunset Medical, further discussions and convincing that St Thomas was a good place to set up practice, an introduction to the recruiter Barb Murray, Dr Telford , the Mayor and a few dignitaries in town over lunch. Some more convincing and Dr Olorunsola decided to set up in St Thomas . The only problem was mentorship. I reached out to Dr Kellie Scott who gladly accepted her into the Elmwood Family Health Team where she currently practices with over 1000 patients on roster.

And then the rest..

From 2009 to 2012, a considerable amount of energy, time and money was spent trying to attract new Physicians to the area and specifically to Sunset Medical. In spite of ones best efforts most of the people who passed through the facility and loved what they saw in this modern well laid out environment did not commit to setting up with us. I figure close to 30 Physicians were entreated during this period . One major obstacle was the uncertainty of the compensation in solo practices –the fee for service model which Sunset was best suited for. They worried about having enough patients to roster and the huge school loans to pay .

Some names ... Peter Diavolitsis, Pelizzari, Joel Hamilton, Rafiqui, Souad Esadeg, Babar, Munsif Bhimani, Hassani, Ringrose to mention a few.

My Conclusion

The Sunset medical initiative set out to attract new Physicians to the area using the *one ,all inclusive, hassle free, no contract ,discounted monthly rent model*. The project ended in late 2015, when I walked away from the lease to own arrangement to prevent further losses on my part. A total of \$172,216 was lost on this initiative. To mitigate this substantial loss I respectfully ask the partnership to forgive the \$62,500 loan which I received towards this project.

The project bridged the gap in recruitment efforts at a time when the fee for service model was not as attractive as joining Family Health Teams. Today that trend is reversing as the Government can no longer sustain funding of the FHT model and new Physicians are being channelled back to fee for service or other blended compensation models.

Three Physicians were retained in this area as a result of this initiative .

Thank you