

WIN 6.1 - Creating a Positive Work Environment

Lesson 6 - Recruitment and Integration

Recruitment and Integration in Remote Locations

So when you look at the history of IEHPs, you know, they tend to get recruited to small areas cause the need and demand is greater. If the core or the large hospital is strong, that creates a network of recruitment for the smaller hospitals. We found that here, you know, so people would create comfort, you know, so what creates comfort, you know; it creates comfort for recruits in Timmins, North Bay, Sault Ste. Marie. Each of these small communities really needs to develop their own plan, but it's often in collaboration with their large cities in the network, right. So yes there's some competition, but we also want to see them be successful in their recruitment, because if they're successful in their recruitment then, you know, as their patients get sicker and have higher needs, we know that we can move them back and forth.

These communities sometimes need to up the ante in terms what they can do for attraction, whether it's supported office space or recruitment incentives, you know, moving incentives. So, you know, it's a bit of a competitive game, but it's understanding what the hospital, what the community can bear. What I've found in those communities is it's really—it goes beyond a hospital recruitment or clinic recruitment; it's really a city recruitment. We're recruiting you to a lifestyle, to a city; we want to show you that we're good. You know, you'll be a—you'll be well received in the community. What they really want is to have is care close to home, and what we know is that's the most effective way to deliver healthcare in the long term.