

ADOPTED as presented, and further,
That the appended report **BE AMENDED** under the heading **DISCUSSION:**

The sixth bullet should read as follows:

- Support to the University of Western Ontario's Schulich Medicine – Windsor Family Medicine Residency Program.
as Adopted by Council at its meeting held July 6, 2015 [M270-2015]

AC

Windsor, Ontario, July 6, 2015

REPORT NO. 302 of the
**SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held June 3, 2015

Present:
Councillor Ed Sleiman, Chair
Councillor Paul Borrelli
Councillor Rino Bortolin
Councillor John Elliott
Councillor Jo-Anne Gignac

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Borrelli, seconded by Councillor Bortolin,
THAT the Administrative report entitled "Update on Physician Recruitment and Retention Efforts" **BE RECEIVED** for information.

Carried.

Councillor Gignac was absent at the time the vote was taken.

Clerk's Note: The administrative report authored by the Community Development and Health Commissioner dated April 30, 2015 entitled "*Update on Physician Recruitment and Retention Efforts*" is attached as background information.

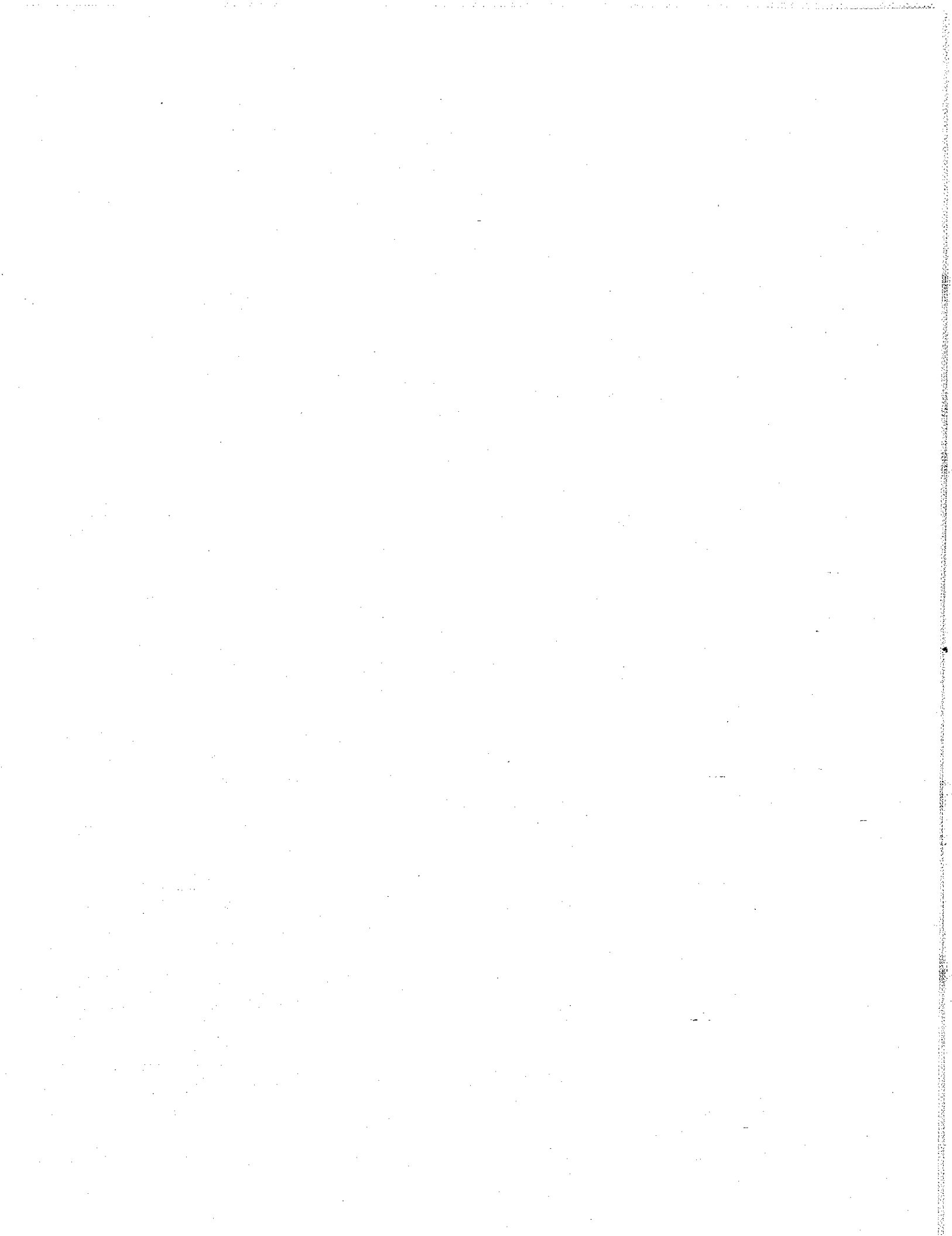
LiveLink 17747 MH/2860



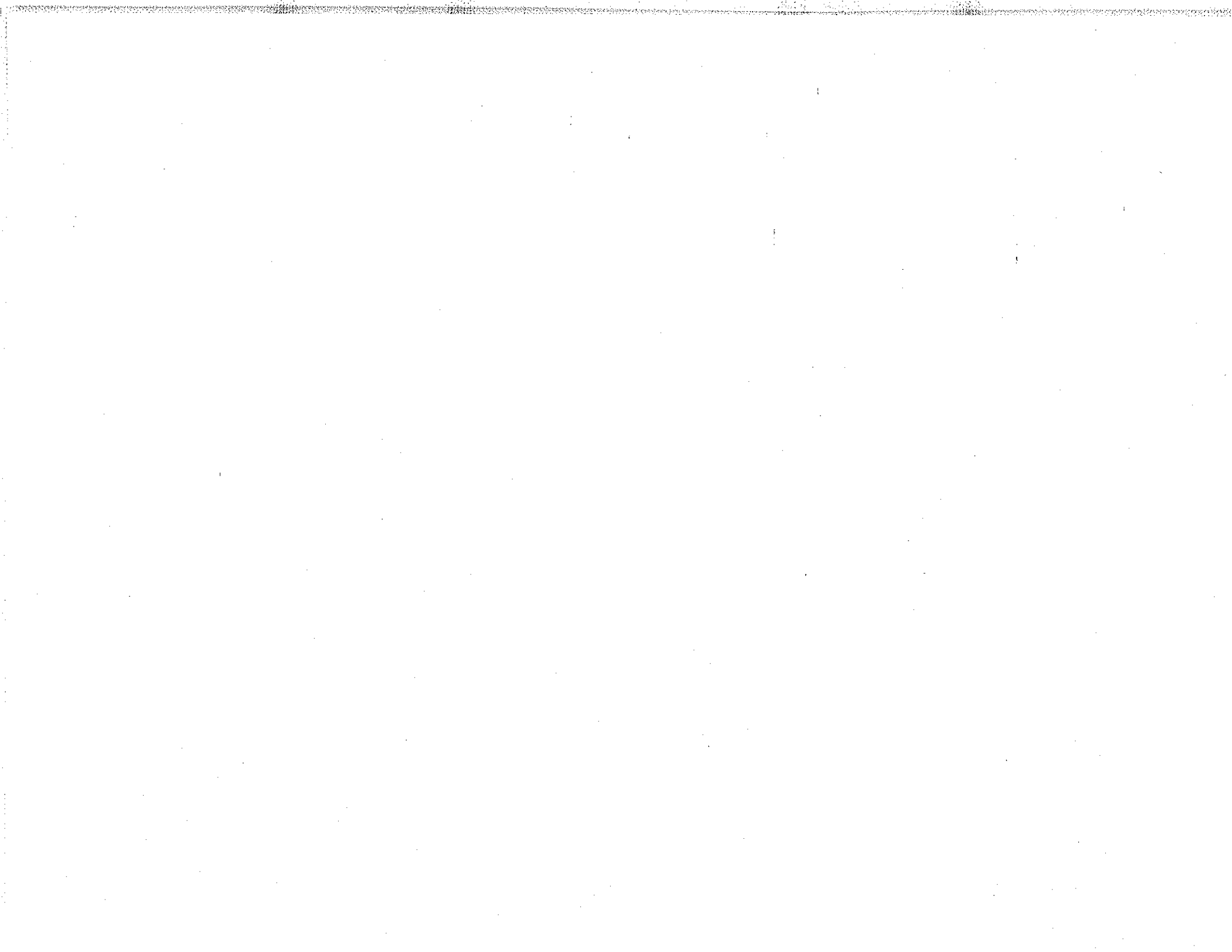
CHAIRPERSON


SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION :			
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THE CORPORATION OF THE CITY OF WINDSOR
Social Development Health and Culture Standing Committee



MISSION STATEMENT:

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 17747 MH/2860	Report Date: April 30, 2015
Author's Name: Jelena Payne and Sandra Bradt	Date to Council: June 3, 2015
Author's Phone: 519 255-5200 ext. 5232	Classification #:
Author's E-mail: jpayne@city.windsor.on.ca sbradt@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

Subject: Update on Physician Recruitment and Retention Efforts

1. RECOMMENDATION: City Wide: Ward(s): _____

THAT the report of the Community Development and Health Services Commissioner BE RECEIVED for information.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

With consideration of the number of physicians in Windsor and Essex County at the time, the region was designated as underserved in 1997. A local volunteer task force came together to address the shortage by marketing the region to physicians, attending tours of the provincial medical schools and coordinating site visits for physicians who were looking for locations to set up practice.

Recognizing that recruitment efforts had grown beyond the scope of the volunteers, in 2003 the City and County established and committed funding for a Physician Recruitment Office to coordinate efforts across the region. A Physician Recruitment Steering Committee was formed to provide oversight to that office and establish strategies and plans to deal with the physician shortage that existed at that time. Members included the Mayor, Warden, City and County CAO's, and representatives from the Schulich School of Medicine and Dentistry, local hospitals and the community at large.

City Council approved the model and funding for the initiative through CR 576/2003. Financial support was approved for an initial two-year period with an option to continue this funding for one additional year.

The program was cost shared with Essex County on a population-based cost sharing formula. At the end of the three years, City Council approved in principle that the funding for the initiative would continue through to December 31, 2012. (CR405/2006)

In 2010, as part of efforts to remain within City Council's budget directions, the physician recruitment project was considered for a budget reduction. In 2011 funding for physician recruitment activities was removed from the base operating budget as the program was not a previously identified core service or sub-service of the City of Windsor and the reduction provided the opportunity to meet Council's directive. Council directed that funding for the program be through one-time capital funding for 2011 and 2012, with reductions occurring each year.

It should be noted that in 2011, prior to the decision to not renew the 2012 funding, Administration entered into discussions with the area hospitals, physician groups, United Way, and other community partners to explore possible alternate funding sources and operational models. The message at that time was that additional community partnership funding was not available, and that physician recruitment, particularly in the field of family medicine, was viewed by these organizations as a municipal responsibility.

3. DISCUSSION:

Through B8/2013 (March 4, 2013) Council approved funding for the Windsor Family Medicine Residency Training program, the creation of a physician recruitment website, and directed that Administration convene a Physician Recruitment Advisory Committee with a cross section of leaders from a number of community sectors. This report will serve to inform Council on the progress since that time.

As directed by Council, a committee has been convened to provide advice on physician recruitment issues and the creation of a website. At the inaugural meeting a mandate was discussed which included:

- a snapshot of the current numbers of physicians in the City
- sharing of best practices in physician recruitment and retention
- coordination of efforts to attract physicians
- creation of a physician recruitment website
- identification of gaps to attract more professionals
- support to the University of Windsor residency program and internship programs
- guidance and sector specific information sharing

In addition to the funds provided by the City to support the Family Medicine Residency program, the Advisory Committee has committed to sharing statistics and marketing advice to augment their efforts to recruit the best candidates to practice in Windsor. Program participants are already here in Windsor and have been accepted by the University as well qualified. They represent a unique marketing opportunity. In consultation with the Advisory Committee and Family Medicine residents, Administration has also developed a Physician Recruitment website to provide information regarding a broad range of services and amenities that health professionals may consider when choosing a location to practice. A formal launch and media announcement of the website will occur subsequent to this report going to Council.

4. RISK ANALYSIS:

Individuals, families and business decide to locate and remain where the services and amenities support their desired levels for quality of life. One of the key considerations in this decision is the accessibility and quality of health care. It is imperative that Windsor attract and retain the best and brightest health care professionals to serve current residents and appeal to those looking to establish Windsor as their home.

5. FINANCIAL MATTERS:


City Council has allocated \$25,000 towards the program in 2015; \$15,000 to the Family Medicine Residency program and \$10,000 towards committee needs and website development and maintenance.

6. CONSULTATIONS:

N/A

7. CONCLUSION:

The attraction of quality health care professionals to Windsor is a priority of City Council and community partners. The Family Medicine Residency Program has greatly assisted in promoting Windsor as a community in which to establish a practice. The Physician Recruitment and Retention Advisory Committee serves to complement this effort in a holistic manner.



Sandra Bradt
Executive Initiatives Coordinator



Jelena Payne
Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture



Onorio Colucci
Chief Financial Officer & City
Treasurer/Corporate Leader Finance and
Technology



Helga Reidel
Chief Administrative Officer

APPENDICES:

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