

The Corporation of the Town of Tillsonburg

Community Health Care Advisory Committee Meeting

AGENDA



Wednesday, June 7, 2023

12:00 PM

Council Chambers

200 Broadway, 2nd Floor

1. Call to Order

2. Adoption of Agenda

Proposed Resolution #1

Moved By: _____

Seconded By: _____

THAT the Agenda as prepared for the Health Care Advisory Committee meeting of Wednesday, June 7, 2023, be adopted.

3. Disclosures of Pecuniary Interest and the General Nature Thereof

4. Adoption of Minutes of Previous Meeting

5. General Business and Reports

5.1 Letters of Support

5.1.1 Support for Ingersoll NPLC- Expression of Interest

5.1.2 Support for Oxford CHC- Expression of Interest

5.2 FHO Model of Care Discussion

5.3 New Resident Survey Results

5.4 Oxford County Physician Recruitment Committee

5.4.1 Social Media Campaign

5.4.2 Recruitment Strategy- City of Woodstock

5.5 Potential Goals for the Committee

5.6 University Affiliation

6. Next Meeting

7. Adjournment

Proposed Resolution #3

Moved By: _____

Seconded By: _____

THAT the Health Care Advisory Committee meeting of Wednesday, June 7, 2023 be adjourned at _____ p.m.

The Corporation of the Town of Tillsonburg

Community Health Care Advisory Committee Meeting

MINUTES



Tuesday, May 16, 2023
12:00 PM
Council Chambers
200 Broadway, 2nd Floor

ATTENDANCE: Mayor Deb Gilvesy
Deputy Mayor Dave Beres
Councillor Kelly Spencer
Nadia Facca
Dr. Clay Inculet
Dr. Will Cheng
Dr. Mohammed Abdalla
Stephanie Nevins
Teresa Martins
Gerry Dearing

Regrets: Mike Bastow
Dr. John Andrew

Staff: Kyle Pratt, Chief Administrative Officer
Laura Pickersgill, Executive Assistant

1. Call to Order

The meeting was called to order at 12:01 p.m.

2. Adoption of Agenda

Resolution # 1

Moved By: Stephanie Nevins

Seconded By: Mayor Gilvesy

THAT the Agenda as prepared for the Health Care Advisory Committee meeting of Tuesday, May 16, 2023, be adopted.

Carried

3. Disclosures of Pecuniary Interest and the General Nature Thereof

No disclosures of pecuniary interest were declared.

4. Adoption of Minutes of Previous Meeting

Amendments were suggested under section 6.1 and 7.2.

Resolution # 2

Moved By: Nadia Facca

Seconded By: Councillor Spencer

THAT the minutes of the Health Care Advisory Committee of May 2, 2023, be approved, as amended.

Carried

5. Presentations

5.1 Oxford Community Health Care Centre

Randy Peltz, Executive Director and Zach Hollingham, Director, Client and Clinic Services provided an overview of the Oxford Community Health Care Centre and model.

Opportunity was provided for members to ask questions. Data was requested to be provided regarding population this organization is and is not currently serving.

5.2 Thames Valley Family Health Team

Mike McMahon, Executive Director, provided an overview of the Thames Valley Family Health Team model.

Opportunity was provided to ask questions. There is room for FHO's to expand their physician roster. The importance of universality was discussed to be brought forward to Provincial ministries.

5.3 Nurse Practitioner Led Clinic

Jessie Rumble, Clinical Director, provided an overview of a Nurse Practitioner-Led Clinic.

Opportunity was provided for members to ask questions. It was suggested that funding for nurse practitioners at the hospital could be helpful.

6. General Business and Reports

6.1 Oxford County Physician Recruitment Committee Updates

These items to be moved to the next meeting.

6.1.1 Social Media Campaign

6.1.2 City of Woodstock Recruitment Strategy

6.2 New Residents Survey- Summary of Results

This item to be moved to the next meeting.

7. Next Meeting

June 7, 2023 12:00 p.m.

8. Adjournment

Resolution # 3

Moved By: Councillor Spencer

Seconded By: Nadia Facca

THAT the Health Care Advisory Committee meeting of Tuesday, May 16, 2023 be adjourned at 1:33 p.m.

Carried

From: [Stephanie Nevins](#)
To: [Laura Pickersgill](#)
Subject: Letter of Support- Ingersoll NPLC - EOI
Date: Thursday, June 1, 2023 12:40:42 PM

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or on clicking links from unknown senders.

Good afternoon Tillsonburg Community Health Care Committee,

*The Ministry of Health & Ontario Health have released a call for expression of interest (EOI) to connect more people with primary care in communities across the province, including additional funding to create more interprofessional primary care (IPC) teams to help make care more accessible for people. As part of this, the Ministry of Health & Ontario Health are moving forward with a process to expand existing teams and/or create up to 18 new teams in communities with the greatest need. These multidisciplinary care teams will provide direct care to **vulnerable** and **marginalized** people as well as those **without a primary care provider** across Ontario.*

*The staff and board of the Ingersoll Nurse Practitioner-Led Clinic (INPLC) in collaboration with the Oxford Ontario Health Team believe that the INPLC is a well-positioned model for IPC growth, with a focus on expanding the NPLC team in **Tillsonburg**. The Ingersoll Nurse Practitioner-Led Clinic has been providing the full continuum of care for over 10 years. It is our intent to mirror our existing Ingersoll clinic and establish a second location in **Tillsonburg**, enabling us to enroll 800 new patients at our Ingersoll location and 3200 new patients in Tillsonburg that currently do not have access to a primary care provider. A key component of the expansion proposal is the adoption of a team-based model of interprofessional primary care. This approach maximizes efficacy, scope of practice, and collaboration within the healthcare team.*

We will seek:

- **5.0 FTE Nurse Practitioners (1.0 for Ingersoll, 4.0 for Tillsonburg)**, that will work in a full time MRP role providing the full continuum of care to their patients
- **2.0 FTE Registered Practical Nurses** will provide direct patient support, nursing care, and educational programs and perform necessary clinical functions to facilitate the delivery of comprehensive primary health care
- **3.0 FTE Social Workers (2.0 for Tillsonburg, 1.0 Shared with Ingersoll and Tillsonburg supporting the Oxford County Trans Clinic and walk-in counselling at both locations)**, that will provide assessment and evidence informed treatment for mental health and addictions, trauma, social casework, case management, counselling, crisis assessment/intervention, individual family, treatment planning and group work services to patients. These mental health services will be available to the broader community.
- **3.0 FTE Reception Staff-** one of the most critical elements of connecting the dots to care. Administrative staff will manage the organization's lobby area, greeting, and directing patients, handling incoming calls, maintaining appointments and supporting document management, chart management systems, scheduling of patient/specialists and diagnostic testing etc.

The INPLC leadership (Clinical Director/NP Lead & Executive Director) will provide leadership to both locations, along with the current consulting physician Dr. RD Hiemstra using our existing funding. To strengthen our Expression of Interest, we are currently reaching out to partner agencies,

associations, networks, primary care providers, elected officials and municipalities to kindly provide a letter of support for inclusion in our submission.

While we **do** have OHT support, and our OHT will collectively request support from all partners, via one letter with organization signatures. We would like to specifically include letters of commitment from organizations that we currently partner with indicating the collaboration that currently takes place, and the commitment to continue that work.

We are seeking a letter of commitment from the Tillsonburg Community Health Care Committee specific to our collaborative work to attract primary care professionals, and secure physical space in the Tillsonburg area combined with the willingness to continue this partnership.

See below details of the specific section we are referencing.

Section 1.5-Ontario Health Team (OHT) and Community Partnership and Collaboration

It is strongly encouraged that applicant's partner with the local Ontario Health Team (OHT), depending on OHT maturity, and obtain a letter of commitment for that partnership. If you are not part of an OHT, please describe plans to partner with other individuals, groups, or organizations (including home and community care providers, educational institutions, health service agencies, pharmacies, public health units, mental health and addictions organizations or municipalities) in the community to organize the delivery of services to the community and prevent duplication of services, if applicable.

If we could receive this by **Friday June 9th, 2023** it would be much appreciated.

Thanks in advance for your support, and continued advocacy on behalf of Oxford residents.

Stephanie Nevins
Executive Director
Ingersoll Nurse Practitioner Led Clinic
19 King St. East, Ingersoll, Ontario N5C 1G3
phone: 519-926-6752 fax: 519-926-6753
www.ingersollnplc.ca
snevins@ingersollnplc.ca

"Nothing changes, if nothing changes."

I am sending this e-mail at a time that suits me to do so. There is no expectation for you to respond outside of your own working hours. Thank you.

Ingersoll
Nurse Practitioner-Led Clinic

Ontario 

From: [Randy Peltz](#)
To: [Laura Pickersgill](#)
Subject: Seeking Letter of Support - Tillsonburg Community Health Care Committee- Oxford County Community Health Centre (OCCHC) Expression of Interest Overview
Date: Friday, June 2, 2023 12:29:57 PM
Attachments: [OCCHC IPC Expansion Proposal Tillsonburg Schematic June 2023.pdf](#)

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or on clicking links from unknown senders.

TO: Tillsonburg Community Health Care Committee (C/O Laura Pickersgill, EA, Town of Tillsonburg)

RE: Interprofessional Primary Care (IPC) Team Expansion Expression of Interest - Seeking Your Letter of Support to Expand the OCCHC Team in Tillsonburg

The Ministry of Health & Ontario Health have released a call for expression of interest (EOI) to connect more people with primary care in communities across the province, including additional funding to create more interprofessional primary care (IPC) teams to help make care more accessible for people. As part of this, the Ministry of Health & Ontario Health are moving forward with a process to expand existing teams and/or create up to 18 new teams in communities with the greatest need. These multidisciplinary care teams will provide direct care to **vulnerable, marginalized, and unattached - those without a primary care provider.**

OCCHC Executive Summary – Expression of Interest:

The staff and Board of the Oxford County Community Health Centre strongly believe that we are well-positioned for IPC growth, **with a focus on expanding the CHC team in Tillsonburg.** Our evidence supports the fact that complex, marginalized residents of Tillsonburg and area are significantly underserved with respect to primary care.

Based on our 13 years of experience in serving highly complex individuals across Oxford County, it is our intent to seek a **Full Time Nurse Practitioner** for **on-site clinical practice** at the [Livingston Centre](#), as well as medical street outreach via our **Mobile Health Outreach Bus**. The OCCHC has been located at the Livingston Centre “hub of services” for over 10 years. Our current OCCHC Tillsonburg team includes Community Outreach Worker (Abbie), Mental Health & Substance Use Therapist (Carly Ann), & Housing Stability (Taylor Ritchie). Taylor also oversees the programming at our new Transitional Living House – the *Light House* – in Tillsonburg.

To further augment the team to meet local community needs, it is our intent to seek an additional **Full Time Registered Nurse**, as well as **Full Time Social Worker – Counselling & System Navigation**, given substantiated needs in the south of Oxford County. Unattached individuals that we register for Primary Care will also have increased, barrier-free access to our full range of OCCHC wraparound services through our main Centre (e.g. RAAM, Dental Clinic, Dietitian, Physiotherapy, Sexual Assault Services). **See attached Schematic.**

To bolster our reach & impact, a key partner in our proposed “circle of care” expansion will be the Oxford County Community Paramedics, who will provide 24/7 off-hours medical interventions for the individuals associated with our services in Tillsonburg, who may require medical assistance & monitoring “in the moment”, thereby diverting ED hospital presentations and or admissions.

We are kindly seeking a letter of support from the Tillsonburg Community Health Care Committee specific to our collaborative work in serving marginalized, vulnerable, unattached residents of Tillsonburg.

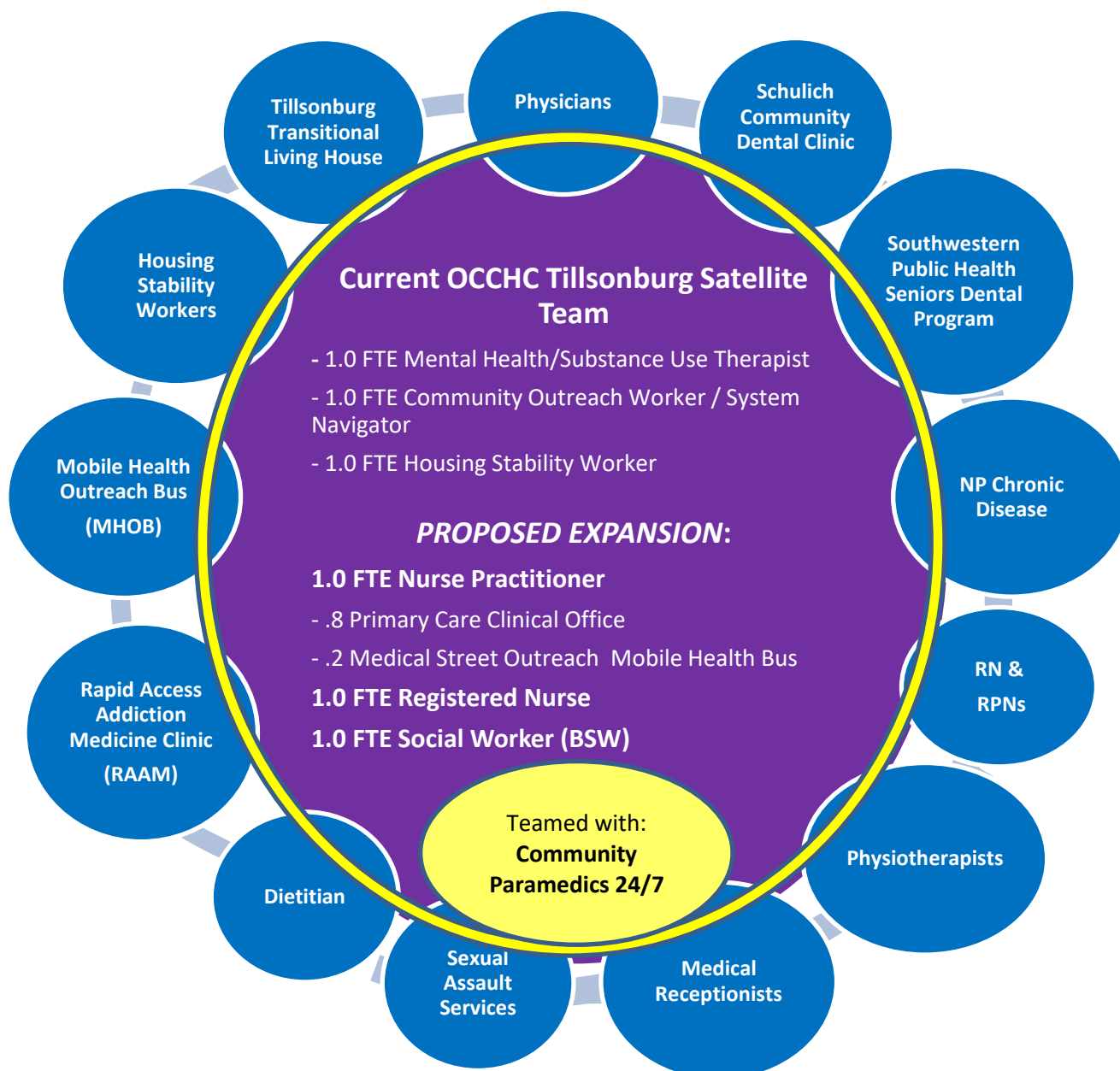
Thank you in advance for your support, and continued advocacy on behalf of Oxford residents. Should you have any questions, please do not hesitate to reach out to me, with my thanks.

Randy Peltz

Executive Director
Oxford County Community Health Centre

June 2023

Interprofessional Primary Care (IPC) Proposal: OCCHC 2023-24 Services & Programs Wraparound & Tillsonburg Satellite Team Expansion



35 Metcalf Street, Woodstock, Ontario N4S 3E6
T 519.539.1111 877.522.1112 F 519.539.9111



New Resident Survey Summary of Results

Prepared for:
Health Care Advisory Committee

Prepared by:
Economic Development & Marketing Department
May 16, 2023



Purpose

Survey new residents (i.e. moved to Tillsonburg within the last three years) to learn about their experiences with respect to employment, childcare, physicians and more.

Timing: March 9 - 31, 2023

Website: <https://www.tillsonburg.ca/news/new-resident-survey-2023>

Communicated via:

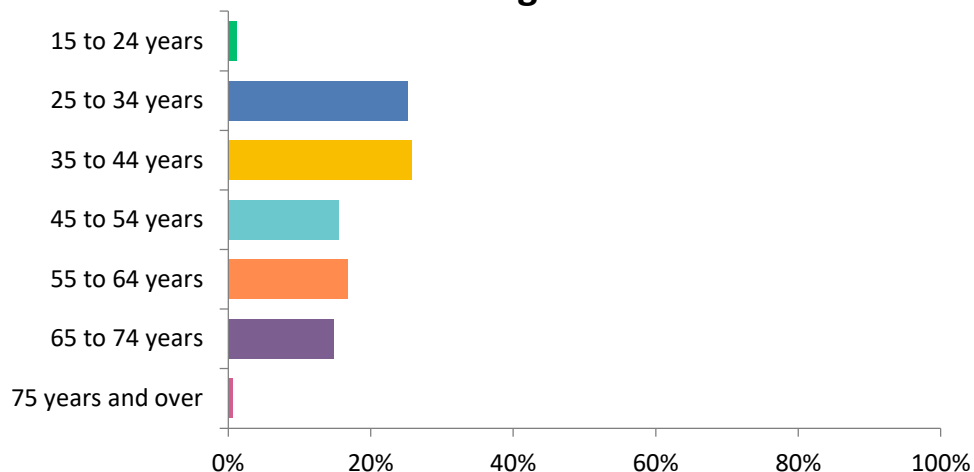
- Town's Facebook account
- Targeted paid promotion on Facebook
- Town's website subscriber list
- Newspaper ad in Norfolk and Tillsonburg News

Total number of survey respondents: 186

Respondent Demographics

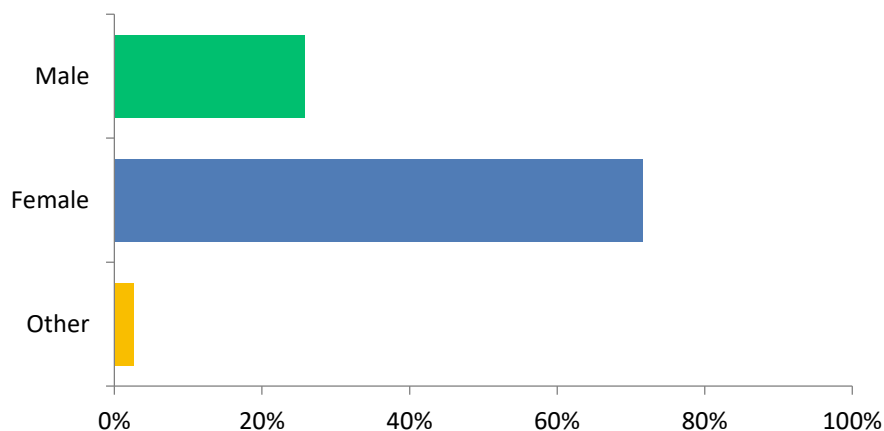
New Resident Survey | Town of Tillsonburg | 2023

Age



ANSWER CHOICES	RESPONSES	
15 to 24 years	1.29%	2
25 to 34 years	25.16%	39
35 to 44 years	25.81%	40
45 to 54 years	15.48%	24
55 to 64 years	16.77%	26
65 to 74 years	14.84%	23
75 years and over	0.65%	1
TOTAL		155

Gender

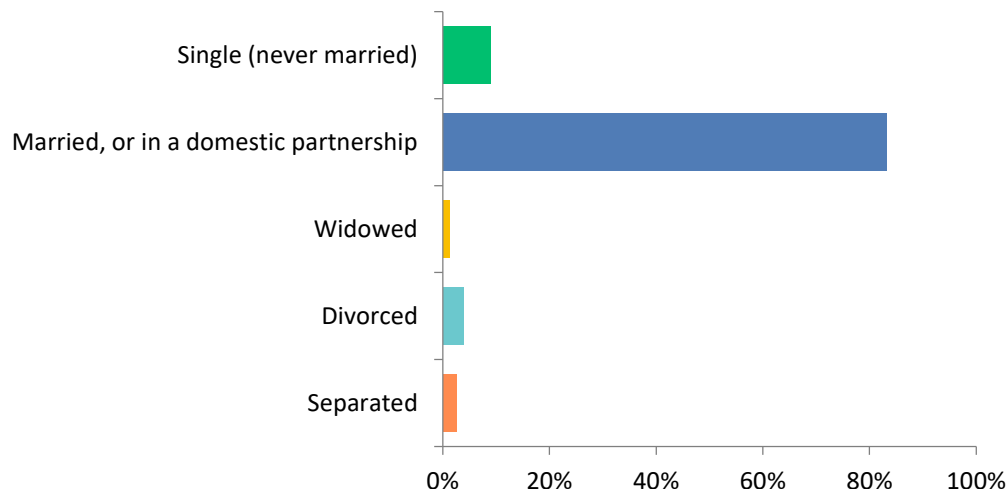


ANSWER CHOICES	RESPONSES	
Male	25.81%	40
Female	71.61%	111
Other	2.58%	4
TOTAL		155

Respondent Demographics

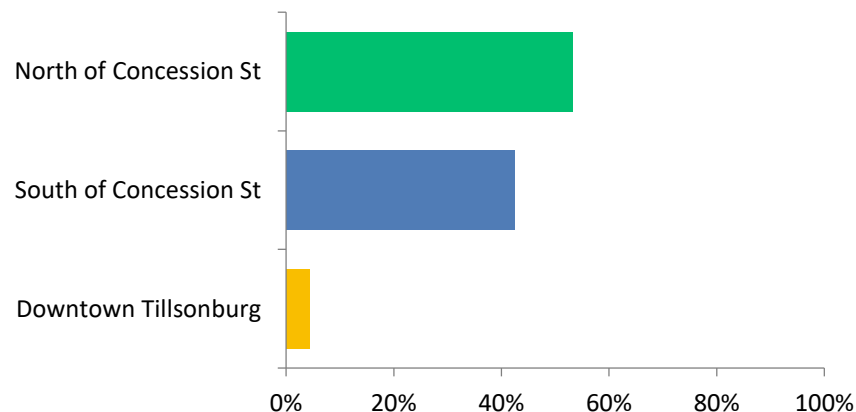
New Resident Survey | Town of Tillsonburg | 2023

Marital Status



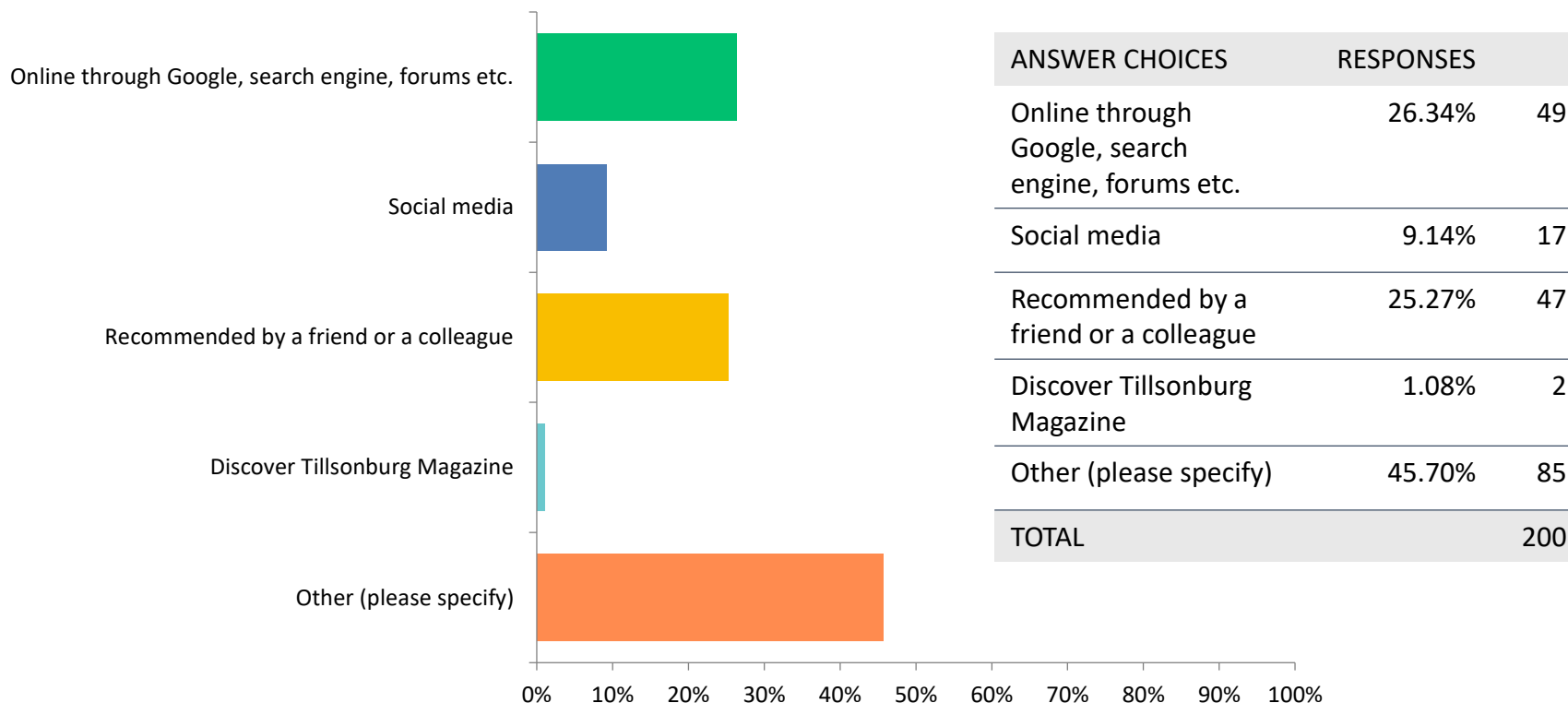
ANSWER CHOICES	RESPONSES	
Single (never married)	9.03%	14
Married, or in a domestic partnership	83.23%	129
Widowed	1.29%	2
Divorced	3.87%	6
Separated	2.58%	4
TOTAL		155

Which part of Tillsonburg do you live in?



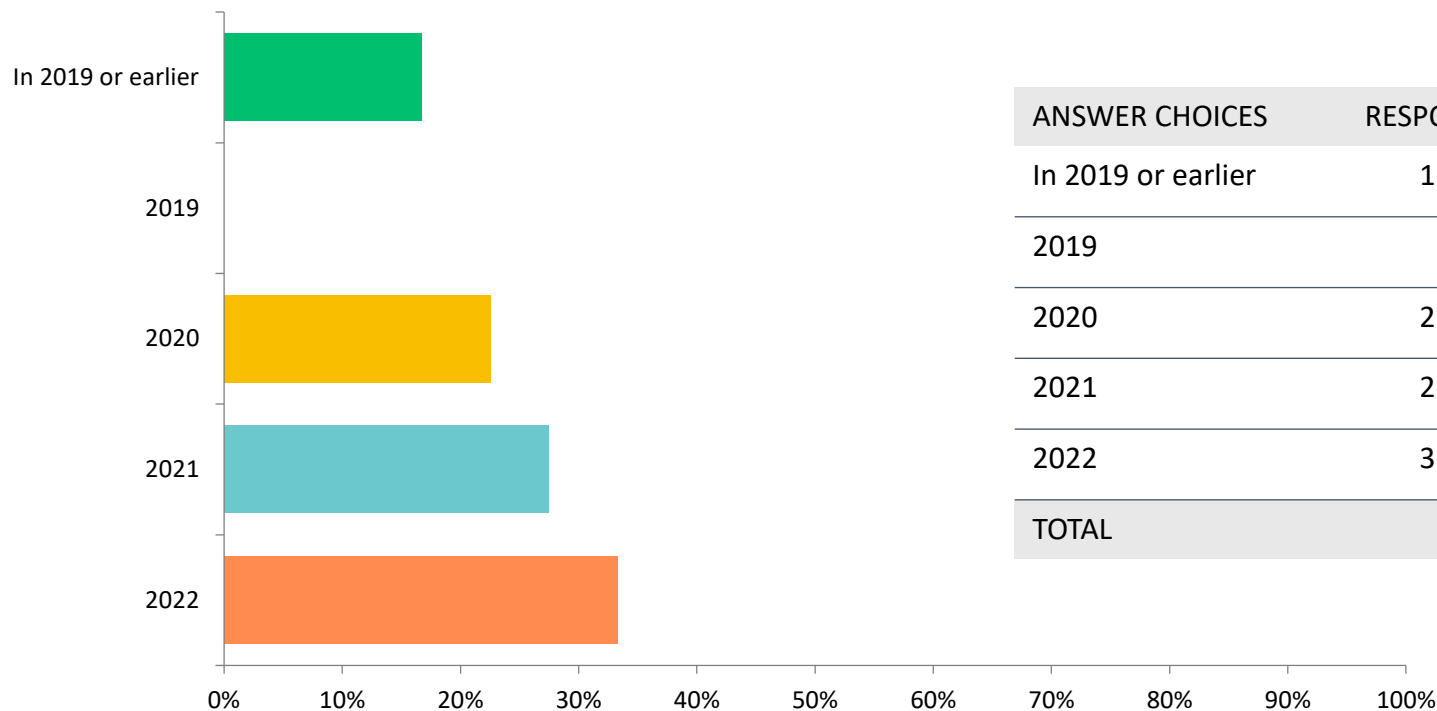
ANSWER CHOICES	RESPONSES	
North of Concession St	53.23%	99
South of Concession St	42.47%	79
Downtown Tillsonburg	4.30%	8
TOTAL		186

Prior to moving to Tillsonburg, how did you learn about the community?

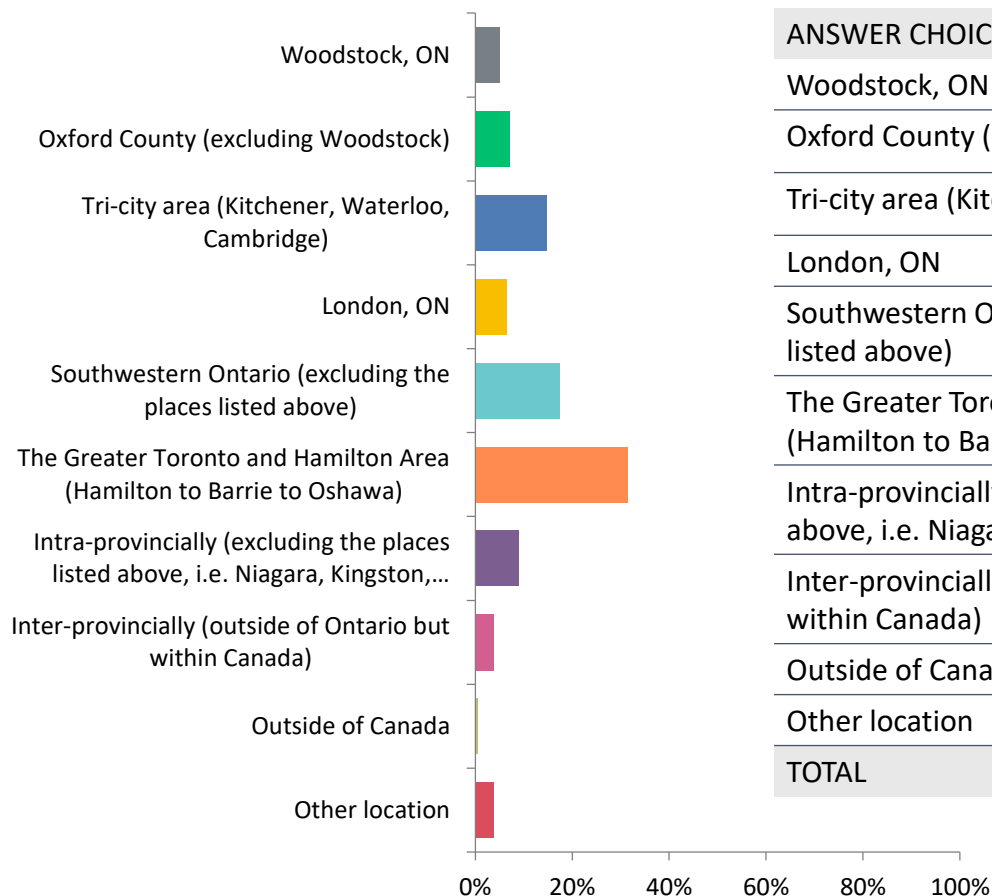


Note: 85 respondents answered “other” with responses ranging from; family members live nearby, respondent lived nearby prior to moving, respondent lived here previously or were born here, spouse works in town, Tillsonburg was recommended by a real estate agent or they found their home on realtor.ca.

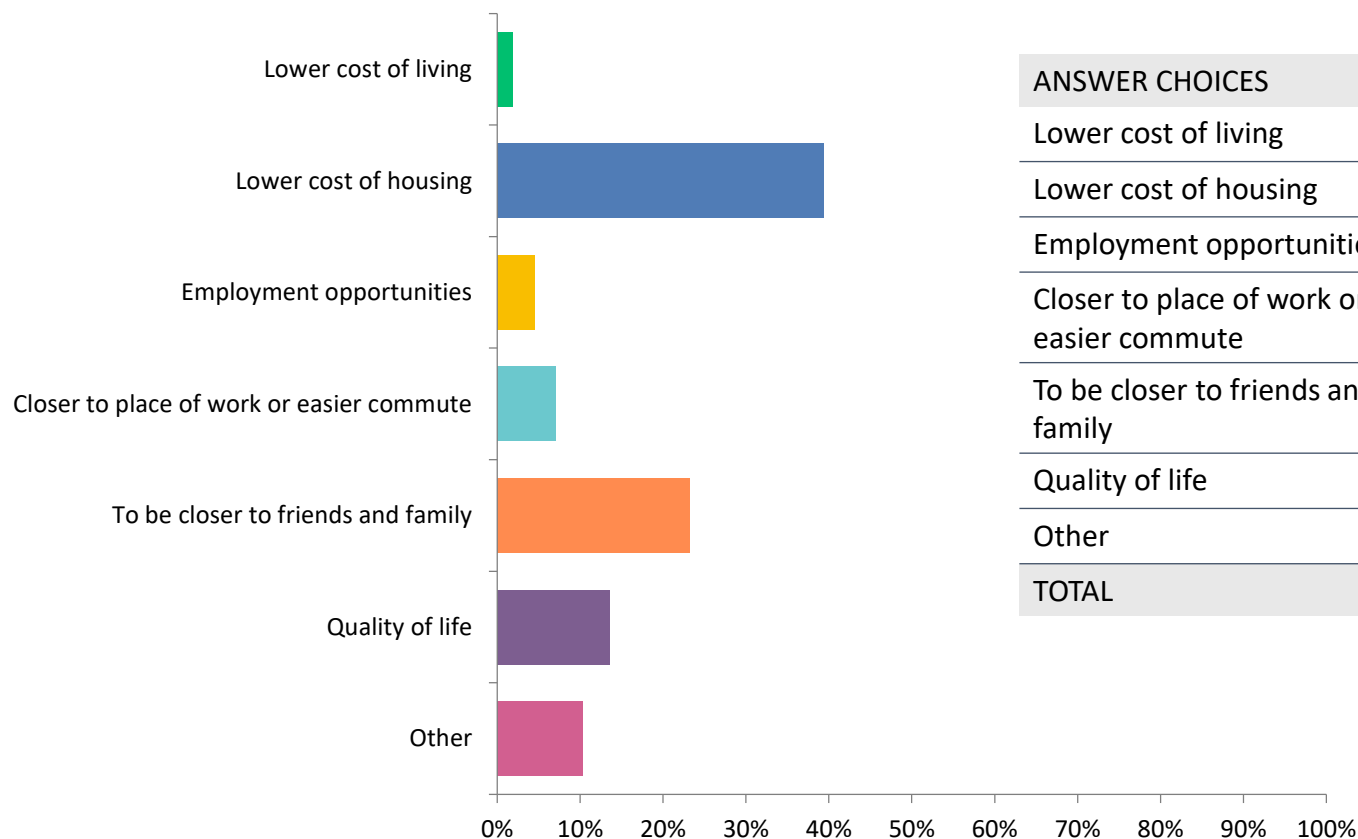
In what year did you move to Tillsonburg?



Where did you move from (where was your last place of residence)?

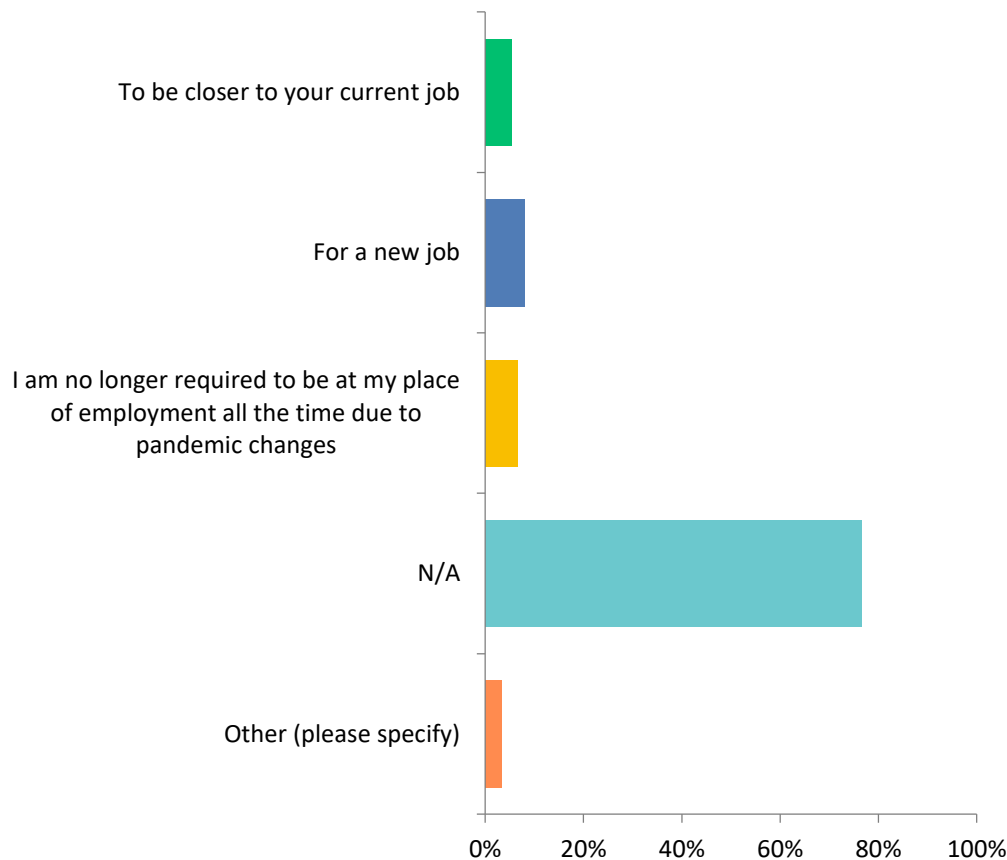


What is the main reason you moved to Tillsonburg?



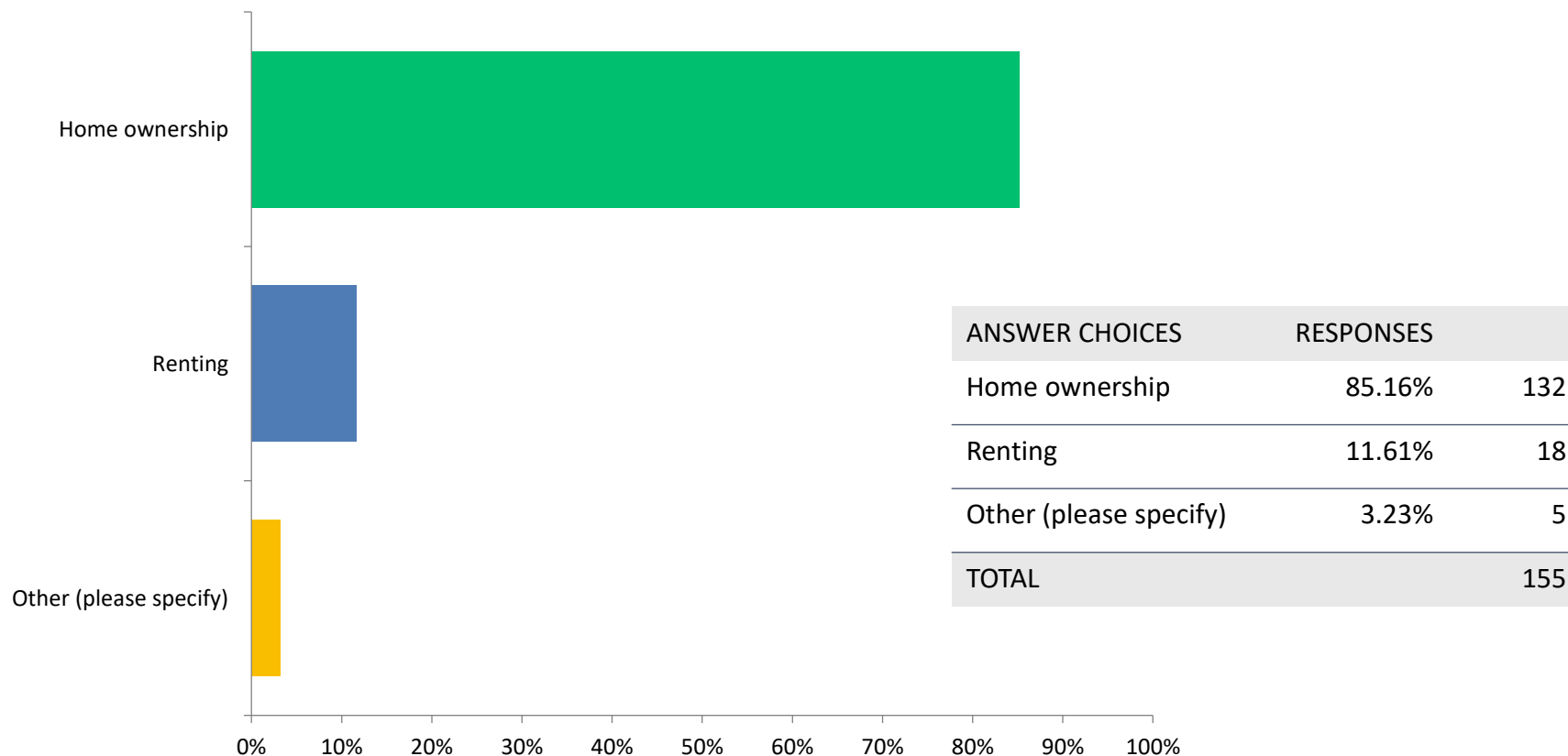
ANSWER CHOICES	RESPONSES	
Lower cost of living	1.94%	3
Lower cost of housing	39.35%	61
Employment opportunities	4.52%	7
Closer to place of work or easier commute	7.10%	11
To be closer to friends and family	23.23%	36
Quality of life	13.55%	21
Other	10.32%	16
TOTAL		155

If you moved to Tillsonburg for a job, please explain why?

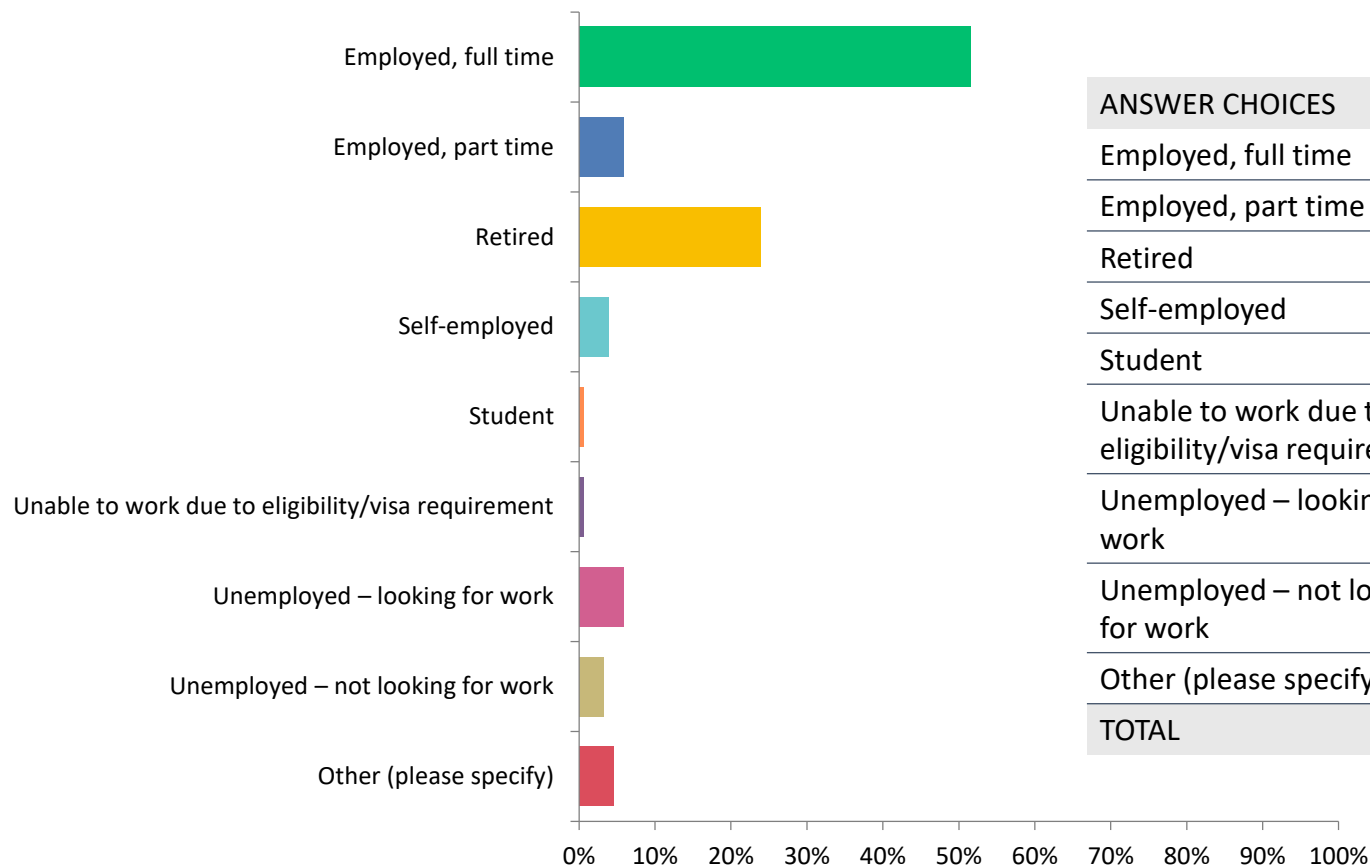


ANSWER CHOICES	RESPONSES	
To be closer to your current job	5.33%	8
For a new job	8.00%	12
I am no longer required to be at my place of employment all the time due to pandemic changes	6.67%	10
N/A	76.67%	115
Other (please specify)	3.33%	5
TOTAL		150

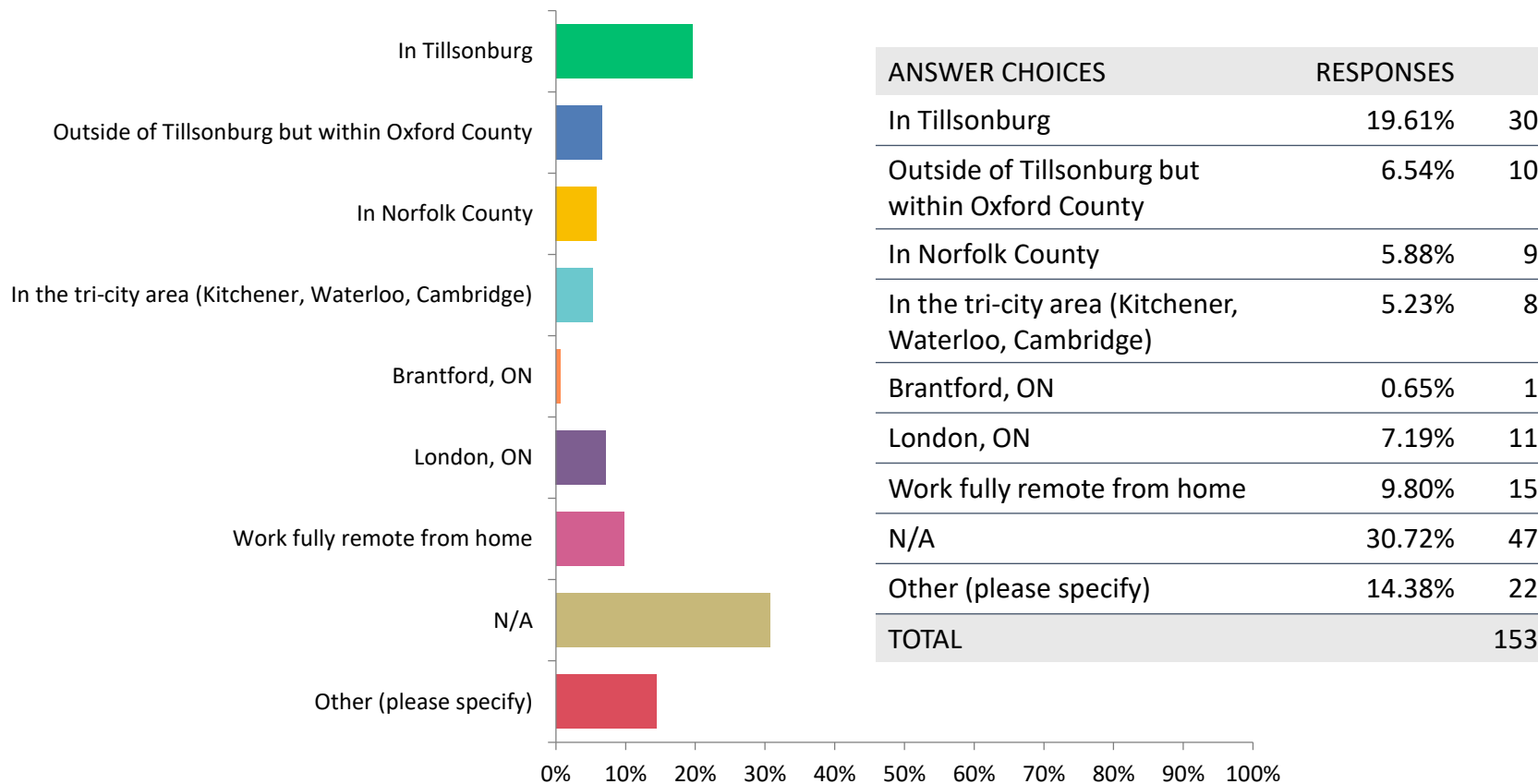
Which of these options best describes your family's housing situation?



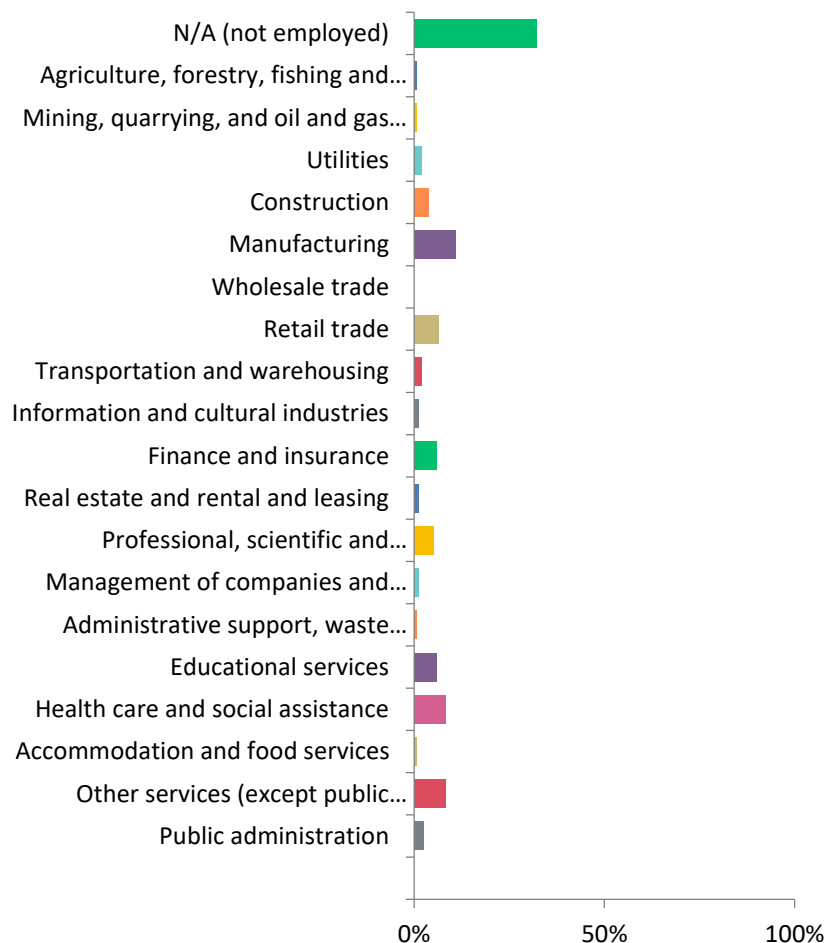
What best describes your employment status?



Where do you work geographically?

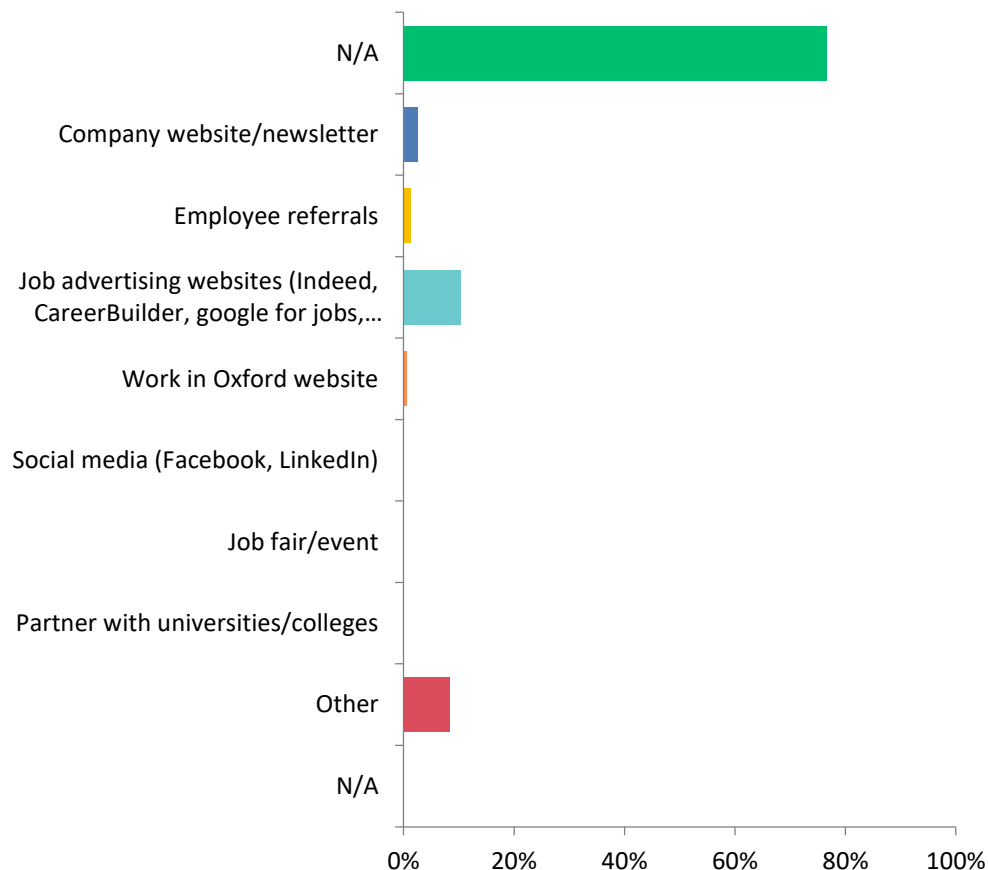


If you are employed, what sector do you work in?



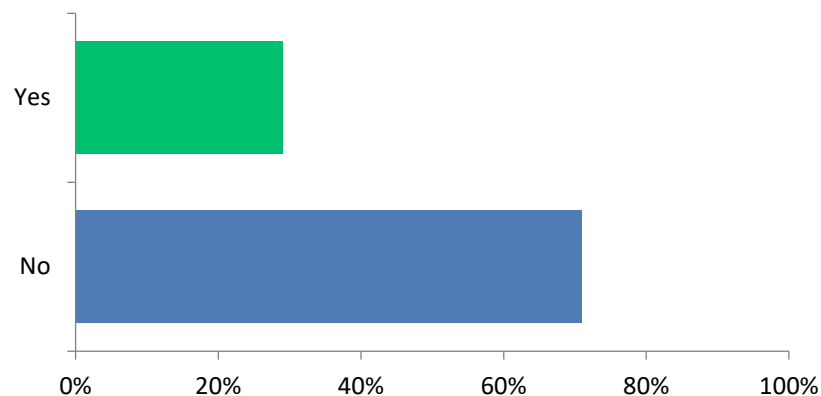
ANSWER CHOICES	RESPONSES	
N/A (not employed)	32.26%	50
Agriculture, forestry, fishing and hunting	0.65%	1
Mining, quarrying, and oil and gas extraction	0.65%	1
Utilities	1.94%	3
Construction	3.87%	6
Manufacturing	10.97%	17
Wholesale trade	0%	0
Retail trade	6.45%	10
Transportation and warehousing	1.94%	3
Information and cultural industries	1.29%	2
Finance and insurance	5.81%	9
Real estate and rental and leasing	1.29%	2
Professional, scientific and technical services	5.16%	8
Management of companies and enterprises	1.29%	2
Administrative support, waste management, remediation services	0.65%	1
Educational services	5.81%	9
Health care and social assistance	8.39%	13
Accommodation and food services	0.65%	1
Other services (except public administration)	8.39%	13
Public administration	2.58%	4
TOTAL		155

If you are employed in Tillsonburg, how did you find your job?

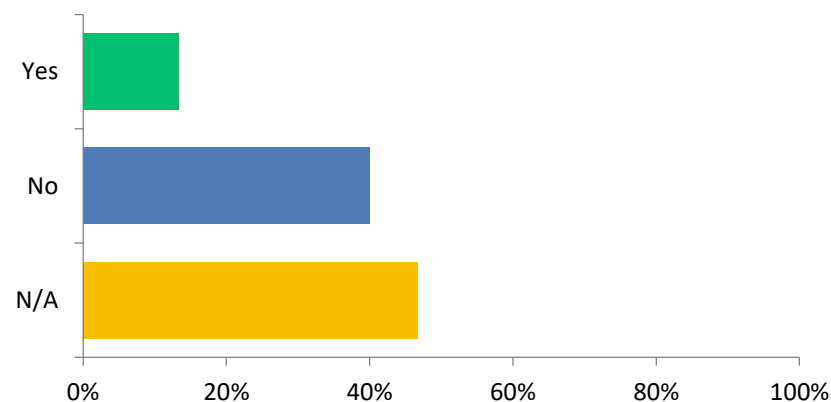


ANSWER CHOICES	RESPONSES	
N/A	76.62%	118
Company website/newsletter	2.60%	4
Employee referrals	1.30%	2
Job advertising websites (Indeed, CareerBuilder, google for jobs, ZipRecruiter)	10.39%	16
Work in Oxford website	0.65%	1
Social media (Facebook, LinkedIn)	0%	0
Job fair/event	0%	0
Partner with universities/colleges	0%	0
Other	8.44%	13
N/A	0%	0
TOTAL		154

**Are you aware of the Work in Oxford
(www.WorkInOxford.ca) online job board?**



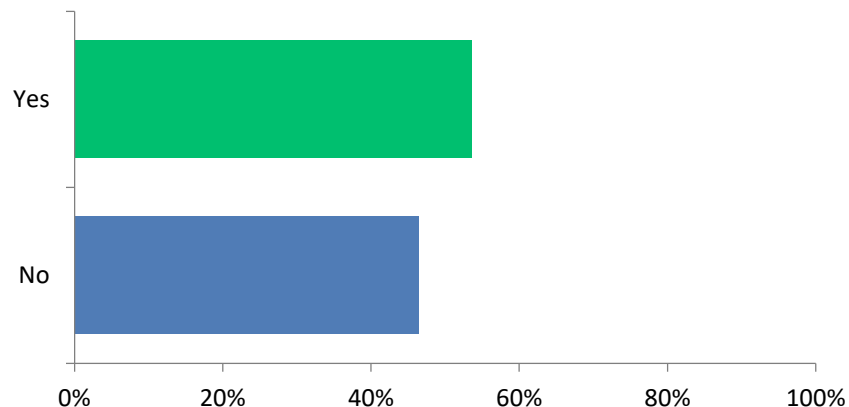
**Did you actively use the Work in Oxford
online job board to find employment?**



ANSWER CHOICES	RESPONSES	
Yes	29.03%	45
No	70.97%	110
TOTAL		155

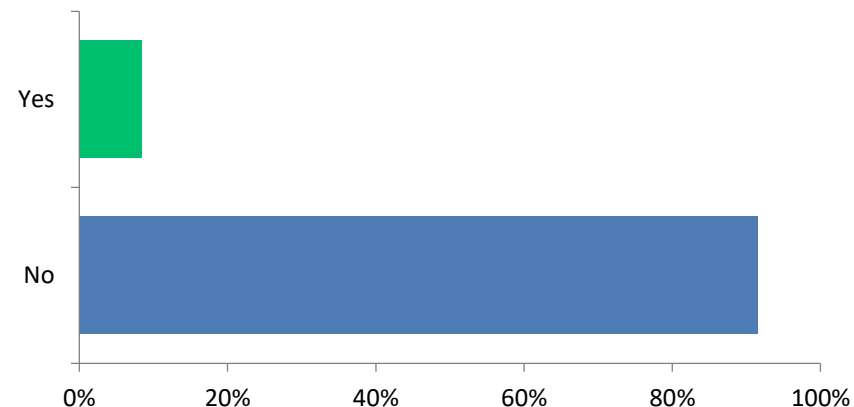
ANSWER CHOICES	RESPONSES	
Yes	13.33%	6
No	40.0%	18
N/A	46.67%	21
TOTAL		45

Are you aware of the local employment support services Tillsonburg offers (ex. The Multi-Service Centre)?



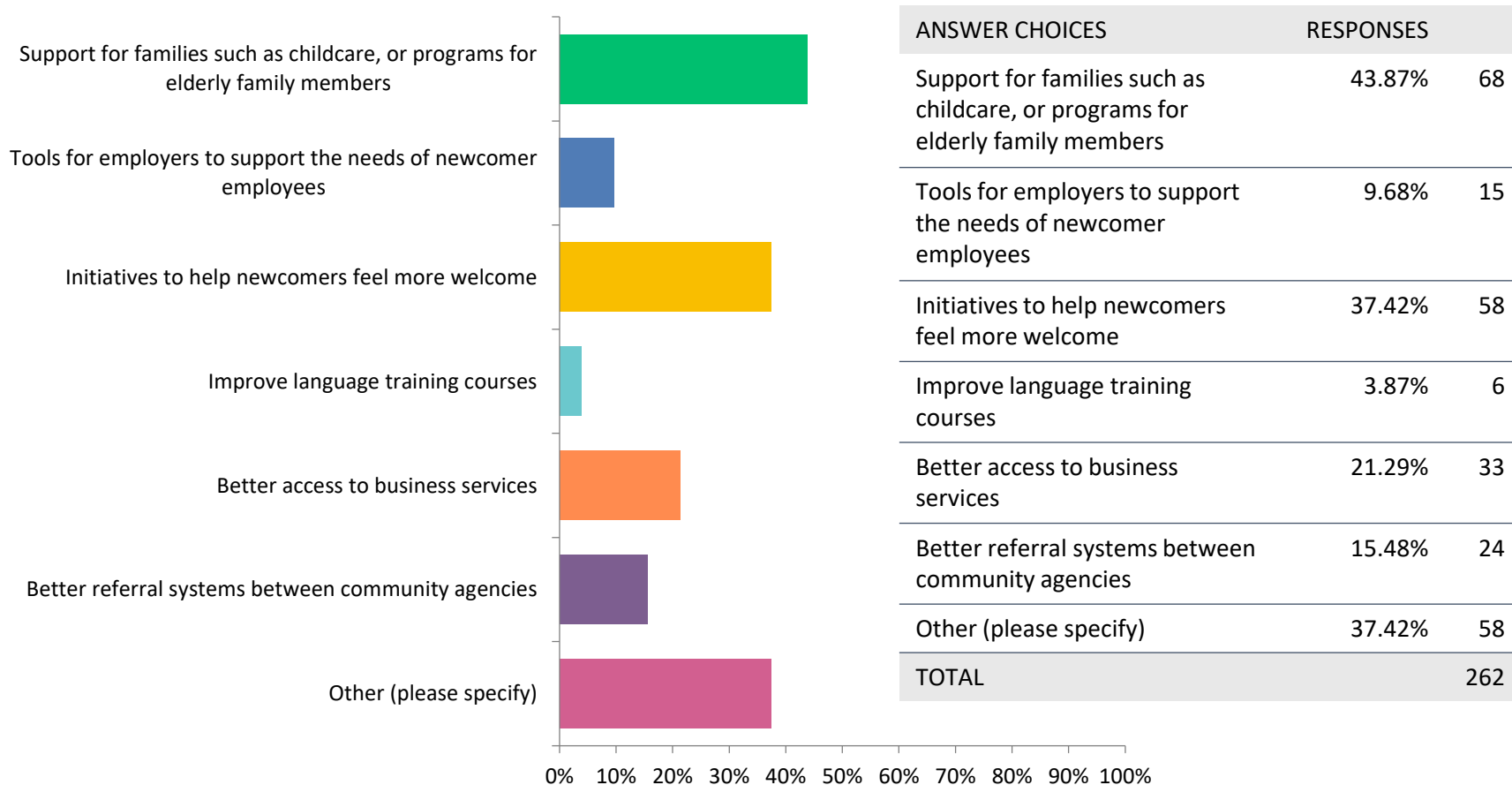
ANSWER CHOICES	RESPONSES	
Yes	53.55%	83
No	46.45%	72
TOTAL		155

Do you actively use any of the local employment support services Tillsonburg offers (ex. The Multi-Service Centre)?



ANSWER CHOICES	RESPONSES	
Yes	8.43%	7
No	91.57%	76
TOTAL		83

What services or supports do you think are needed to help you integrate and feel at home in Tillsonburg? Select all that apply.



What services or supports do you think are needed to help you integrate and feel at home in Tillsonburg?

“Other” responses:

- A readily available calendar with community events.
- Updated community calendar
- Bigger schools
- Better shopping opportunities and restaurants. Not fast food places. Too many of these already
- More affordable housing. Not everyone moving here has 75k+ annual incomes
- Livingston centre needs to be more compassionate about people's problems
- Need more family doctors
- Health care and doctors
- Greater access to information for retirees
- Transit between London and Tillsonburg
- None, it's been great
- Our experience has been really positive moving to tillsonburg - we found an excellent daycare for our kids, and have signed them up for local sports programs. I know we are lucky for the daycare piece as I often hear how long the waitlists are for childcare
- More employment opportunities
- More family activities and a NoFrills or FreshCo or FoodBasics
- Children activities and facilities. Not much to do here on weekends
- More Daycares facilities!!! I lost a job opportunity in town because I don't have family here and couldn't find a daycare spot for my daughter
- Affordable public daycare (not home daycare)
- Our hospital NEEDS more funding
- Have more things to do socially.
- More ethnic food, better quality spa services

What services or supports do you think are needed to help you integrate and feel at home in Tillsonburg?

“Other” responses (con’t):

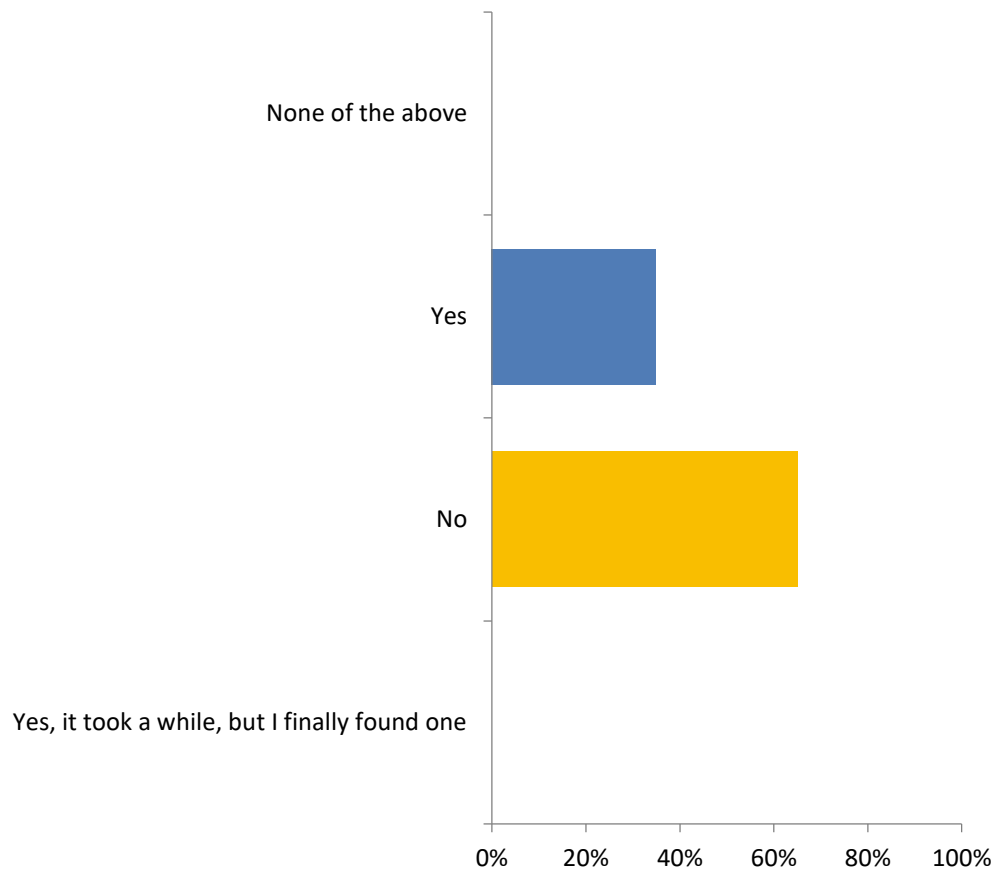
- More retail for kids and families, other grocery stores, more restaurants. Basically more business in town equals less traveling to other towns.
- Businesses need to have better hours in order to shop here and support them. Hours are too restrictive for people who work regular office hours.
- Recreation opportunities - sports leagues, etc.
- Better variety for shopping ie: Grocery stores, general stores
- Personally, I do feel welcome here
- Better transportation to London/Woodstock
- More shopping
- Your infrastructure needs improvement. Your schools are bursting the seams and your Developmental services are suffocating. You as a city must advocate for your citizens at the government level
- I truly concerned about the lack of Walk In Clinics
- Welcome package to know where things are in Tillsonburg
- More veterinarians, Family doctors, in-home visiting nurses
- Haven't noticed any.
- Family doctors badly needed
- Budget friendly grocery
- More access to family dr. More variety of restaurants and shops
- Affordable shopping ie no frills, giant tiger, food basics
- Health care for people and pets
- None. Information is easy to find on town and local services websites
- Medical
- No answer

What services or supports do you think are needed to help you integrate and feel at home in Tillsonburg?

“Other” responses (con’t):

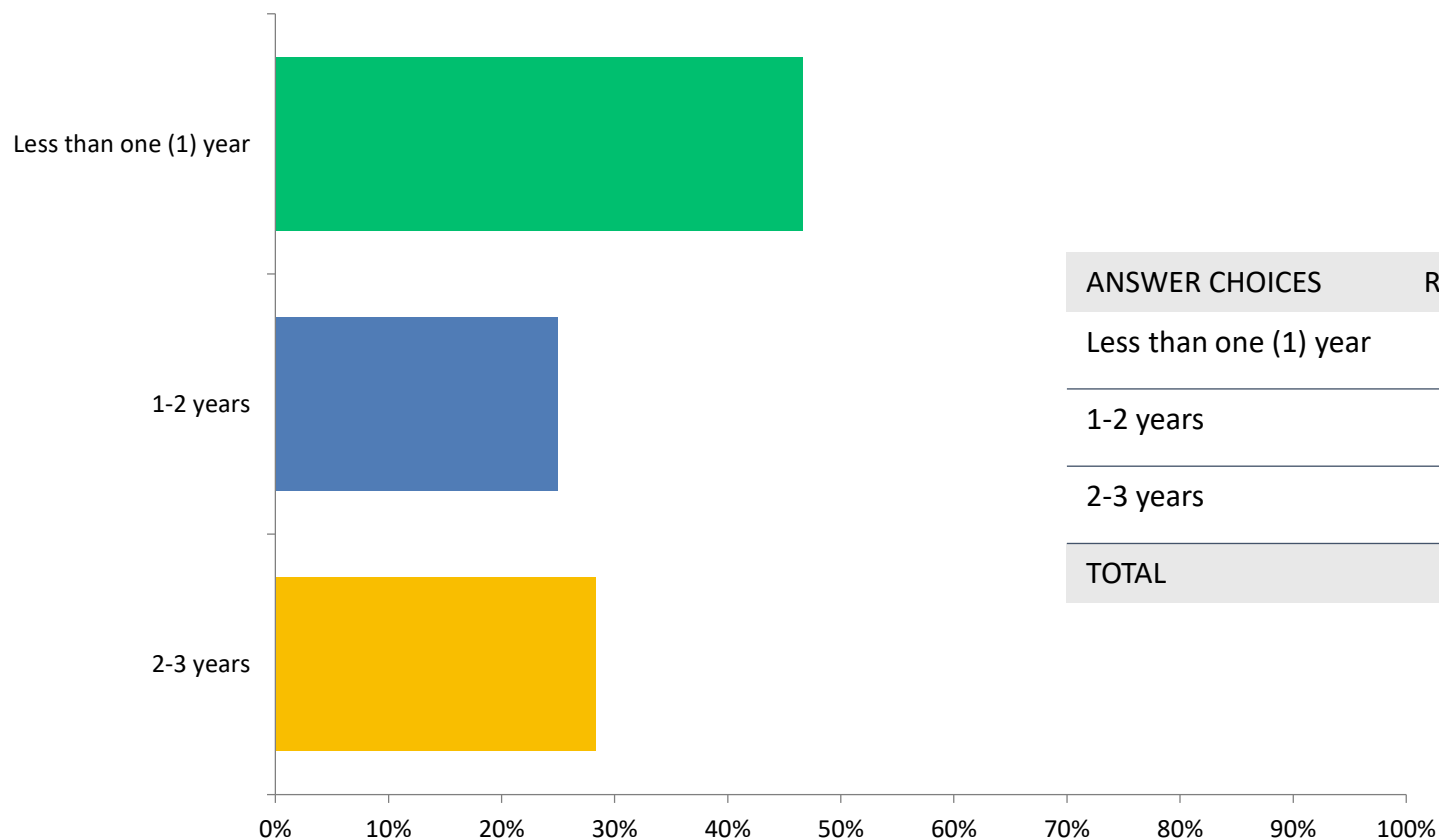
- Community newspaper, radio station, etc. a method of keeping up and being informed about local (Tillsonburg) news
- Better services from community center such as therapy pool and natural areas
- More grocery stores like NoFrills, Food Basics, FreshCo
- Doctors
- We located here at the beginning of the pandemic when services were unavailable, so it is not possible to comment.
- Health care
- I don't know, as I don't use any of these programs.
- More family doctors
- information regarding available healthcare services
- Do something about high levels of racism, discrimination and misogyny.
- I moved during COVID! I had no welcome to the town!
- Doctors, teen programs
- More doctors so that I don't have to travel to major cities
- I do not have enough experience to respond
- N/A

Is your family doctor located in Tillsonburg?

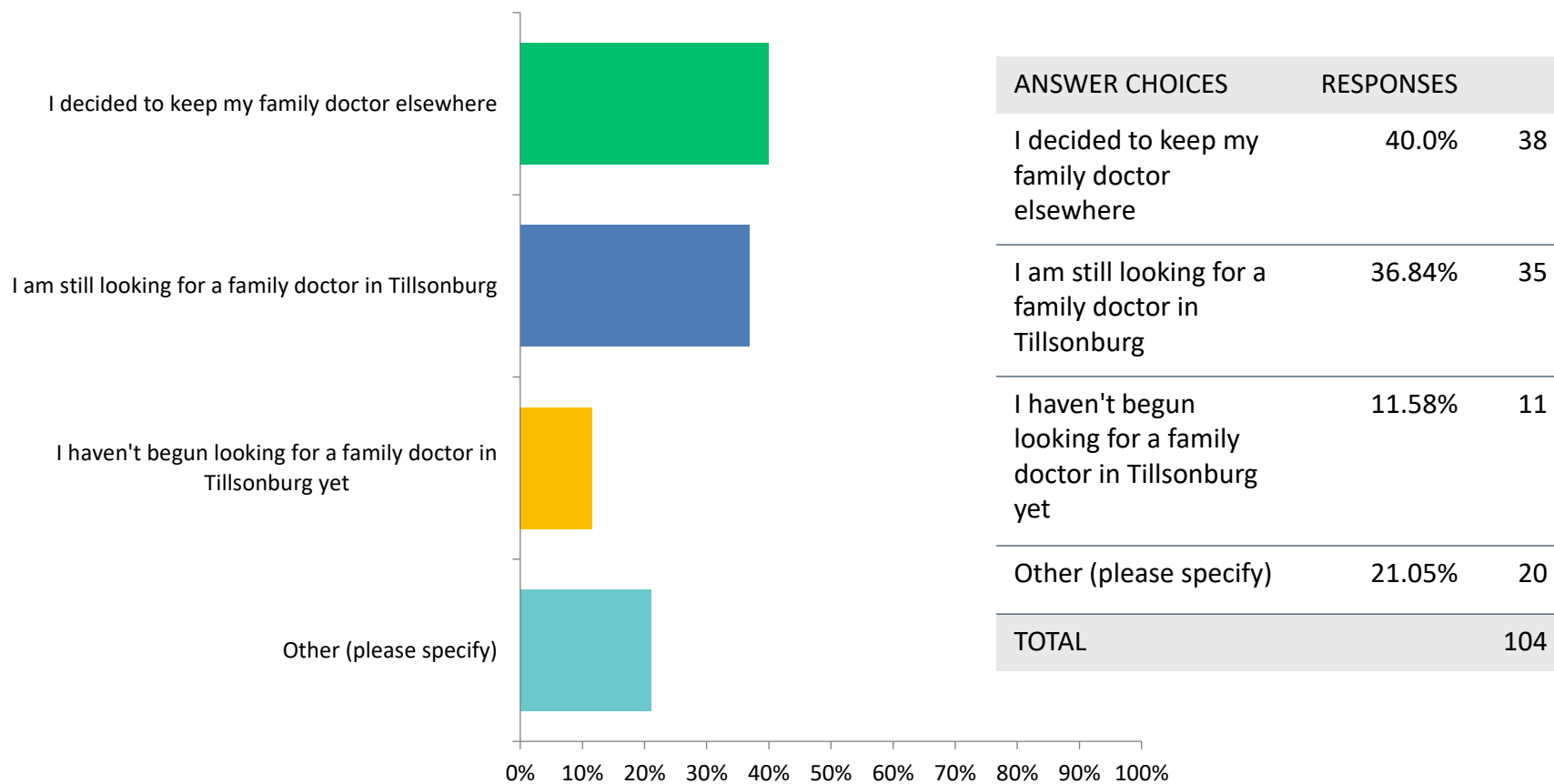


ANSWER CHOICES	RESPONSES	
None of the above	0%	0
Yes	34.92%	44
No	65.08%	82
Yes, it took a while, but I finally found one	0%	0
TOTAL		126

How long did it take you to find a family doctor in Tillsonburg?



Why don't you have a family doctor in Tillsonburg? Select all that apply.



Why don't you have a family doctor in Tillsonburg?

Other reasons (20):

- Found one in Norwich
- Family Dr. Taking new patients at Norwich clinic
- There are no family doctors in tillsonburg accepting new clients!
- Doctors in town are not accepting new patients
- When I left Tillsonburg in 2010, I kept seeing my family doctor here, so I already had one, when I moved back in 2020. All of my immediate family has the same doctor.
- Tillsonburg doctor wasn't accepting patients when we moved here
- Doctors are hard to find, mine is within an hours drive and it doesn't feel worth leaving her to find another.
- Was assigned one in norwich
- Couldn't find a family doctor accepting new patients in town
- There are none available so we have kept ours in oakville
- Wait lists are to long
- Severe shortage
- I found one in Woodstock
- At the time we were looking for a doctor in Tillsonburg no doctors were taking new patients. Found a doctor in Simcoe.
- Doctors in Tillsonburg not excepting new patients
- Kept my family doctor when I moved
- Went to my exes doctor
- None were accepting patients. We were lucky to find one in Norwich.
- I just found a doctor in Delhi accepting new patients. Tried getting one in Tillsonburg but no luck. I was travelling to Kitchener for over a year due to no doctors available
- No doctors were taking patients



Proposal

Oxford Physician Recruitment
Group

Camilo Galvis

Camilo Galvis

about us

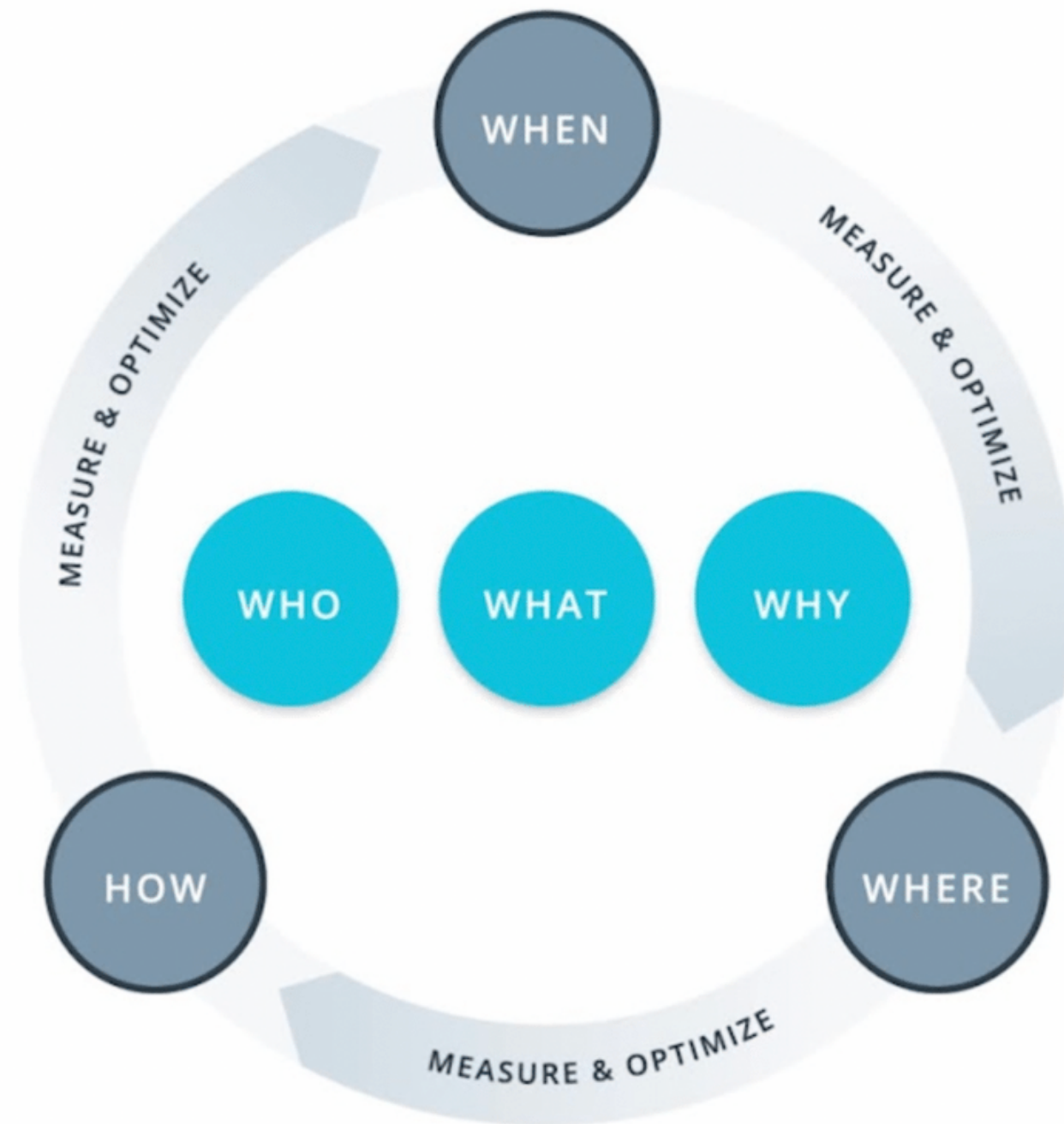
We work collaboratively with organizations to create innovative digital marketing strategies that are data-informed and customer-centric.

Our experience with creative design enables our clients to build a strong identity that drives growth and brand recognition.

Some brands we've worked with



Our Approach



- **What: Our Offer**
- **Who: Our Client**
- **Why: Marketing Objective**
- **How: The Message**
- **When: Customer Journey.**
- **Where: Channels**

Camilo Galvis

What: Our Offer

This will be discussed with the Recruitment Group. Relevant incentives could include:

- **Grants to pay down school costs in exchange for a period practicing in Oxford (similar to this Belleville's strategy.)**
- **Move-in incentives (covering rent, transportation costs, etc)**
- **Economic incentives for local students wishing to pursue a career in medicine**

Asghari, S., Aubrey-Bassler, K., Godwin, M., Rourke, J., Mathews, M., Barnes, P., Smallwood, E., Lesperance, S., Porter, N., O'Reilly, S., Hurley, O., Pike, A., Hurd, J., Oandasan, I., Nasmith, G., Garcha, I., & Walczak, A. (2017). Factors influencing choice to practise in rural and remote communities throughout a physician's career cycle. Canadian Journal of Rural Medicine. <https://www.cfpc.ca/CFPC/media/Resources/Rural-Practice/CJRM-RuralPractice2017.pdf>

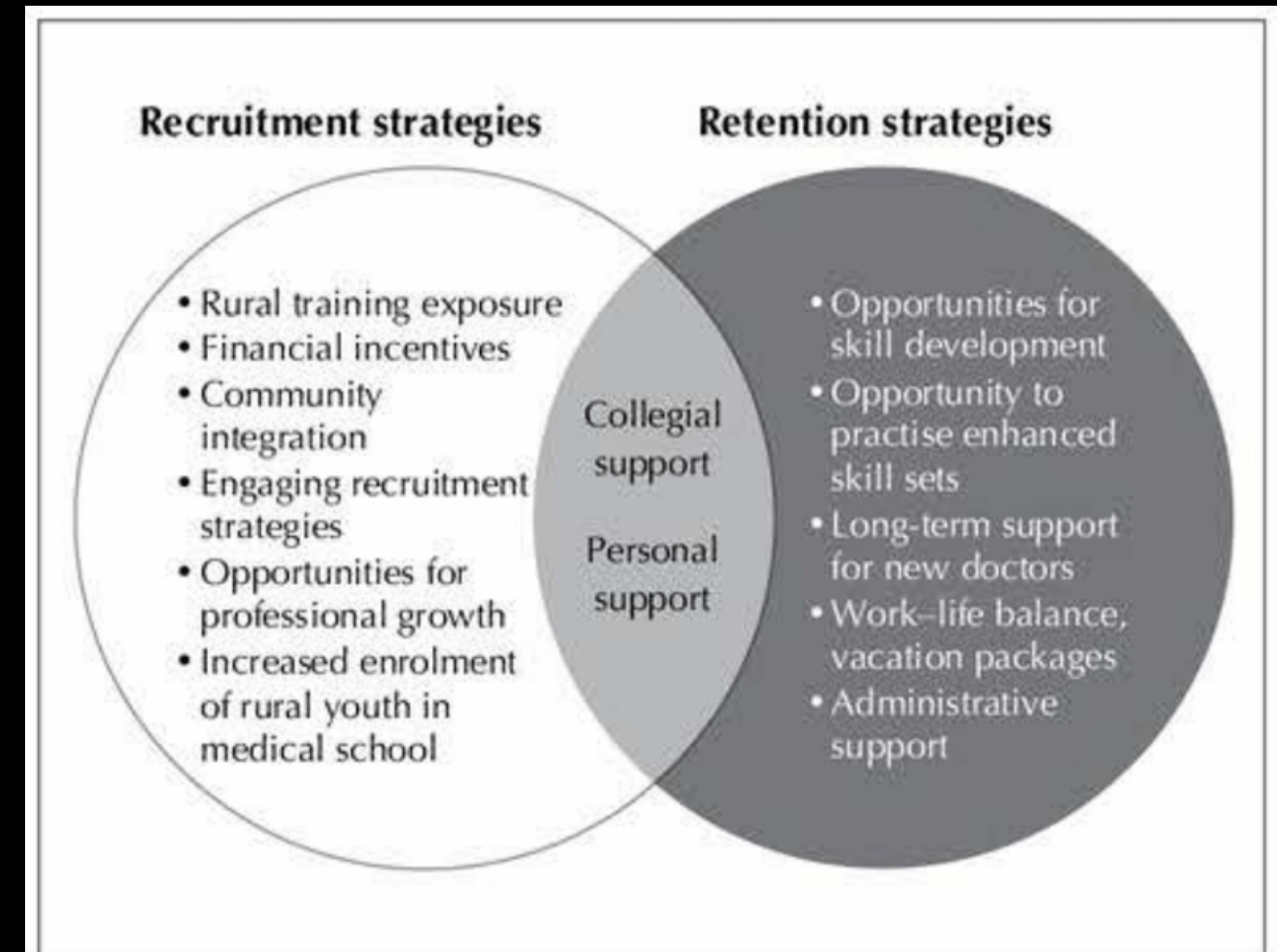


Fig. 1. Strategies that participants felt could help improve recruitment and retention in rural practice.

Who: Our Client



Canadian Doctors & Last-Year Students

- **Age:** 25 and over
- **Location:** Ontario
- **Needs:** income, life-work balance, business support
- **Goals:** practice medicine, pay off debt



Internationally Educated Healthcare Professionals (IEHP)

- **Age:** 25 and over
- **Location:** abroad
- **Needs:** visas, income, certificate, help settling
- **Goals:** get certified & practice in Canada



Local Students

- **Age:** 17-23
- **Location:** Oxford County
- **Needs:** funding, career orientation
- **Goals:** Go to med-school

Why & How

Why: Marketing Objective

The long-term goal of this campaign is to attract health professionals to practice family medicine in Oxford County.

In the short term, our marketing is focused on creating awareness of the benefits of practicing in Oxford County and position it in the minds of doctors.

How: The Message

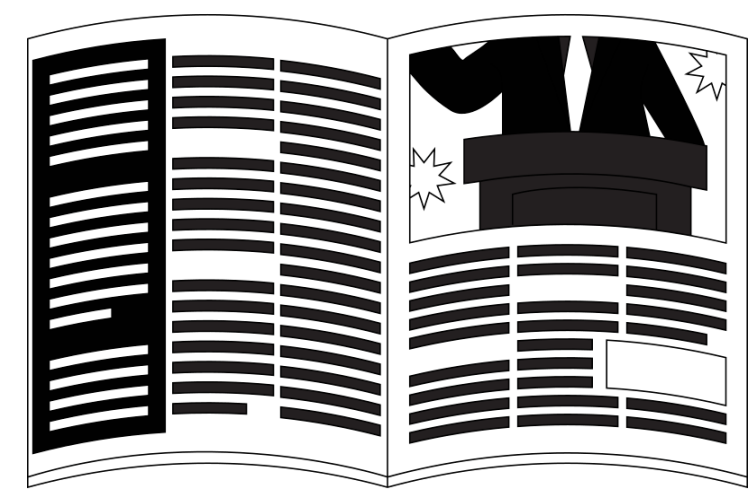
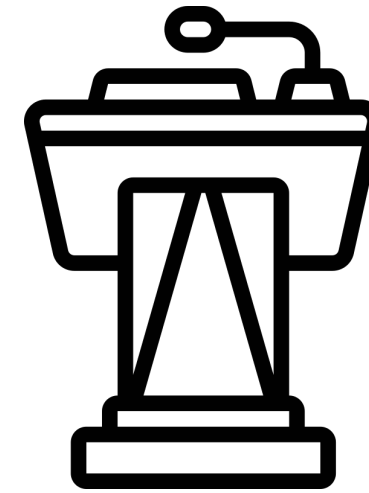
- **Canadian Doctors & Last-Year Students:** Oxford County, a community that takes care of you.
- **IEHPs:** Get certified and practice medicine in Oxford County.
- **Local Students:** Help you community and let your community help you.

When & Where: Journey & Channels



Digital Channels

- Facebook
- Instagram
- LinkedIn



Traditional Channels

- Career Fairs
- Industry Conferences
- Industry Magazines

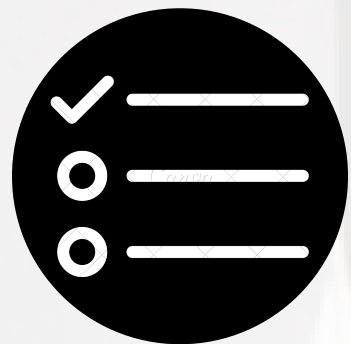
Projected Results & Required Investment



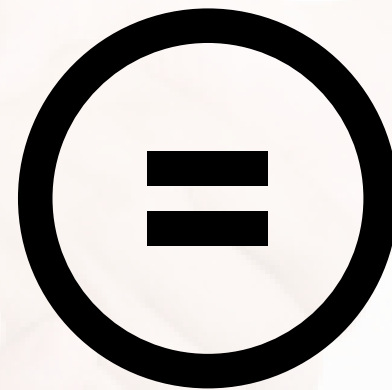
30,000
Impressions
Industry Magazines



1500-2100
Page Views
On our landing page



14 - 20
Leads
For Oxford County



Total Solution Cost
\$20,000

Contact Information

Camilo Galvis
Paid Media Specialist
cgalvis.sierra@gmail.com
416-770-2537

446 Sales Drive
Woodstock, Ontario

social media • advertising • website design



The Corporation of the Town of Tillsonburg
200 Broadway, Suite 204 Tillsonburg, ON N4G 5A7

Tel: (519) 688-3009
Fax: (519) 842-9431

MEMORANDUM

Recruitment Strategy Used by City of Woodstock

- Bringing more medical trainees (students and residents) to the City through programs like Discovery Weeks, regular Clerkship and residency rotations
 - Allows for an opportunity to showcase the City's clinics, hospital and community
 - Gives the trainees an opportunity to "try before you buy"
 - Ideally in the future Oxford County would be a satellite academic training site for the Schulich school of Medicine with trainees consistently rotating through
 - Current physicians like this approach as it works both ways and gives them an opportunity to get to know the trainees and evaluate how they would fit within their FHO groups/clinics as potential new recruits
 - Biggest challenge→ decreasing popularity of family practice amongst trainees and new grads, most end up specializing, choosing to locum, work as a hospitalist, etc.



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MEMORANDUM

Proposed Committee Goals

- Support and help advance a Nurse Practitioner's Office
- Implement another model of health care (presentation from Thames Valley Family Health Centre)
- Development of a medical clinic
- Continuation of physician recruitment
- Review recruitment strategy and commitment
- Offer Town incentives (such as: housing, health club membership, Town information/tours)
- Keep members informed with development land and the needs to support sustainable growth objectives for health care
- Support efforts on primary care providers, clinic, hospital from a municipal level and perspective
- Continue to inform Council of Committee's achievements and goals and to further community engagement
- Monitor eligibility for Ministry of Health and Health Force Ontario Northern and Rural Recruitment and Retention Initiative
- Continue to support recruitment and retention efforts financially
- Increasing access to health care for Tillsonburg residents and surrounding areas (may include supporting the implementation of innovative models of care, e.g. team based care)
- Strategic recruitment and retention efforts of health care professionals
- Sustainable health care development within the community (e.g. land development, medical buildings etc)