Physician Recruitment and Retention: The New Brunswick Perspective

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Nouveau-Brunswick

- Population: 753 900
- Médecins: 1 589
- Rural et urbain
- Bilingue
- 2 Réseaux de santé
- Coordination provinciale centralisée de la répartition des ressources médicales depuis 1992
Undergraduate Medical Education

- Two (2) Distributed Medical Education Programs
  - CFMNB since 2006
  - DMNB since 2010

- Seat purchases at other PSE Institutions

- Today, 75% of medical students that come from N.B. are studying in N.B.
Postgraduate Medical Education

• 4 Family Medicine Residency Sites

• 1 Integrated FM-EM Residency Site

• 1 Internal Medicine Residency Site
A Few Statistics

• 93.9% of population report having a regular doctor (source: Statistics Canada)

• Recruit an average of 90 physicians per year

• 70 physicians vacancies per year
Approche de recrutement historique

• Mené par les Régies régionales de la santé et appuyé par le Ministère de la Santé

• Emphase sur la rétention des étudiants et résidents du NB
  – Programme de stages d’observation d’été
  – Initiatives et programmes de rétention

• Relations étroites avec les étudiants et les résidents
Historical Recruitment Approach

• Annual visits to students and residents
  – Targeted messaging
  – Inform about medical landscape (physician forecast)

• Partnerships with NBMS, municipalities and community groups
  – NB Medical Education Trust

• Special Events (e.g. Home for the Holidays)
Improvements in the works

- Centralized and co-ordinated recruitment approach
- Reorganize the existing recruitment process
  - Research-based
  - Value Stream Mapping
- Create better policies and incentives; and
- Better orient physicians to their practices and communities.
Questions