



City of
Peterborough

To: Members of the Joint Services Steering Committee

From: Peter Gaffney, Board Chair, Peterborough Economic Development

Meeting Date: September 4, 2014

Subject: Report PEDJSSC14-001
Peterborough Economic Development Physician Recruitment

Purpose

A report to recommend the services of the Physician Recruitment Program be transferred to Primary Health Care Services of Peterborough along with the \$30,000 budget to deliver the services.

Recommendations

That the Joint Services Steering Committee endorse the recommendations as outlined in Report PEDJSSC14-001 dated September 4, 2014 by the Board Chair of Peterborough Economic Development, as follows:

- a) That effective January 1, 2015, the Physician Recruitment Program, currently being delivered by Peterborough Economic Development, be transferred to the Primary Health Care Services of Peterborough.
- b) And that the \$30,000 annual amount the City and County are contributing to the Physician Recruitment Program be provided directly to the Primary Health Care Services of Peterborough on an ongoing basis to support the program.

Budget and Financial Implications

The actual 2014 cost of the Physician Recruitment Program is expected to be \$30,000 per annum. The 2014 Budget was set at \$32,400 as outlined in Schedule B. This cost is currently part of Peterborough Economic Development's annual operating budget. It is anticipated that upon completion of the transfer that those funds will be reallocated from Peterborough Economic Development's budget and directed towards Primary Health Care Services of Peterborough.

Background

The Physician Recruitment Program originated 13 years ago with the cooperation of County and City Councils combining funding to establish an ongoing role for a single person physician recruiter. The program was determined to be part of the overall GPA EDC's, now Peterborough Economic Development's responsibility although the program was never intended to be one of the corporation's mandated core programs.

To date, 40 practices have been started since the program began in Peterborough County and the City with 14 retirements or relocations.

With its continued focus on delivering core economic development services, Peterborough Economic Development does not consider this service core to its economic development mandate. John MacDonald, the original and current physician recruiter, has indicated that he plans to retire over the next 18 months. His pending retirement has triggered an alternative solution to house the service in order to maximize service delivery with the anticipated personnel changes.

Subsequently, discussions have taken place between Peterborough Economic Development and Peterborough Primary Health Care Services group to pursue the transfer of services. The attached documents outline the details of the transfer. Both parties have agreed in principle to precede pending approval from the City and County of Peterborough through the Joint Services Steering Committee.

Rationale

The rationale for transferring the program is as follows:

- Physician recruitment is not a core service of Peterborough Economic Development
- The knowledge required and skill set is highly specialized and will be lost with the retirement of John MacDonald

- With a new recruiter required, PED did not feel knowledgeable or skilled to maintain the Physician recruitment responsibility
- The role is becoming more complex
- There are natural synergies with the role and the Peterborough Primary Health Care Services group. They are knowledgeable, skilled and properly resourced to undertake this role
- Both parties agree that the transfer makes sense

Current Services

The Family Physician Recruiter currently provides the following services on a part-time basis to the Peterborough region:

- Assists with the quality of service and expansion of the local healthcare industry by attracting new family physician talent and related investments in the region (nurse job creation, new private practice business development and housing market investment).
- Connects and introduces family physicians with prospective offices/clinics so they can begin their negotiations.
- Maintains awareness of issues within area municipalities that affect this portfolio.
- Develops and delivers the family physician recruitment program, including new family physician welcome and orientation sessions to the region.
- Adjusts the program in response to market conditions and prospective client feedback.
- Coordinates the production of periodic marketing and/or communications materials including the docfinder.ca website.
- Prepares and manages budgets, timelines, targets, and regular activity reports as required.
- Works closely with the family physician community; building strong and respectful relationships.
- Supports work with key partners that helps achieve the corporate strategic goals.
- Maintains strong relationships with city, county, council, and senior government officials.
- Manages the budget.

Summary

Peterborough Economic Development is recommending the Physician Recruitment Program and the \$30,000 funding currently provided by Peterborough Economic Development be transferred to the Primary Health Care Services of Peterborough effective January 1, 2015.

If the Joint Services Steering Committee endorses the recommendations in this report, a report will be presented to both Councils for final approval.

Submitted by,

Dan Taylor
President & CEO
Peterborough Economic Development

Peter Gaffney
Board Chair
Peterborough Economic Development

Contact Name:

Peter Gaffney
Board Chair
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Attachments:

Appendix A – Letter of Intent to Primary Health Care Services of Peterborough
Appendix B – Financial Overview of Physician Recruitment Program 2012-2014
Appendix C – Letter of Support from Primary Health Care Services of Peterborough

Appendix A

Letter of Intent to Primary Health Care Services of Peterborough



Our Mission:
We lead Peterborough's economic growth by attracting the talent, innovation and investments that create desirable jobs and an irresistible place to live and visit.

Dan Taylor, President & CEO
Peterborough Economic Development
210 Wolfe Street
Peterborough, ON K9J 2K9

August 5, 2014

Dr. Tom Richard, Chair
Primary Health Care Services of Peterborough
150 King Street
Peterborough, ON K9J 2R9

Dr. Richard;

Please find attached this draft letter of intent designed to enter into an agreement with Primary Health Care Services of Peterborough to transfer the responsibilities of the Family Physician Recruitment Program from our organization to your organization.

As part of this letter of intent, we would proceed with discussions based on the following understanding:

- The specific function and core responsibilities of the Family Physician Recruitment Program would remain as outlined in Schedule A.
- Primary Health Care Services of Peterborough will work closely with Peterborough Economic Development and the current physician recruiter to ensure that the core responsibilities outlined in Schedule A continue to be delivered effectively through the transition and continuation of the program.
- Following approval in principle at the City and County of Peterborough's Joint Services meeting on September 4, 2014, a recommendation will be made at the City of Peterborough's Committee of the Whole Meeting on September 22, 2014. Peterborough

- Economic Development will seek approval from the City of Peterborough and County of Peterborough to cease providing Family Physician Recruitment services effective December 31, 2014 and for the City and the County to enter into negotiations with your organization based on the details outlined in this letter.
- The estimated cost is \$30,000 per annum as outlined in Schedule B.
- Primary Health Care Services of Peterborough would commence providing the Family Physician Recruitment Services effective January 1, 2015.

As part of the conditions of this letter of intent, we would request that Primary Health Care Services of Peterborough keep these discussions and negotiations confidential at this time.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dan Taylor', with a long, sweeping flourish extending to the right.

Dan Taylor
President & CEO

Cc: Bill Casey, Executive Director
Primary Health Care Services of Peterborough

Dr. Don Harterre, Physician Lead
Primary Health Care Services of Peterborough

Appendix B

**Financial Overview of Physician Recruitment Program
2012-2014**

FINANCIAL OVERVIEW OF PHYSICIAN RECRUITMENT PROGRAM

2012 - 2014

Category	Full Account	Description	2012 Final	2013 Final	2014 Budget
OpExpense	801 9846410	Advertising and Publicity	364	25	500
OpExpense	801 9846490	Cellular Phone	722	930	700
OpExpense	801 9847005	Office supplies	-	-	-
OpExpense	801 9847223	Goodwill/collateral materials	106	309	-
OpExpense	801 9847224	Host expenses	1,872	335	2,000
OpExpense	801 9848005	Office Equipment	-	-	-
OpExpense	801 9848225	Conference & Conventions	726	615	700
OpExpense	801 9848227	Tradeshows expenses	980	575	1,000
Sal&Wages	801 9846025	Salaries - Part time	24,251	25,130	25,000
Sal&Wages	801 9846075	Employee Benefit O/H	2,425	2,513	2,500
OpExpense	801 9848205	Business Travel	178	-	-
OpExpense	801 9848207	Business Entertainment	56	45	-
Physician Recruiting			31,679	30,477	32,400

Appendix C

**Letter of Support from Primary Health Care Services of
Peterborough**



Primary Health Care Services
OF PETERBOROUGH

3rd Floor, 150 King St., Peterborough, ON K9J 2R9
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August 13, 2014

Dan Taylor, President & CEO
Peterborough Economic Development
210 Wolfe Street
Peterborough, ON K9J 2K9

Dear Dan,

Thank you for meeting with Primary Health Care Services of Peterborough to discuss the future of the physician recruitment program for Peterborough County and City.

The residents of Peterborough County and City have benefited from the efforts of John MacDonald as a physician recruiter for more than 13 years. In his role John has worked closely with Primary Health Care Services of Peterborough and all of the potential practice sites for new physicians. Since the inception of the physician recruitment program the complexity of medical practice has grown. Our community, more than most other communities in Ontario has reaped the enormous benefits of a highly developed and effective multi-disciplinary Family Health Team.

Physicians looking to establish a family practice are extremely interested in multidisciplinary care and as such Primary Health Care Services of Peterborough has worked very closely with John MacDonald over the past many years to promote our community and practice model. This relationship has been tremendously successful in attracting physicians to the community and ensuring that our growing community can continue to absorb physician retirement and population growth. With the impending retirement of John MacDonald, Primary Health Care Services of Peterborough is very much interested in continuing to work with our local municipalities and Peterborough Economic Development to ensure that the progress we have made as a community around physician recruitment is not lost.

As an organization dedicated to the recruitment of health professionals to meet the growing demands of our community, and having worked closely with John MacDonald over many years, Primary Health Care Services of Peterborough is well positioned to ensure the ongoing success of the physician recruitment program for our community.

I look forward to our ongoing discussions around this program and how we might work together to achieve continued success.

Kind Regards,

A handwritten signature in black ink, appearing to read "Dr. Tom Richard".

Dr. Tom Richard, Chair
Primary Health Care Services of Peterborough
3rd Floor, 150 King Street
Peterborough, ON K9J 2R9