

# **City of Cornwall Medical Recruitment Efforts**

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# Early Efforts – 30 Years Of History

- 1992 – early 2000s
  - Cornwall identified as underserviced community in Ontario
  - Recruitment events, tours, and presentations to medical programs in Ontario and Quebec
    - Funded partly by Cornwall Economic Development and MOHLTC
  - Mayor’s Task Force On Medical Recruitment, established in 2000

# Recruitment and Relocation Forgivable Loan Program



Cornwall Recruitment Team in Montreal, 2019

- \$25,000 for 3 years return of service
- 42 physicians have taken advantage of program since 2001
- 4-5 recruitment events and visits annually

**\$1.75M invested since 2001**

*= \$45,000/year*

# Medical Scholarship Program

- Support new family medicine practices in Cornwall and SDG
- \$150,000 for a 5-year return of service
- 10 scholarships since 2009
  - 1 completed return of service
  - 6 on-going return for service
  - 2 in school or residency program
  - 1 cancelled agreement



Ms. Crevier, 2020 Scholarship Recipient

# Other Past Efforts – All Completed

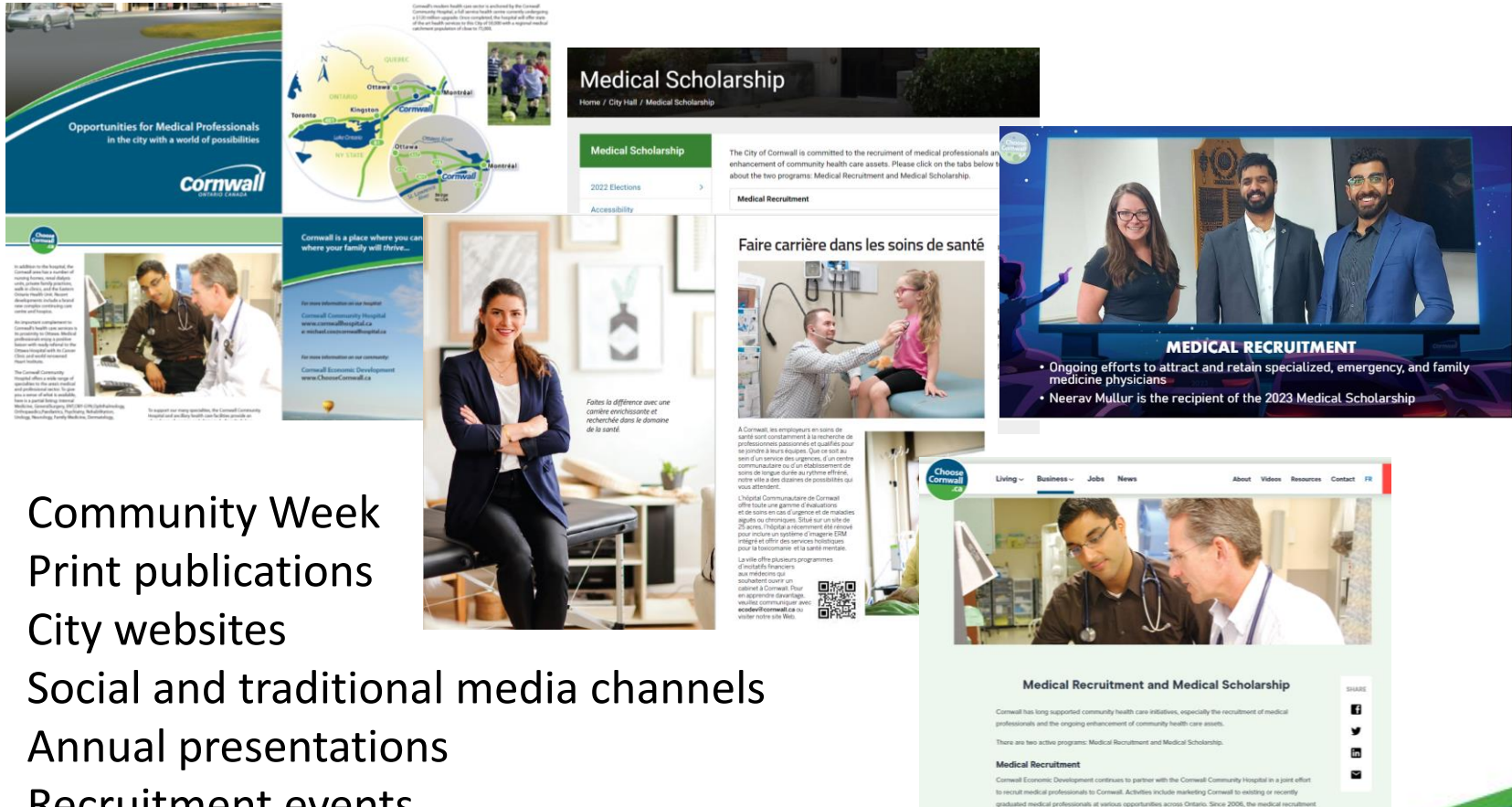


Cornwall Community Hospital Foundation (CCHF) with Queen's University School of Medicine presenting the Adopt A Medical Resident Program to Council in 2019.

- Repayable Loan
  - 4 instances, all repaid
  - $\frac{3}{4}$  continue to practice in Cornwall
  - \$238,000 in loans
- Adopt A Medical Resident from Queen's University
  - \$100,000 total



# General Marketing Efforts



- Community Week
- Print publications
- City websites
- Social and traditional media channels
- Annual presentations
- Recruitment events
- University career pages
- Partner and stakeholder engagement

# Reserve – 3 Year Financials

|  | 2024 Budget   | 2023 Actuals  | 2022 Actuals  |
|--|---------------|---------------|---------------|
| <b>Revenue</b>   |               |               |               |
| <b>Contribution To Reserve</b>   | -200,000      | -200,000      | -100,000      |
| <b>Recovery Of Loans</b>   |               | -480          | -2,015        |
| <b>Total Revenue</b>   | -200,000      | -200,480      | -102,015      |
| <b>Expenses - Recruitment Initiatives</b>                                    |               |               |               |
| <b>Medical Scholarships<br/>(forgivable loan, return-of-service)</b>         | 100,000       | 70,000        | 60,000        |
| <b>Physician Relocation Program (forgivable loan,<br/>return-of-service)</b> | 75,000        | 25,000        | 44,128        |
| <b>General Recruitment<br/>(advertising, events, visits)</b>                 | 10,000        | 9,256         | 15,388        |
| <b>Total Expenditures</b>  | 185,000       | 104,256       | 119,516       |
| <b>Annual Net Funding/Expenditures</b>                                       | -15,000       | -96,224       | 17,501        |
| <b>Balance of Medical Recruitment Reserve</b>                                | 845,273       | 830,273       | 734,049       |
| <b>Return of Service Commitments*<br/>(Scholarships/Loans)</b>               | 795,000       | 795,000       | 715,000       |
| <b>Net Reserve Amount</b>  | <b>50,273</b> | <b>35,273</b> | <b>19,049</b> |

# Current and Future Opportunities

- 2024 Recruitment and Relocation Program candidates:
  - 1 family medicine, 1 paediatrician, 1 psychiatry, 2 anesthesiology, 1 dermatology
- Address the “business” of health care:
  - support the transition to compatible electronic medical records,
  - develop a locally relevant health care business training program,
  - build connection with St. Lawrence College health administration programs
  - business succession planning resources



Dr. Hartley, 2019 Scholarship Recipient



# Future Opportunities

- Consider new strategies to alleviate overhead costs
  - Offer “turnkey” model
  - Develop new CIP program to incentivize health clinic space development
  - New return-of-service program using Medical Reserve for existing physicians looking to expand services
- New recruitment pathways and partnerships
  - Residency program in Cornwall through uOttawa, Queen’s U, or York U
  - Advocate for new pathways for internationally trained
  - Strengthen partnerships with SDG Counties Economic Development and Akwesasne Department of Health