

# Manitoba's Office of Rural & Northern Health

AMM – 2007 Municipal Officials Seminar

February 26-27, 2007

# ORNH Background

The Office of Rural and Northern Health has been established as a component of the Manitoba Rural Physician Action Plan, a commitment by Manitoba Health with a clear goal in mind:

Increase the number of graduating physicians and other healthcare professionals who choose rural and northern Manitoba as a place to live and practice their professions.



# Committees/Organizations ORNH Representation

The ORNH represents the interests of rural & northern Manitoba on a variety of provincial committees & organizations

# Rural CME Programming

Involved in an annual strategy for the Office of CME. Flexibility from MB Health regarding the use of CME funds

# GP Anesthesia

The ORNH has been given the authority to oversee the disbursement of the annual budget allocation to short-term GP FP anesthesia training fro rural and northern physicians.





UNIVERSITY OF MANITOBA | DEPARTMENT OF FAMILY MEDICINE

- Faculty of Medicine Committees
- Manitoba Medical Student Rural Interest Group (MMSRIG)
  - Exposure Trips (Dauphin)
  - Career Fairs
  - Social/education events



UNIVERSITY OF MANITOBA | DEPARTMENT OF FAMILY MEDICINE

## Summer Student Placement Program

- 10 week educational/work placement
- Summer 06 ~ 13 students in 11 communities

(Dauphin, Gladstone, Hamiota, Morris, Morden, Ste. Claude, Ste. Rose, The Pas, Thompson & Winkler



fi 2/27,

# Rural Week



AMM - Municipal Officials Seminar Feb 26/27,  
2007

# 2007 Rural Week Communities

## ASSINIBOINE

- Baldur
- Hamiota
- Killarney
- Melita
- Minnedosa
- Neepawa
- Rivers
- Souris
- Virden

## BURNTWOOD

- Red Sucker Lake
- Wasagamuch
- Thompson

## CENTRAL

- Altona
- Gladstone
- Morden
- Morris
- Notre Dame de Lourdes
- Portage
- Vita
- Winkler

## CHURCHILL

## INTERLAKE

- Gimli
- Selkirk

## NORTH EASTMAN

- Beausejour
- Pinawa
- Pine Falls

## NOR-MAN

- Flin Flon
- The Pas

## PARKLAND

- Dauphin
- Grandview
- Russell
- Ste. Rose
- Swan River

## SOUTH EASTMAN

- Ste. Anne
- Steinbach
- Niverville

# Parkland Family Practice Residency Program



AMM - Municipal Officials Seminar Feb 26/27,  
2007

# FM Residents Retreat & Job Fairs

2006 Retreat – Russell  
- Sept 15 – 17  
Job Fair - Feb 11/07



Family Medicine Residents' Retreat

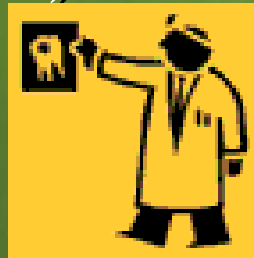


Municipal Medical Seminars Feb 26/27,  
2007



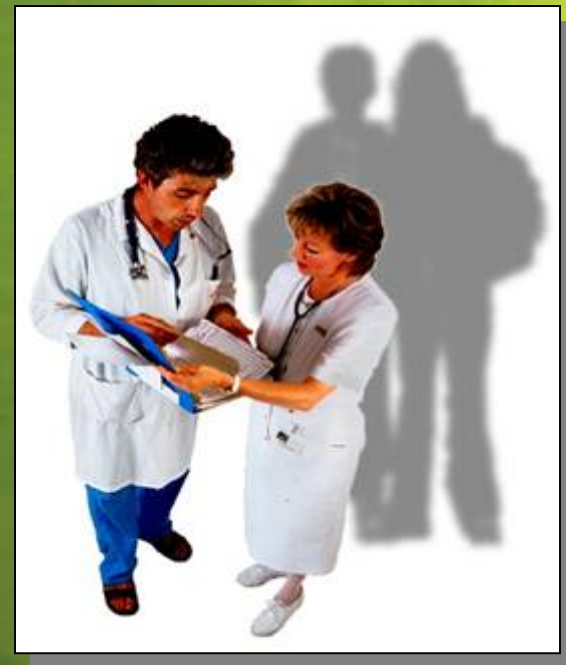
# Health Care Training Program Liaison

- Medical Rehabilitation – PT, OT, RT
- Pharmacy
- Nursing (UM/BU)
- Dentistry



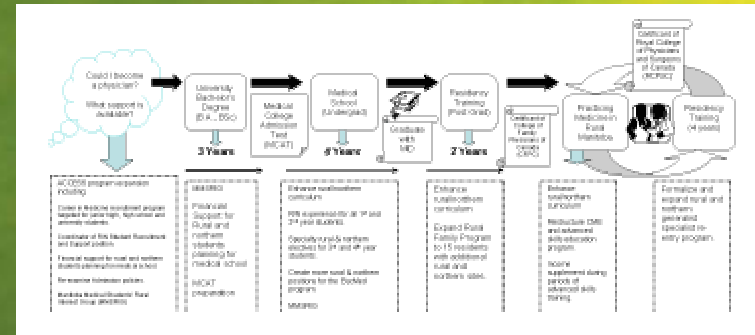
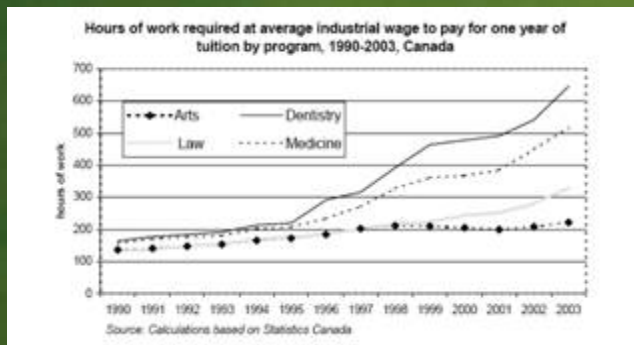
# Path Finding Services

- Direct Inquiry
  - Job Shadowing
  - Summer Placement
  - leads, contacts, info
- Career Tracking



# Community Liaison

- Meeting with Community Groups and Organizations
- Liaison with the Secondary Schools and Students



**I am seriously considering a career in Family Medicine**

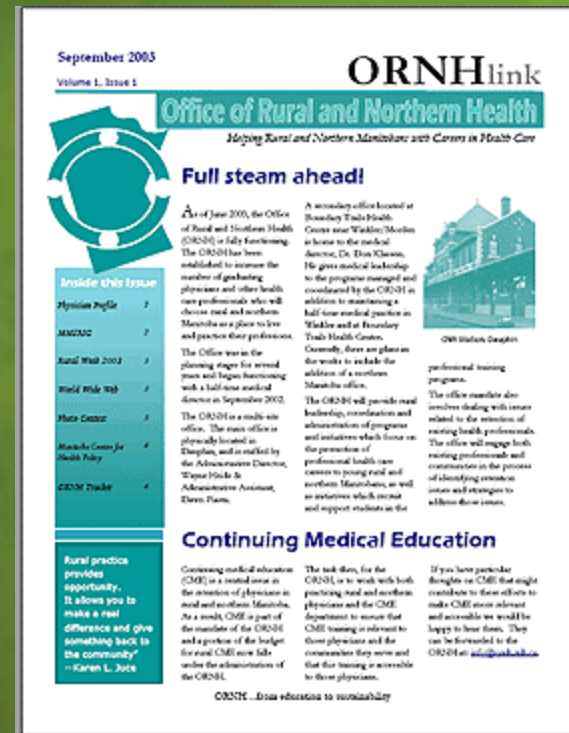
If anyone feels very **POSITIVE** about having chosen this as a career...

"Rural family practice is the most fun you can legally have in medicine"

- I love rural practice because
- I can bicycle to work
- I can practice to the extent of my training
- I meet a real need in the community
- I and my family are part of the community"

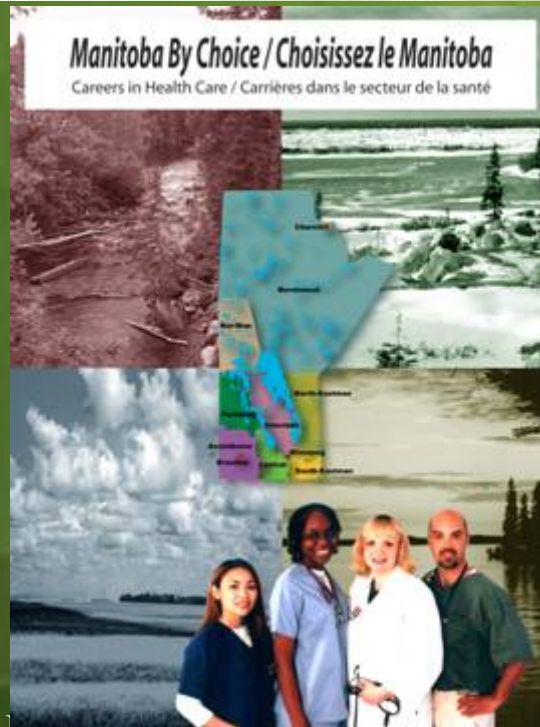
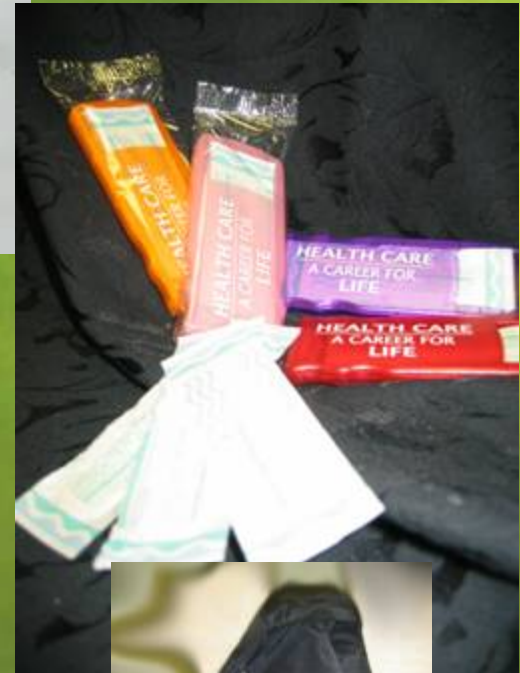
Be aware it is most vital to balance your life, considering your health, mental and physical and spiritual, your family and friends!

# Website – ORNHLink Newsletter



www.ornh.mb.ca

# Promotional Material



# RHAs



Cooperative displays at career fairs in Winnipeg, Brandon, Dauphin, Winkler, The Pas & Thompson. Awards in Brandon & Winnipeg



Municipal C

# Return of Service Agreements



21  
are  
bas  
of Manitoba  
reements.

# RHA/Community Projects

The ORNH designates a portion of its annual budget to assist with community and regional projects that address recruitment and retention issues

# Northern Presence Project

Comprehensive early exposure program with promotional material that reflects the North.



# Home for the Summer Program

- Background
  - Recruitment Literature – rural/northern origin students are more likely to choose to practice in rural/northern areas; increased exposure to rural/northern practice during training is correlated to selecting rural/northern practice after graduation.

# Home for the Summer Program

- Problem
  - RHAs are limited in their ability to bring students who are in health care training and originate from their area back to the region for extended experiences such as summer jobs.

# Home for the Summer Program

- Proposal
  - The ORNH will 50/50 cost share with the RHA a summer student position under the following parameters
    - Student originates from area
    - Student is currently enrolled in a health care training program that is a future HR need for the region
    - The position for the student will be both an education and work placement
    - The work of the position will include a project that adds to the knowledge of the region about recruitment & retention.

# Home for the Summer Program

- Timeframes & Budget
  - The position can be from 5 – 16 weeks in duration
  - These should be positions for students at higher levels of training so the hourly wage should reflect their level of education (\$12 – \$15/hour)

# What are physicians looking for in a practice?

- Reasonable call schedules
- Adequate remuneration, especially for on-call
- Vacation/CME coverage
- Access to specialists
- Access to diagnostic tools, therapies, etc.



# Other Factors That Effect Recruitment/Retention

- Lifestyle/Safety/Quality of life issues
- Clinical autonomy
- Sense they are making a difference
- Challenge of a varied practice



# What role can the community play?

## Recruitment

- Good community information that is used regionally, provincially, nationally & internationally in a variety of formats (print, CD, web, video, etc.)
- Grow your own professionals
- Work in cooperation with your RHA and neighboring communities to address barriers to recruitment.



# What role can the community play?

## Retention

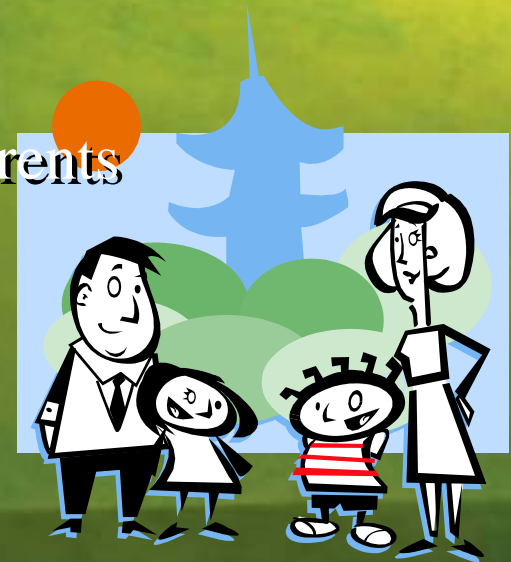
- Provide a welcoming atmosphere
  - Community & cultural buddies
  - Host a welcoming event
  - Limit impromptu consults
- Find out if there are other resources (financial & non-financial) needed in the process
  - Housing
  - Furniture
  - Professional Services



# What role can the community play?

## Retention

- Don't forget about the **spouse & family**
  - Spouses have careers
  - Children are the *great integrator*
  - Physicians are also spouses and parents

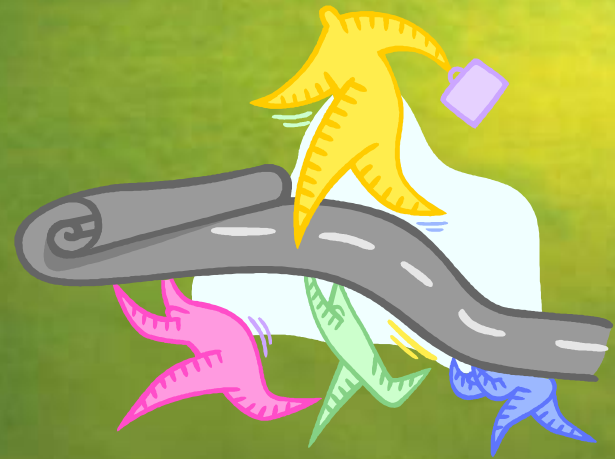


# What are the RHAs & Manitoba Health Doing?

- Ongoing physician recruitment
  - Provincially
  - Nationally
  - Internationally
- Provincial Physician Resource Coordination Office (PRCO)
- New Physician Remuneration Contract
  - 3 Year contract
  - Alternative Funding Agreements
- New Physician Retention Fund

# What Resources Can ORNH Provide?

- Information sharing/liaison
  - With other communities
  - With students
  - With RHAs
- Project development
- Financial resources to assist with project development



# Manitoba's Office of Rural and Northern Health

Unit D – 101 1<sup>st</sup> Ave NW  
Dauphin, MB R7N 1G8

Phone: 204-622-6210 Toll-free: 1-866-244-ORNH (6764)

Fax: 204-622-6211

Email: [info@ornh.mb.ca](mailto:info@ornh.mb.ca) Web: [www.ornh.mb.ca](http://www.ornh.mb.ca)



AMM - Municipal Officials Seminar Feb 26/27,  
2007