

Attracting, Recruiting and Engaging Physicians

Kevin Empey
President and CEO
Lakeridge Health

What do Physicians want?



Physicians are:

- Intelligent
- Long education
- Trained to take charge
- Deal with one patient at a time

Physicians are Human – wants include:

- Respect
- Income
- Opportunities and Recognition
- Quality around them

Engaging Physicians



Environment is key and significantly different

- Teaching
 - no GP's
 - Offices on site
 - Practice plan with income influence
 - Big centres with lots of support

Engaging Physicians



- Community
 - Most offices offsite with private practice
 - More GP's
 - Private practice lucrative
 - Paeds / GP / some physicians

Engaging Physicians



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- 4 sites
 - Whitby- CCC, Rehab, dialysis
 - Port Perry- small acute centre GP coverage in emerg, obs,
 - Bowmanville mid-sized acute- mixture of GP and specialists
 - Oshawa- large acute centre, mostly specialists

Engaging Physicians



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- Recruitment and retention issues
- Communities very different
- Specialists come out of Toronto
- Ageing / acuity / ALC

Engaging Physicians



Administration of a Hospital

- Capacity
 - Rules
 - Multi-Parties

LAND MINES

Engaging Physicians



A non-clinical CEO

- Clearly support patient care
 - Visibility / Decisions
 - Establish financial stability
 - Clinical planning
 - Predictable environment
- Clearly support Quality
- Challenge results

Engaging Physicians



A non-clinical CEO

- Ask for input and leadership
 - Program structure
 - Program plans
 - Utilization
 - Reporting to the Board
- Engage MSA for staff perspective

Engaging Physicians



How do we attract? Retain? Engage?

- Community helps
- Local medical partnerships in Oshawa, Bowmanville, Port
- Connectivity
- Work environment – ER activity

Engaging Physicians



Retain / engage

- Community
- Staff well trained
- Clear rules and accountability
- Clear performance requirements

- Opportunity to contribute to decisions