



# Heartland Health Region

*Healthy People, Health Communities and Service Excellence in an enduring System*

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## **MEDIA RELEASE**

Date January 20, 2011  
For Immediate Release

### **Heartland Health Region Facilitates Physician Recruitment Meeting**

The Heartland Health Region hosted a regional meeting on January 19<sup>th</sup> to discuss the current state of physician services and strategies to address anticipated shortages over the next several months. The meeting was facilitated from the Rosetown Health Centre, with Board members, physicians, community representatives, and staff joining from Telehealth sites in Biggar, Davidson, Kindersley, Outlook and Unity.

The agenda for the evening included presentations from Heartland Health Region CEO/President Gregory Cummings, Senior Medical Officer for the region, Dr. David Ledding, and CEO of the Physician Recruitment Agency of Saskatchewan, Edward Mantler. The group discussed the current and anticipated shortages and numbers of physicians required to avoid service disruptions, current and future models of service delivery, the competitive environment as it relates to recruitment and retention activities, and the need to coordinate efforts locally, regionally, and provincially.

Mr. Mantler updated the group on the activities of the provincial recruitment agency, emphasizing the need to understand the market so that we are equipped to appeal to local, national and international physician communities. Dr. Ledding stressed the value of marketing rural practice and lifestyle, pointing out that rural practice can be very satisfying professionally when a good support network and a balance of work and private life are established.

Attendees participated in group sessions and identified gaps, and short and long term activities that could be put in place to address this physician recruitment issue. The interactive forum allowed the participants to offer input, suggestions, feedback and ideas about physician recruitment in the region and province. These ideas will allow the region and the provincial agency to work towards some immediate response.

Heartland Health Region CEO/President Gregory Cummings summed up the meeting with an invitation to the participants to continue building relationships and pooling resources and ideas so that the Heartland Health Region is in a strong position to give clear messages to potential recruits that we are open for business, forward thinking and offer a great place to live and work.

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Media:

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