

CARIBOO CHILCOTIN **Healthcare Landing Program**

PROGRAM SUMMARY, OVERVIEW & OUTCOMES

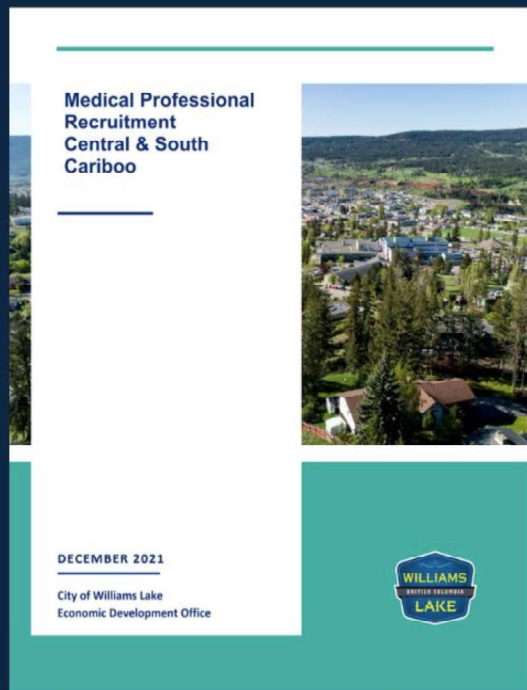
Presented by Melissa LaPointe
February 28th 2025

OVERVIEW OF TODAY'S PRESENTATION:

- Review of Last Three Years
- Overview of Our Current Approach
- HLP Mission & Vision Statements
- HLP Core Values
- Current Scope of Our Program
- Financial Sustainability & Program Longevity
- Partnerships & Collaborations
- Testimonials
- Questions



ORIGINAL PROPOSAL | DECEMBER 2021



“Currently, the Central & South Cariboo does not have a specific plan to provide “incentives” that are increasingly becoming required for attracting these physicians into our communities, and this proposal seeks to provide a framework that will support the work of both Interior Health and the Central Interior Division of Family Practice who are the organizations most involved in the recruitment for these professionals.”

“The consensus is that the community must be able to provide housing, travel costs, and a community welcome to be competitive and draw the physicians that we need to the community.”

FOCUS OF YEAR ONE: MAY 2022 - APRIL 2023

- Summer 2022
 - Hiring/Onboarding Program Coordinators (shared role)
- Fall 2022
 - Working with CIRDC to support family physician locums (recruitment) and family physicians new to our community (retention)
 - Securing/managing/setting up rental units in Williams Lake
 - Establishing community presence
- Winter 2023
 - Supporting locum physicians working in the ER
 - Securing/managing/setting up second rental unit in Williams Lake
 - Securing/managing/setting up one rental unit in 100 Mile House
- Spring 2023
 - Securing/managing/setting up third rental in Williams Lake
 - Expanded support to include allied health professionals, students and hospitalist locums
 - Piloting payment processing for short-term rentals through third party

FOCUS OF YEAR TWO: MAY 2023 - APRIL 2024

- Securing/managing/setting up more rentals in Williams Lake
- Expanding support to include medical specialists
- Expanding support to include students
- Collaborating with Interior Health on housing
- Collaborating with CoWL on contract management
- Setting up operating system, invoicing system
- Expanding our team
- Hosting/coordinating social events
- Improving on community integration support
- Growing our community presence
- Fostering stronger relationships with community partners
- Fostering stronger relationships with visiting locums

FOCUS OF YEAR THREE: MAY 2024 - PRESENT DAY

- Taking contract over from CoWL and working directly with CRD/CCRHD
- Collaborating with Interior Health on Osprey Nest
- Setting up operating system, invoicing system
- Expanding our team to include admin support
- Adding position of Housing Coordinator
- Setting up website and GoogleWorkspace
- Improving operating system
- Setting up separate banking system
- Building relationships
- Furnished Housing Units in Our Inventory:
 - Executive Lofts x4 | Osprey Nest
 - 3-Bedroom Main Level Home x2
 - 2-Bedroom Main Level Home x2
 - 2-Bedroom Basement Suite x2
 - 1-Bedroom Basement Suite x2
- Health Professionals Supported:
 - Orthopedic Surgeon
 - Family Physician (Locums + Long-Term)
 - Anesthetist Locums
 - ER Locums
 - Hospitalist Locums
 - Long-Term Care Locums
 - Ob-Gyn Locums
 - General Surgery Locums
 - Internal Medicine (Locums + Long-Term)
 - Nurse Locums
 - New Nurse Recruits (Long-Term)
 - Respiratory Therapist (Locum, Long-Term)
 - Nurse Practitioner (Locum, Long-Term)
 - Exercise Physiologist
 - Pediatrician (Locum, Long-Term)
 - Students

IMPORTANT LESSONS LEARNED:



- Housing support isn't just property management.
- Property management has a lot of moving parts.
- Community integration needs are very individualized.
- Airport shuttles are one of the BEST times to build relationships!
- It's the little things that count.
- Relationships matter.
- **RELATIONSHIPS MATTER!**
- Professionals love their fur babies.
- Someone on our team is needed "on the ground". And this often happens on weekends, holidays or late at night.
- Operating systems bring control to perceived chaos.



FUTURE



PRESENT



PAST

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Healthcare professionals don't just need jobs—**they need homes, friendships, and a sense of belonging.**

By focusing on hospitality, housing and community integration, we ensure that rural healthcare in both Williams Lake and 100 Mile House is not just about another workplace, but rather its about having a warm, welcoming communities where people want to come back and where people want to stay.

A Hospitality-Driven Approach to Retention

Our model focuses on community-based retention strategies that help healthcare professionals and their families not just visit or move, *but belong*.

We're focused on offering...

-  Housing Support
-  Community Integration
-  Social Connection
-  Spouse & Family Support
-  Community Partnerships

CARIBOO CHILCOTIN Healthcare Landing Program

Mission Statement:

The Healthcare Landing Program is dedicated to strengthening rural healthcare in the Cariboo Chilcotin Region by welcoming and retaining healthcare professionals through community-driven hospitality, housing support, and professional integration initiatives. We bridge the current gaps in recruitment and retention by ensuring that healthcare providers feel supported, connected, and valued, enhancing both healthcare access and community well-being.

Vision Statement:

We envision vibrant rural communities in both Williams Lake and 100 Mile House, where healthcare professionals choose to stay because they are welcomed, supported, and deeply connected—professionally and personally. By fostering strong social networks, removing housing barriers, and creating a sense of belonging, we can do our part to ensure that rural healthcare is sustainable, resilient, and community-driven.

CORE VALUES

Belonging & Connection

- Thriving in a new community starts with meaningful relationships. We cultivate social integration so professionals feel at home.

Hospitality & Housing Stability

- Access to affordable, high-quality housing is essential for retention. We help healthcare professionals secure housing and settle in with ease, whether short-term or long-term.

Collaboration & Community Partnerships

- True integration happens when businesses, residents, and local leaders work together to welcome and retain healthcare professionals.

Sustainability & Workforce Longevity

- Retention requires more than just recruitment. We create long-term strategies for healthcare professionals to build lives and careers in our region.

CURRENT SCOPE OF THE PROGRAM

Community Integration & Social Connection

- Offering a warm welcome to visiting professionals
- Offering community integration support to individuals and families transitioning to our region
- Host regular social gatherings and networking events

Accommodation & Housing Support

- Partner with local housing providers, landlords and community partners to secure affordable, high-quality housing options.
- Offer relocation assistance and temporary housing solutions

Collaboration & Community Partnerships

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Financial Sustainability & Program Longevity

Financial Sustainability & Program Longevity

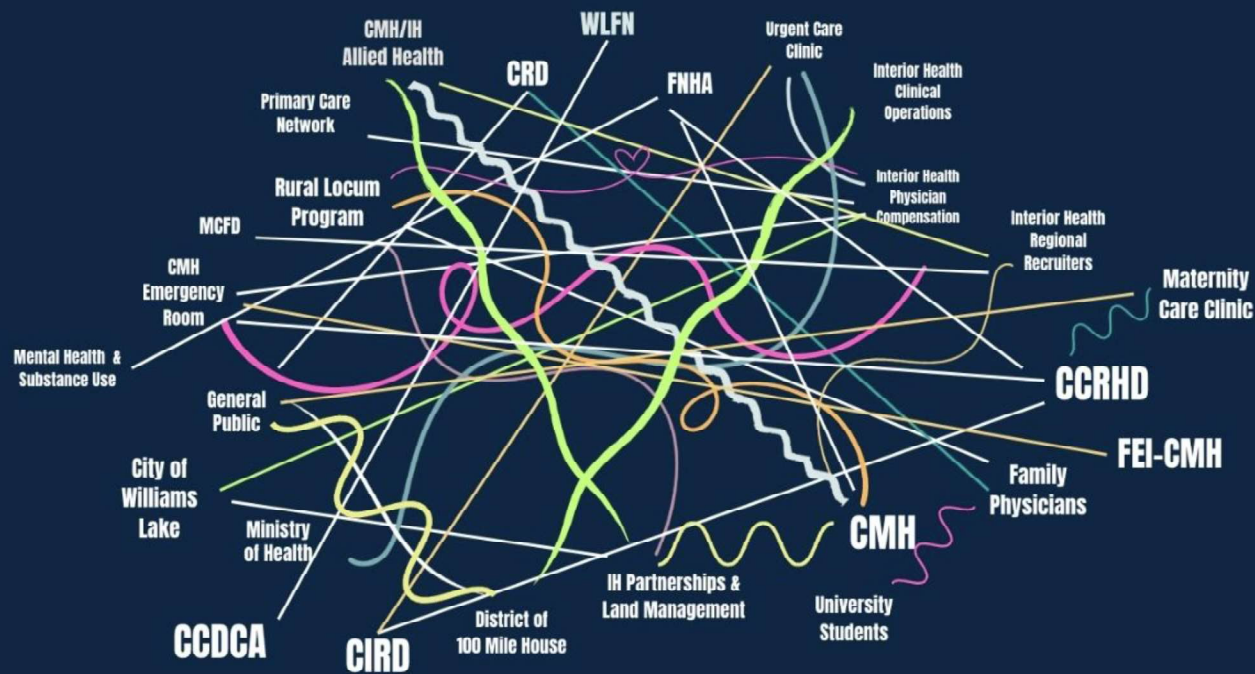
In addition to a sound bookkeeping system and an effective budget, we're interested in further exploration of the following:

- **Build an Engaged Donor Base:** Establish donor stewardship programs to encourage long-term giving.
- **Establish an Endowment or Reserve Fund:** Allocate a percentage of annual revenue to a reserve fund for financial stability.
- **Expand Revenue-Generating Activities:** Explore mission-aligned social enterprise opportunities or earned income strategies.
- **Leverage Strategic Partnerships:** Collaborate with government agencies, healthcare organizations, and community stakeholders to secure additional funding sources.

Financial Sustainability & Program Longevity

- **Secure Corporate Sponsorships:** From local businesses, real estate developers, and healthcare employers who benefit from workforce retention. This could include sponsorship tiers where businesses and donors can “adopt” a healthcare provider or student and help fund their transition into the community.
- **Grant Applications:** Research/apply for grants and additional funding to support short-term housing assistance, community integration programs, additional support for students and social network initiatives.
- **Transitioning to an Independent, Non-Profit Corporation:** This would comprise of a volunteer board of directors that’s supported by a team of professionals located in the Cariboo Region of B.C.

Partnerships & Collaborations





WHAT IS **NOT** INCLUDED IN TODAY'S PRESENTATION:



- Financial Reports
- Housing Statistics
- Bookkeeping Workflows
- Position Overviews
- Organizational Charts
- Communication Guidelines
- Policies & Procedures
- Research & References

TESTIMONIALS

- Community Partners
- Family Physicians
- Medical Specialists
- Allied Health Professionals
- Visiting Students



RECOMMENDATIONS FOR MOVING FORWARD

- ~~Discontinuing the Program~~
- Continuing As We Are (Same Budget, Same Scope, Same Team)
- Enhancing Support for Students
- Expanding Our Program to Support More Health Professionals
- Build a Legacy That Matters, Leaving a Lasting Impact

QUESTIONS?

