



# Recruitment & Retention Update

**Jill Zirnheld**, Executive Director, Central Interior Rural  
Division of Family Practice

**Dr. Jacques Neuhoff**, Board Chairman, Central  
Interior Rural Division of Family Practice

---



# New Providers to the Region

Since February 2024, the Division has recruited 9 and welcomed 11 new providers to the Central Interior Rural Region:

2

Doctors in 100 Mile  
House

6

Doctors in Williams  
Lake

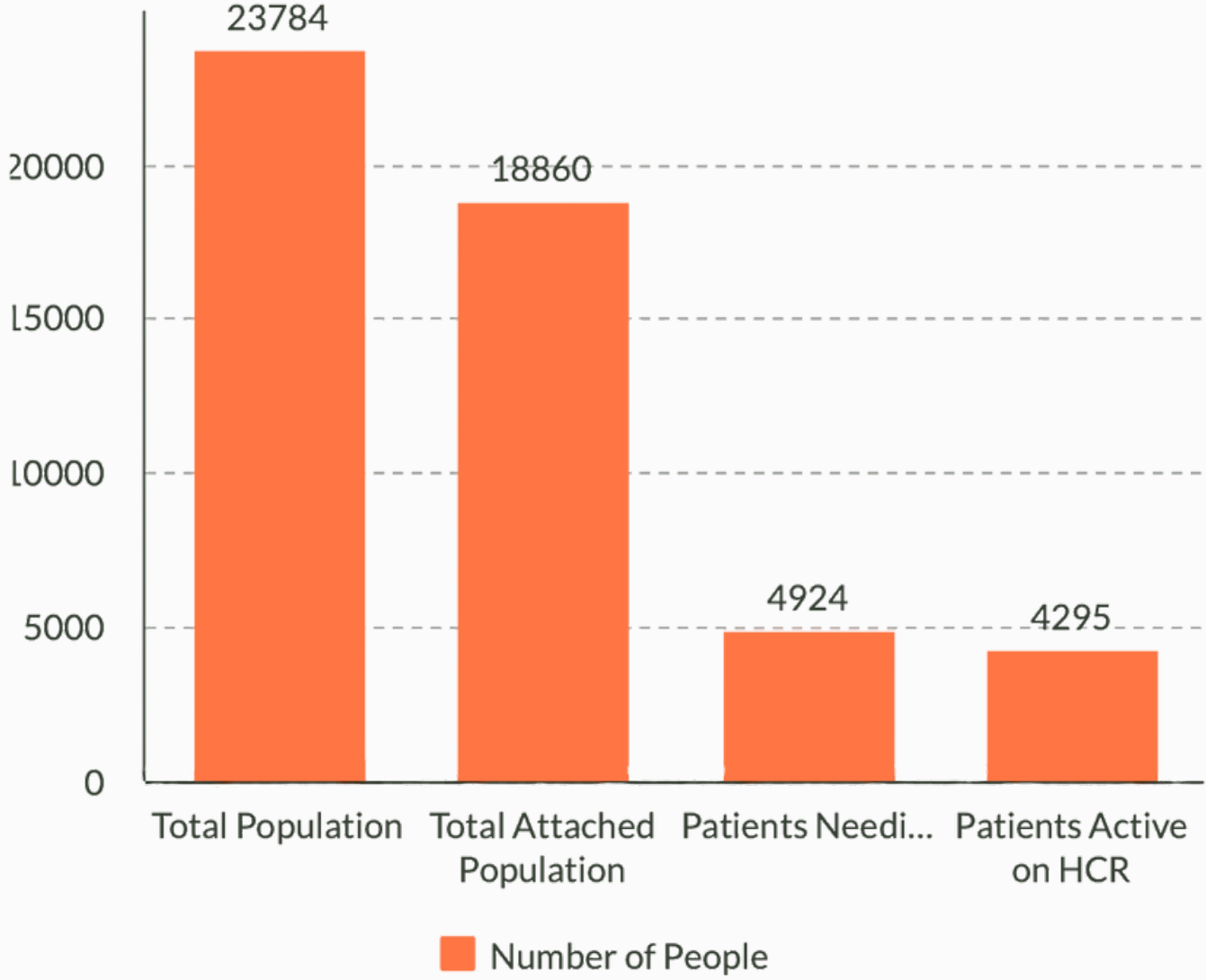
1

Nurse Practitioner  
in Ulkatcho

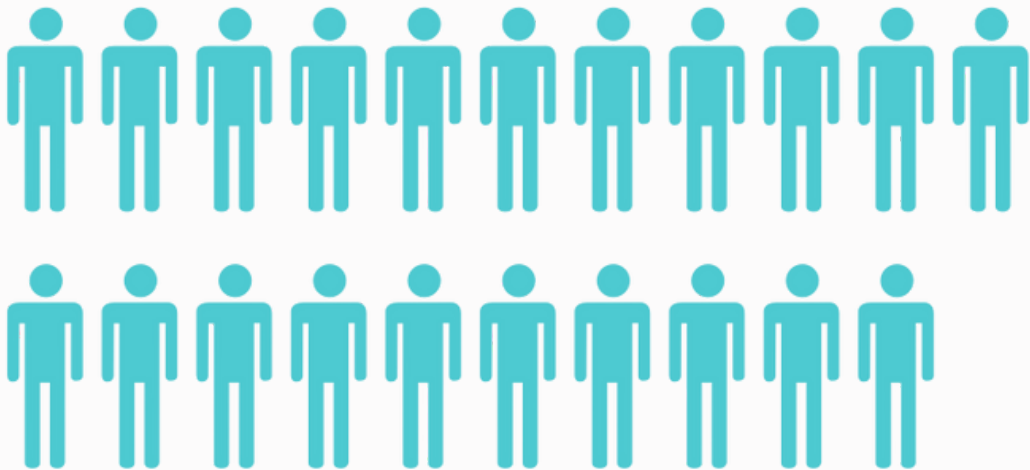
# Attachment Snapshot

Williams Lake & Area as of October 28, 2024

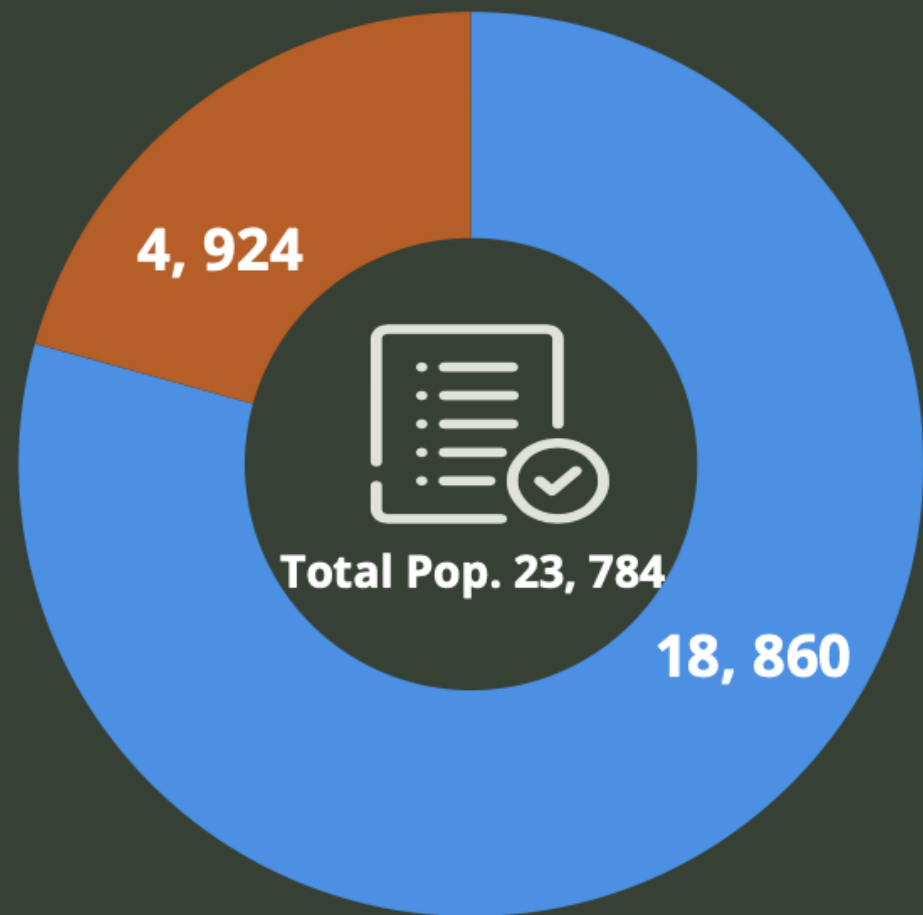
**Population vs Need For A Provider**



**There are 21 providers practicing with attached panels**

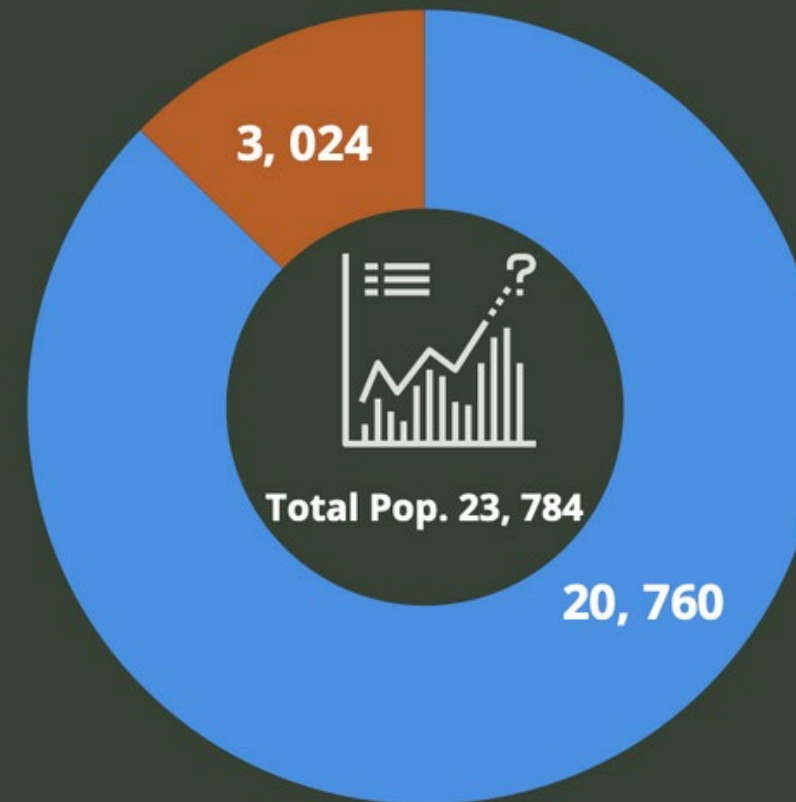


## Williams Lake & Surrounding Attached Population vs Unattached Patients



Attached Unattached

**March 2025 Expectations**  
by March 2025 the expected attached population will be 20,760 with 3,024 still needing a provider



Expected Attached Population  
Expected Unattached Population

# Current Health Connect Registry Numbers

As of March 13, 2025 there are 4,267 people registered on the Health Connect Registry (HCR) for the Central Interior Rural Division. The numbers are broken down as:

➤ Williams Lake - 3114

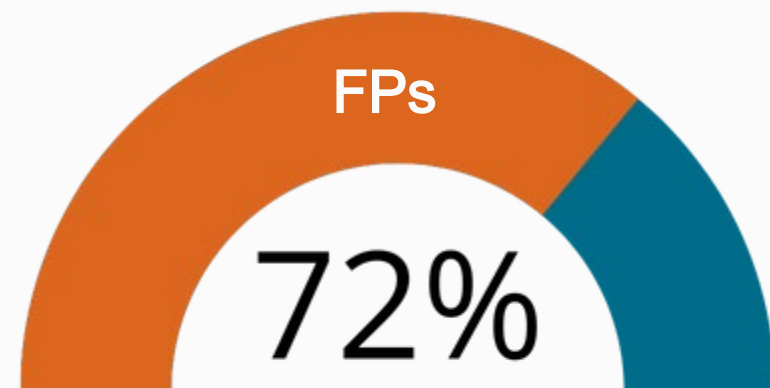
➤ 100 Mile House - 927

➤ West Cariboo – 226

Since Jan 1, 2024 – the Division has attached 4064 patients to GPs and NPs

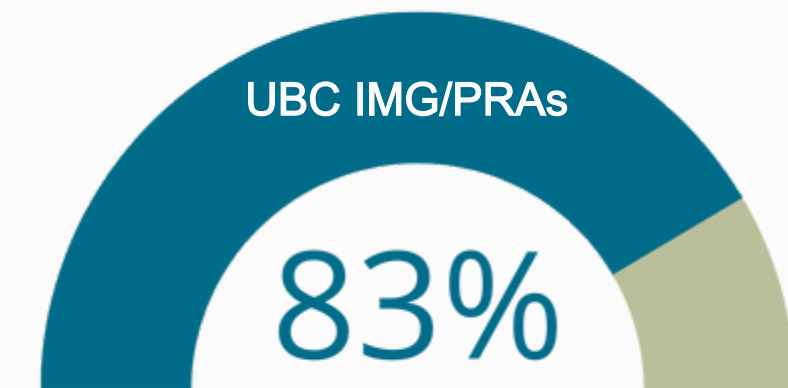
# The Importance of Recruitment & Retention

Canada will be short about 44,000 physicians by 2028, with family doctors accounting for 72% of the deficit .



BC has the third - highest family doctor shortage in Canada and one of the highest percentages of residents without a family doctor.

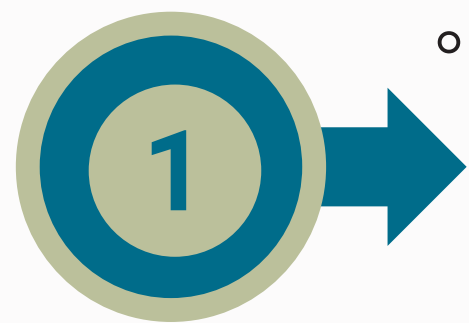
Over the past five years, UBC IMGs and PRAs made up the majority of new doctors in BC's Central Interior Rural region\* compared to those who were Canadian -Trained



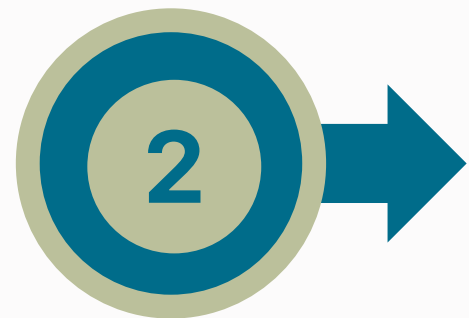
# Understanding Why Providers Are Leaving

- Division initiated Exit Interviews with leaving Doctors & NPs in 2020
- Partners also looking at why healthcare providers are leaving

## Conclusions from this work :



- Central Interior Region has all the component parts for success:
  - a rural location offering diverse recreational opportunities and access to community amenities;
  - a dynamic professional practice; and a committed community of health care providers.



Barriers are a mix of avoidable and unavoidable events and incidents that impacted the morale and working relationships, resulting in health care providers leaving the community.



# What we heard, and DID to improve retention:

- ✓ Introduce retention incentives
- ✓ Introduce more TBC options for family practitioners
- ✓ Reinvigorate social events to strengthen community.
- ✓ Introduce and maintain comprehensive resources for new providers to support their integration into the community.
- ✓ Provide mentorship opportunities and linkages for new providers to support career satisfaction.
- ✓ Provide business supports
- ✓ Assign responsibility for and conduct exit interviews with departing providers to inform the retention strategy.
- ✓ Support availability for children of local health care providers at the new childcare facility.

“The Division was really supportive in any way I could think of. Talking about school for my daughter, fun activities for her, for us as a family; they helped my husband find clients in the Cariboo, they arranged a snowshoeing and took us. That’s why I stayed 1 year longer than my original contract, because everyone was so supportive.”



"Very good collegiality, at the CIRD meetings, the main place we could meet during my time there. The only place I ever met the doctors from other clinics in 100 Mile House was at CIRD meetings or events."

# Recruitment Initiatives:

- ✓ Advocating for and placing PRA and UBC IMG candidates
- ✓ Locum campaigns for maternity and long term care
- ✓ Support for Students & Residents including accommodations, community support & host welcome dinners in 2024.
- ✓ Welcoming Services for All New Providers including dinners, social events, support w/ medical community integration (introduction to providers, hospital/clinic tours etc.), and community integration
- ✓ Advocacy for better contracts, payment models, how many PRA/IMG spots we get, immigration & licensure issues
- ✓ Actively engaged with UNBC on becoming a residency site.
- ✓ Attending conferences and recruitment events to promote opportunities in the region
- ✓ Established Division Primary Care Recruitment Committee to inform recruitment & retention strategy
- ✓ Participating in Regional R&R committee, facilitating the 'Changing the Narrative' sub-committee

# Other initiatives to support recruitment & retention:



MANAGE LONG TERM CARE  
INITIATIVE



PARTNERED IN SET UP OF  
MATERNITY CLINIC



SET UP OF PCN HUB



RECRUITMENT OF 12 ALLIED  
HEALTH PROVIDERS  
THROUGH PCN



RECRUITMENT AND  
PLACEMENT OF 4 NURSES IN  
PRACTICE



LANDING AND WELCOMING  
SERVICES

# Landing Services

The Division works with the HLC and HA to support arriving providers. Community and medical integration and supports for health care providers is a major function of the Division..

Division is the main support for students and residents with community welcoming, housing supports, integration and placements.

Division provides opportunities and financial supports for locums.

Provides housing and community supports when needed for family practice providers.

Provides community integration and family support for 100 Mile House providers except accommodation (done by HLC).

Provides community and family supports for newly arrived Specialists including airport pick up, family integration and practice support.

Conduct site visits for any physician interested in Williams Lake or 100 Mile House.

Tours locums, family physicians, NPs, residents and students through medical community and facilities. Takes providers to FN communities to get to know region better.

Actively recruits and are the lead for supporting and welcoming NP's to both medical and broader community including all aspects of landing.



# Thank You

---

