

MEMORANDUM

Recruitment Strategy Used by City of Woodstock

- Bringing more medical trainees (students and residents) to the City through programs like Discovery Weeks, regular Clerkship and residency rotations
 - Allows for an opportunity to showcase the City's clinics, hospital and community
 - Gives the trainees an opportunity to "try before you buy"
 - Ideally in the future Oxford County would be a satellite academic training site for the Schulich school of Medicine with trainees consistently rotating through
 - Current physicians like this approach as it works both ways and gives them an opportunity to get to know the trainees and evaluate how they would fit within their FHO groups/clinics as potential new recruits
 - Biggest challenge → decreasing popularity of family practice amongst trainees and new grads, most end up specializing, choosing to locum, work as a hospitalist, etc.