

Proposal

Oxford Physician Recruitment
Group

Camilo Galvis

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about us

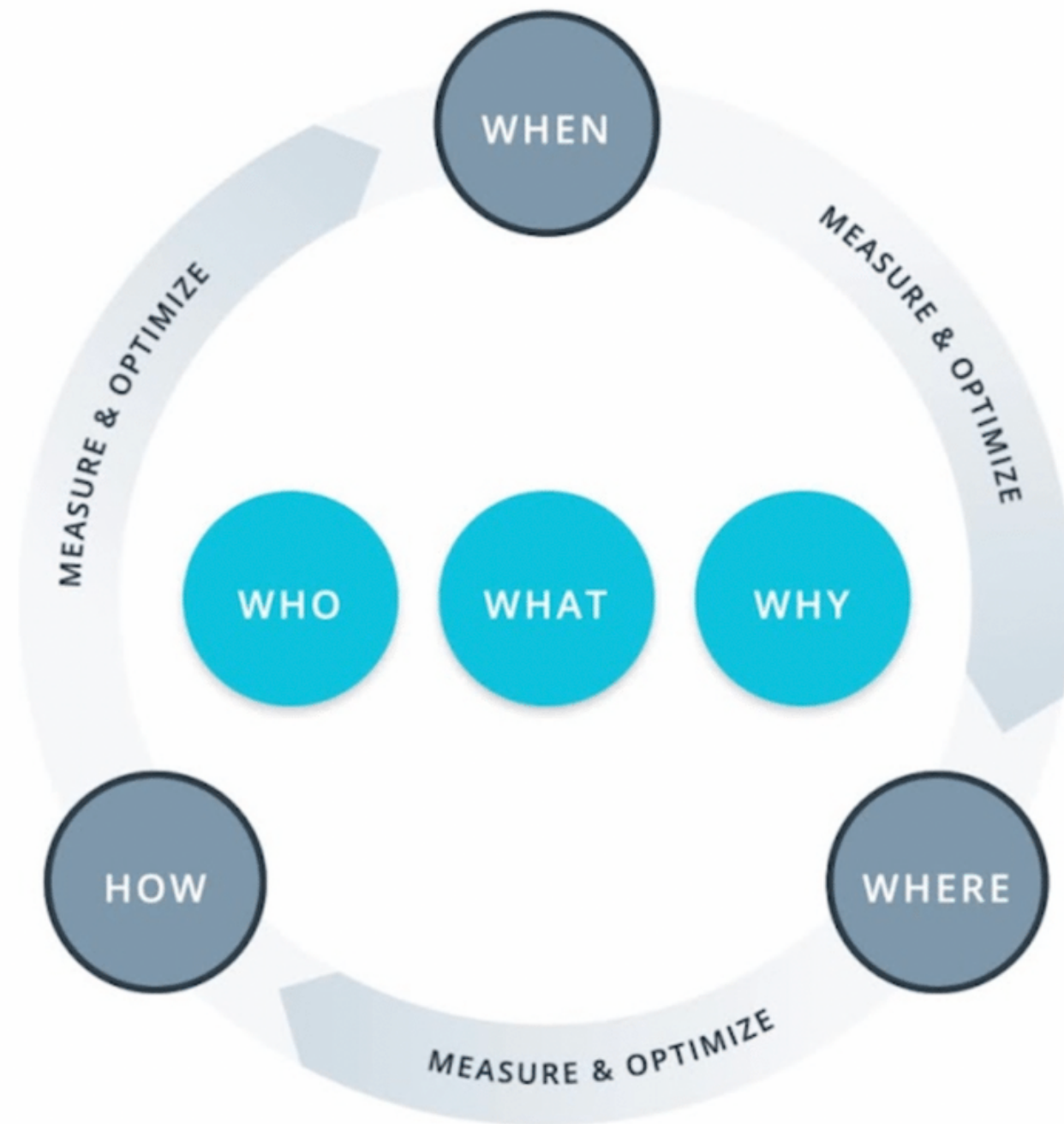
We work collaboratively with organizations to create innovative digital marketing strategies that are data-informed and customer-centric.

Our experience with creative design enables our clients to build a strong identity that drives growth and brand recognition.

Some brands we've worked with



Our Approach



- **What: Our Offer**
- **Who: Our Client**
- **Why: Marketing Objective**
- **How: The Message**
- **When: Customer Journey.**
- **Where: Channels**

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What: Our Offer

This will be discussed with the Recruitment Group. Relevant incentives could include:

- **Grants to pay down school costs in exchange for a period practicing in Oxford (similar to this Belleville's strategy.)**
- **Move-in incentives (covering rent, transportation costs, etc)**
- **Economic incentives for local students wishing to pursue a career in medicine**

Asghari, S., Aubrey-Bassler, K., Godwin, M., Rourke, J., Mathews, M., Barnes, P., Smallwood, E., Lesperance, S., Porter, N., O'Reilly, S., Hurley, O., Pike, A., Hurd, J., Oandasan, I., Nasmith, G., Garcha, I., & Walczak, A. (2017). Factors influencing choice to practise in rural and remote communities throughout a physician's career cycle. Canadian Journal of Rural Medicine. <https://www.cfpc.ca/CFPC/media/Resources/Rural-Practice/CJRM-RuralPractice2017.pdf>

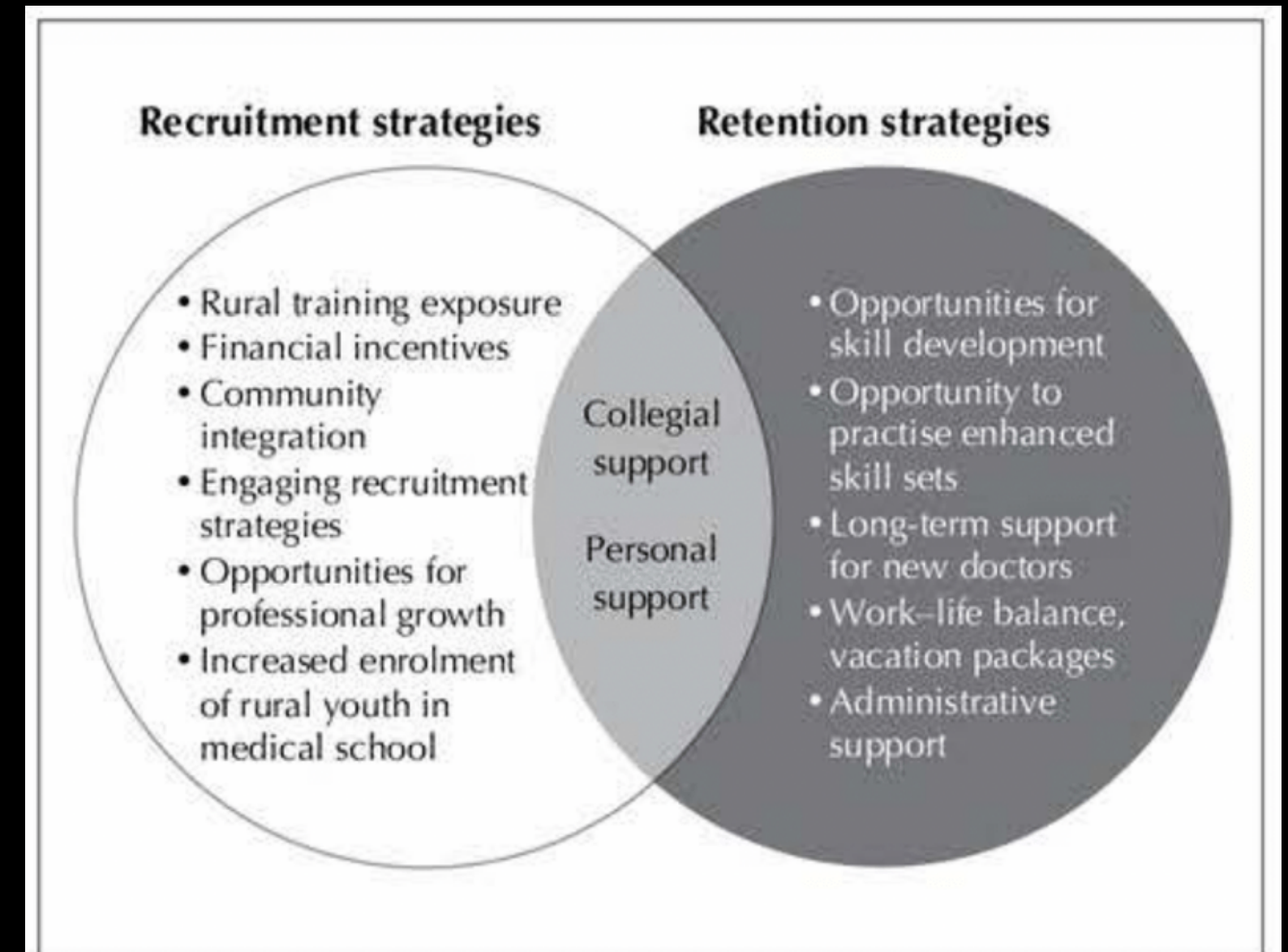


Fig. 1. Strategies that participants felt could help improve recruitment and retention in rural practice.

Who: Our Client



Canadian Doctors & Last-Year Students

- **Age:** 25 and over
- **Location:** Ontario
- **Needs:** income, life-work balance, business support
- **Goals:** practice medicine, pay off debt



Internationally Educated Healthcare Professionals (IEHP)

- **Age:** 25 and over
- **Location:** abroad
- **Needs:** visas, income, certificate, help settling
- **Goals:** get certified & practice in Canada



Local Students

- **Age:** 17-23
- **Location:** Oxford County
- **Needs:** funding, career orientation
- **Goals:** Go to med-school

Why & How

Why: Marketing Objective

The long-term goal of this campaign is to attract health professionals to practice family medicine in Oxford County.

In the short term, our marketing is focused on creating awareness of the benefits of practicing in Oxford County and position it in the minds of doctors.

How: The Message

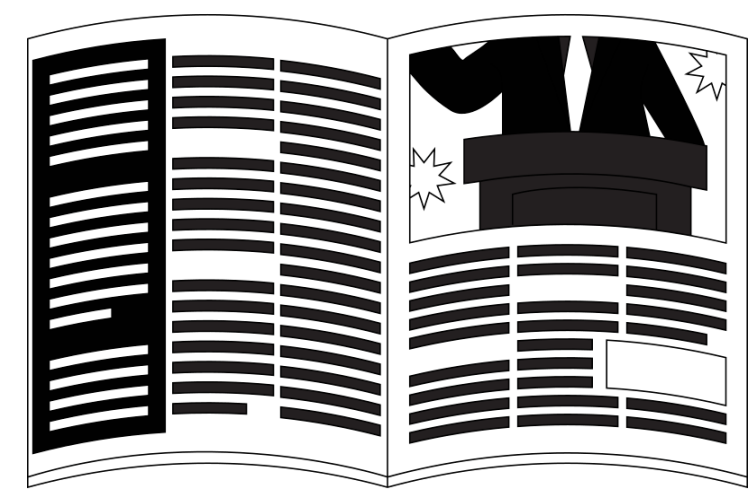
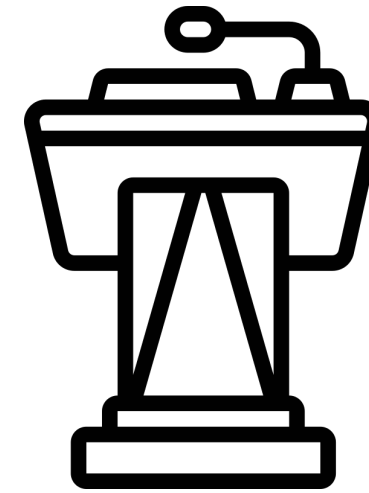
- **Canadian Doctors & Last-Year Students:** Oxford County, a community that takes care of you.
- **IEHPs:** Get certified and practice medicine in Oxford County.
- **Local Students:** Help you community and let your community help you.

When & Where: Journey & Channels



Digital Channels

- Facebook
- Instagram
- LinkedIn



Traditional Channels

- Career Fairs
- Industry Conferences
- Industry Magazines

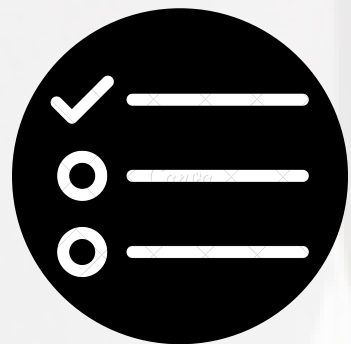
Projected Results & Required Investment



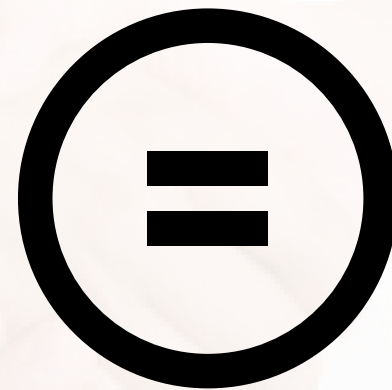
30,000
Impressions
Industry Magazines



1500-2100
Page Views
On our landing page



14 - 20
Leads
For Oxford County



Total Solution Cost
\$20,000

Contact Information

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social media • advertising • website design