

## **NEWS**

### **BUILDING PHYSICIAN CAPACITY IN THE SOUTH EAST**

November 10, 2008

The South East Local Health Integration Network (LHIN) welcomes a new community-based initiative that will help recruit physicians to the region. As part of the provincial government's strategy to improve the supply of health care professionals in Ontario, Abby Leavitt of the HealthForceOntario Marketing and Recruitment Agency (HFO MRA) is now working at the Belleville office of the South East LHIN.

Leavitt is one of HFO MRA's first Partnership Coordinators, under the Community Partnership Program, to begin working on-site at one of Ontario's 14 LHINs. Leavitt will support and augment the work of community recruiters and health care organizations, the local LHIN and other health care providers in both physician recruitment and health human resources planning.

#### **QUOTES**

"We're excited to help the South East LHIN with recruiting physicians," said Brad Sinclair, Executive Director, HealthForceOntario Marketing and Recruitment Agency. "With Abby's experience in physician recruitment, and being situated right in the LHIN, she is ideally positioned to work with health care employers, community recruiters and health care providers in the Region. Just as important, Abby will bring local issues and concerns to the Agency's attention."

"We are very pleased to welcome Abby to our LHIN office," said Paul Huras, Chief Executive Officer, South East LHIN. "With her community roots and professional experience, we are confident our area's physician, nursing and other healthcare professional recruitment efforts, as well as local health human resource planning, will receive a huge boost."

"The Community Partnership Program is a grassroots initiative that we're rolling out across Ontario," said Brad Sinclair, Executive Director, HealthForceOntario Marketing and Recruitment Agency. "Our Partnership Coordinators will draw on the Agency's broad base of recruitment and retention resources such as our HFOJobs online portal, physician locum programs, community promotion resources, and physician recruitment and relocation advice and support."

#### **QUICK FACTS**

- The HealthForceOntario Marketing and Recruitment Agency is the government agency specifically responsible for the development and execution of required marketing, recruitment and retention activities.
- HealthForceOntario is an initiative designed to make the province the "employer of choice" in health care and to ensure that Ontario has the right number and mix of health care providers, when and where they are needed.
- Health Human Resources planning is one of the seven key priorities outlined in the South East LHIN's Integrated Health Services Plan. The South East needs physicians, nurses and other health professionals.

- Through integration, the South East LHIN is creating an environment of collaboration and partnerships that will serve as a major recruitment and retention tool.

### **LEARN MORE**

For more details about HealthForceOntario, visit [www.HealthForceOntario.ca](http://www.HealthForceOntario.ca)

For more information about the South East LHIN, visit [www.southeastlhin.on.ca](http://www.southeastlhin.on.ca)

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