



Yarmouth Region Medical Professional Recruitment Partnership

PROJECT UPDATE

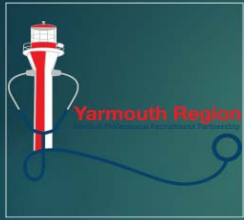
Medical contacts

2019-2022

- ▶ 1092 conference contacts
- ▶ 113 medical students
- ▶ 40 medical residents
- ▶ 26 locums
- ▶ 21 site visits

2022-2025 projection

- ▶ + 25% =273 more true conference connections
- ▶ +9 /year =140
- ▶ +3 / year = 49
- ▶ Locums and site visits are beyond our ability to increase



Yarmouth Region Medical Professional Recruitment Partnership

PROJECT UPDATE

Medical contacts

Conferences attended 9
Conference contact 365
Residents 40
Locums 26
Medical students 113
Site visits 25
Credit Union Place: Students 50
& Locums 29
Recruitment agency
relationships 20
Recruitment / Retention Events
20

Recruitment Funnel

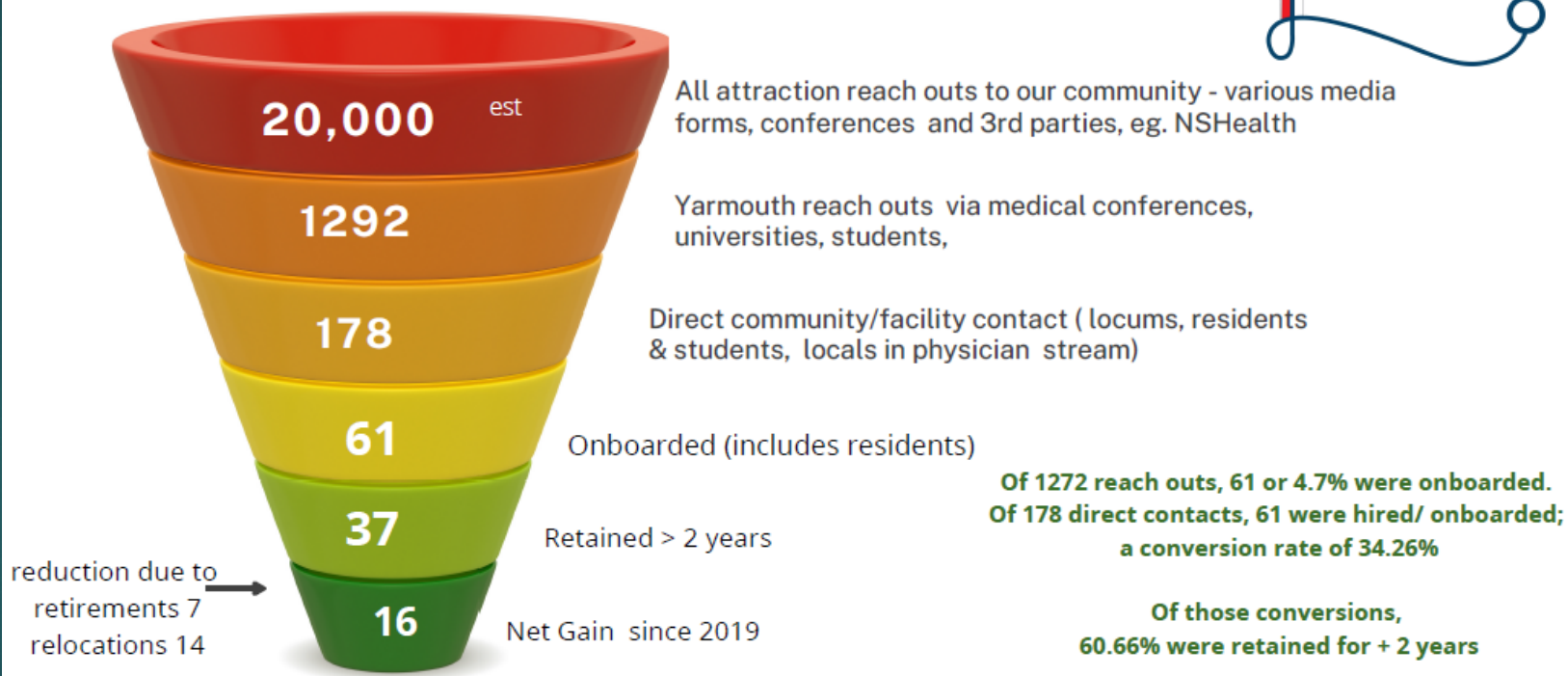
20,000 + all media attractions
1292 Yarmouth reach outs –
conferences, universities,
students
178 direct community/facility
contacts to locums, residents,
students
61 onboarded physicians –
conversion rate of 34.26 %
37 retained >2 years
Net gain +16 physicians

Goals 2022-2025

Increases of 25% across the board in our controllables

25% advertising streams 5 becomes 7
25% new agency relationships 20 becomes
25
25% conferences attended 9 becomes 11
25% conference contacts 364/yr becomes
455/year
25% medical students contacts 113
becomes 141
25% conversion rate 34.26 becomes 42.83

6 layer recruitment funnel



Community Navigator Financials

<i>Calendar Years</i>	2019	2020	2021	2022 Jan - Oct	Total	Budget
Yarmouth Hospital Foundation	\$ 50,000.00	\$ 50,000.00	\$ 25,000.00	\$ 25,000.00	\$ 150,000.00	\$ 150,000.00
Government Funding						
Province of Nova Scotia	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00		\$ 75,000.00	\$ 75,000.00
Town of Yarmouth	\$ 23,666.00	\$ 20,000.00	\$ 20,000.00		\$ 63,666.00	\$ 63,666.00
Municipality of Argyle	\$ 23,666.00	\$ 20,000.00	\$ 20,000.00		\$ 63,666.00	\$ 63,666.00
Municipality of the District of Yarmouth	\$ 23,666.00	\$ 20,000.00	\$ 20,000.00		\$ 63,666.00	\$ 63,666.00
Municipality of Barrington	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00		\$ 30,000.00	\$ 30,000.00
Total Government Funding						
DeSutter Investments	\$ 3,333.33	\$ 3,333.33	\$ 3,333.33		\$ 9,999.99	\$ 9,999.99
Chamber Contribution	\$ 7,156.11	\$ 5,000.00	\$ 5,000.00		\$ 17,156.11	\$ 15,000.00
Misc (DNS, NSH & Others)	\$ 6,231.32	\$ 3,813.12	\$ 9,469.61		\$ 19,514.05	\$ 45,000.00
Total Revenue Available	\$ 172,718.76	\$ 157,146.45	\$ 137,802.94		\$ 467,668.15	\$ 515,997.99
Expenses						
Wages	\$ 18,092.56	\$ 61,300.34	\$ 61,568.95	\$ 54,757.76	\$ 195,719.61	\$ 195,000.00
Administration, Travel, Office	\$ 1,656.99	\$ 3,450.97	\$ 17,732.87	\$ 2,406.32	\$ 25,247.15	\$ 99,999.00
Retention	\$ 5,935.80	\$ 10,880.86	\$ 7,034.95	\$ 5,141.49	\$ 28,993.10	\$ 60,000.00
Conferences	\$ 16,247.51	\$ 2,432.39	\$ 6,085.52	\$ 22,261.95	\$ 47,027.37	\$ 60,000.00
Hospitality	\$ 3,512.98	\$ 18,539.97	\$ 20,450.21	\$ 10,987.32	\$ 53,490.48	\$ 45,000.00
Marketing	\$ 3,408.05	\$ 2,434.14	\$ 12,037.36	\$ 3,138.42	\$ 21,017.97	\$ 45,000.00
Total Expenses	\$ 48,853.89	\$ 99,038.67	\$ 124,909.86	\$ 98,693.26	\$ 371,495.68	\$ 504,999.00
					\$ 96,172.47	

*TOY,MODA,MODY 2019 contribution also includes support to attend our first conference before the official start of this project

Community Navigator Project

2023 - 2025 Renewal Budget

	2023 Jan - Mar	2023	2024	2025	Total
Estimated 2022 YE Cash	\$ 55,000.00				\$ 55,000.00
Yarmouth Hospital Foundation		\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 150,000.00
Government Funding					
Province of Nova Scotia		\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 90,000.00
Town of Yarmouth		\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 75,000.00
Municipality of Argyle		\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 75,000.00
Municipality of the District of Yarmouth		\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 75,000.00
Municipality of Barrington		\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 30,000.00
Total Government Funding					
DeSutter Investments		\$ 3,333.33	\$ 3,333.33	\$ 3,333.33	\$ 9,999.99
Chamber Contribution		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 15,000.00
Misc (DNS, NSH & Others)		\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 30,000.00
Total Revenue Available	\$ 55,000.00	\$ 183,333.33	\$ 183,333.33	\$ 183,333.33	\$ 604,999.99
Expenses					
Wages	\$ 17,500.00	\$ 52,500.00	\$ 72,500.00	\$ 74,500.00	\$ 217,000.00
Administration, Travel, Office	\$ 6,500.00	\$ 21,000.00	\$ 27,500.00	\$ 28,000.00	\$ 83,000.00
Retention	\$ 6,000.00	\$ 17,500.00	\$ 23,500.00	\$ 24,000.00	\$ 71,000.00
Conferences	\$ 15,000.00	\$ 25,000.00	\$ 40,000.00	\$ 40,000.00	\$ 120,000.00
Hospitality	\$ 5,000.00	\$ 12,000.00	\$ 20,000.00	\$ 20,000.00	\$ 57,000.00
Marketing	\$ 5,000.00	\$ 12,000.00	\$ 20,000.00	\$ 20,000.00	\$ 57,000.00
Total Expenses	\$ 55,000.00	\$ 140,000.00	\$ 203,500.00	\$ 206,500.00	\$ 605,000.00



An ocean of opportunity

FORM "A"
TO BE COMPLETED BY ANYONE
WISHING TO ADDRESS COUNCIL OR COMMITTEE OF THE WHOLE COUNCIL

Names of individuals making the presentation:

Kerry Muise - President of Yarmouth + Area Chamber of Commerce

Points to be made:

- Request for future + continued funding for Position of Community Navigator for Doctor Recruitment

Purpose and any requests that may be forthcoming from the presentation:

- Doctor Recruitment

Please attach a copy of your written or power point presentation.

Time requested for presentation:

15 minutes



30 minutes

Kerry Muise
Signature

Print Name: Kerry Muise

Mailing Address: 784 Salmonwood Rd

Phone Number: 902-746-3580

E-mail address: kerrymunro@eastlink.ca

Will you require a projector and computer for your presentation? No

NOTE: Individuals or groups making presentations are required to address their comments and questions to the Chair of the Meeting only. No decision will be made at the same meeting as your presentation.