



Your Family's Health

**AN UPDATE ON THE KINCARDINE/SAUGEEN SHORES
PHYSICIAN RECRUITMENT PROGRAM**



Kincardine/ Saugeen Shores Physician Recruitment Program

**ACCESS TO HEALTH CARE IS AN ESSENTIAL
ELEMENT OF A VIBRANT, SUSTAINABLE
COMMUNITY.**



That's why Bruce Power, the Town of Saugeen Shores and the Municipality of Kincardine have spent years actively recruiting physicians to our communities through the joint Physician Recruitment Program. As the program's Physician Recruitment Specialist, I have had the honour of meeting many young physicians as they complete their education and take the next step to find the community that will allow their professional and personal interests to co-exist.

The quality of life we enjoy along Lake Huron shoreline is a huge draw for physicians, many of whom would not have known what our amazing communities offer until they toured the area during site visits. Our top-notch health care services, combined with the endless activities available outside of work, helped draw them to the community, and the Physician Recruitment Program provided the assistance they needed to open their practice in rural Ontario.

Our Physician Recruitment Program is unique to rural Ontario and has provided a long-term sustainable solution for physician recruitment in our community. There are fewer orphan patients in Kincardine and Saugeen Shores than in past years, and our youthful and energetic physicians ensure clinics are open for local families, emergency departments are staffed around the clock, general surgeries can be performed locally, and palliative care is available to community members who are in the final stage of life.

This booklet will introduce you to just a few of the physicians who have been recruited through our partnership. One thing you'll notice is they all share common goals – to provide every person in our area with quality health care, and to enjoy all the natural beauty the Lake Huron shoreline offers.

Learn more about our Physician Recruitment Program at www.physicianquest.ca.

Peggy Zeppieri
Physician Recruitment Specialist



About the Program

It's undeniable – the joint Physician Recruitment Program has been a resounding success for residents of the Municipality of Kincardine and the Town of Saugeen Shores over the past seven years.

For many years it had been difficult to draw new physicians to our rural communities. Competition from larger centres, fewer options for specialization, the perceived remoteness of our communities, the impending retirements of long-time local physicians, and aging health care infrastructure were roadblocks to revitalizing our communities with physicians, who were looking to establish their practice.

The return-to-service of four Bruce A units from 2003–12 brought prosperity back to the region, and provided young people with long-term, stable jobs for the first time in over a decade. As the area boomed, it quickly became apparent that physician recruitment – and reducing the number of orphan patients in the communities – was necessary for the area to continue to grow.

With over 80 per cent of Bruce Power's 4,000-person workforce living within the Municipality of Kincardine and the Town of Saugeen Shores, it was no secret that teamwork between the communities and the company was necessary to ensure the long-term health and wellness of residents along the Lake Huron shoreline.

Without a full roster of family physicians in the communities of Saugeen Shores and

Kincardine, members of both communities were not getting the health care needed. In 2010, Bruce Power, the Municipality of Kincardine and the Town of Saugeen Shores decided to work together to bring physicians to the area and formed the Physician Recruitment Steering Committee.

In 2010, Bruce Power invested \$500,000 into joint Physician Recruitment Program in order to hire a full-time recruiter. Next, a steering committee was formed, with representatives from the Municipality of Kincardine, Town of Saugeen Shores and Bruce Power to provide guidance for the recruiter. Each community received \$135,000 to help with community incentives, while the remaining \$230,000 funded physician visits to the area, attendance at recruitment events and the recruiter's salary until 2013.

Realizing the success of the program, the partners agreed to continue with the shared collaborative, each investing \$35,000 annually into the program to cover the recruitment costs. This continuing collaboration has paved the way for 25 physicians to relocate to the region over the past seven years, resulting in the emergency departments at both Kincardine and Southampton hospitals remaining open and our medical clinics having strong rosters of physicians.

The program is also providing support to the Saugeen First Nation Health Team in conducting a community needs assessment, as the community looks for a physician



to fill the needs of their clinic. Once the assessment determines the requirements of the community, the Physician Recruitment Program will seek a doctor who fills those specific needs.

As much as the region itself is a draw, physicians prefer to help people by having access to state-of-the-art facilities. For this reason, and aside from the Physician Recruitment Program, all three stakeholders have made considerable investments into local health care. Saugeen Shores has invested \$360,000 in the expansion of the Dr. Earl Medical Clinic, and purchased a home for new doctors to use as they get settled, in addition to the recent community investment of \$2.2 million in the Southampton Hospital upgrades. Saugeen Shores continues to invest an average of \$157,000 annually for physician incentives and recruitment, and \$144,000 annually for medical clinic costs.

Kincardine's five-year average annual operating costs for the medical clinic, locum house and physician recruitment is just over \$350,000. Capital contributions over the last two years have amounted to \$1.025 million, which includes a \$300,000 donation to the redevelopment of the Kincardine Hospital.

Bruce Power has invested \$1 million in Grey Bruce Health Services to assist with upgrades to Owen Sound's Cancer Centre, and the new Emergency Room at the Southampton Hospital, which opened in late-2017. Bruce Power has also committed \$1 million to proposed upgrades at the Kincardine Hospital, which continue to await approval from the Province of Ontario.

Nearly \$2 million has also been raised over the past 16 years for both the Saugeen Memorial and Kincardine & Community Hospital Foundations, by way of the Bruce Power Charity Golf Tournament. These funds assist with necessary equipment purchases to improve patient health and draw physicians to the region.

Bruce Power also announced in 2018 that it will focus \$2 million of its Corporate Social Responsibility (CSR) budget between 2019 and 2023 on health care, mental health and education initiatives. By focusing the \$2 million locally, the program will continue to make a positive impact on the communities, organizations and people of Bruce, Grey and Huron counties.

While there are fewer orphan patients today than in 2010, our work is not done, as we continue to actively recruit new physicians to Kincardine and Saugeen Shores. This continued focus on providing top-notch health care to local residents, and drawing physicians and their families to our area, will allow Bruce Power, the Municipality of Kincardine and the Town of Saugeen Shores to continue to grow in step.

Sharon Chambers

Chief Administrative Officer,
Municipality of Kincardine

David Smith

Chief Administrative Officer,
Town of Saugeen Shores

James Scongack

Vice President Corporate Affairs,
Bruce Power



Dr. Heather Gleba

Dr. Heather Gleba grew up on a third-generation dairy farm in Drew, ON (Minto). She always had an affinity for water and knew, once she was ready to open her practice, she'd like to be close to her family, and preferably on Lake Huron.

She then met Peggy Zeppieri, the Physician Recruitment Specialist in charge of the joint Program between Bruce Power, the Municipality of Kincardine and the Town of Saugeen Shores. Peggy took Dr. Gleba, her husband, and son on a tour of Saugeen Shores to explore the hospitals and clinics, and to meet some of the local physicians. They had time to get a feel for the various communities and gauged the sense of community and support in the various groups.

"We toured some other communities, but Peggy's hospitality really stood out in our minds," Dr. Gleba said. "We felt we were needed and wanted, which was an important part of our selection as well."

"The Physician Recruitment Program is important in providing awareness of the needs of our community, and enticing doctors to come to fill those gaps," said Dr. Gleba, adding it also allows current doctors to meet with potential new recruits, and advise if that physician seems like they will be an asset the area's needs. "Physician retention efforts are also appreciated, as they remind us that we are all in this together, and that we have a lot of support within our communities."



Dr. Damian Gunaratne

Though born in Toronto and raised in Brampton, Dr. Damian Gunaratne always knew he wanted to practice in a rural setting. He chose Kincardine because of the opportunity to have a comprehensive family medicine practice and also a life outside of the hospital, full of diverse recreational activities.

Dr. Gunaratne, who is also the medical director of the Huron Shores Hospice project in Tiverton, enjoys the challenge of a rural practice that features young families and geriatric patients with complex medical histories.

"Being a family physician in rural Ontario is a truly rewarding experience as I am able to care for many different types of patients in many different settings," Dr. Gunaratne said. "From my clinic, to the inpatient ward, to the emergency room, to the operating room, and to patient home visits where I provide palliative care, I am able to use the skills I learned during my training in many different ways. This gives me job satisfaction I would not be able to obtain living in an urban setting."

The Kincardine Physician Recruitment Program helped the doctor make his decision to practice here by allowing him a trial period prior to signing on full time. He explored the area with his wife, who quickly earned a position in her respective field at Bruce Power.



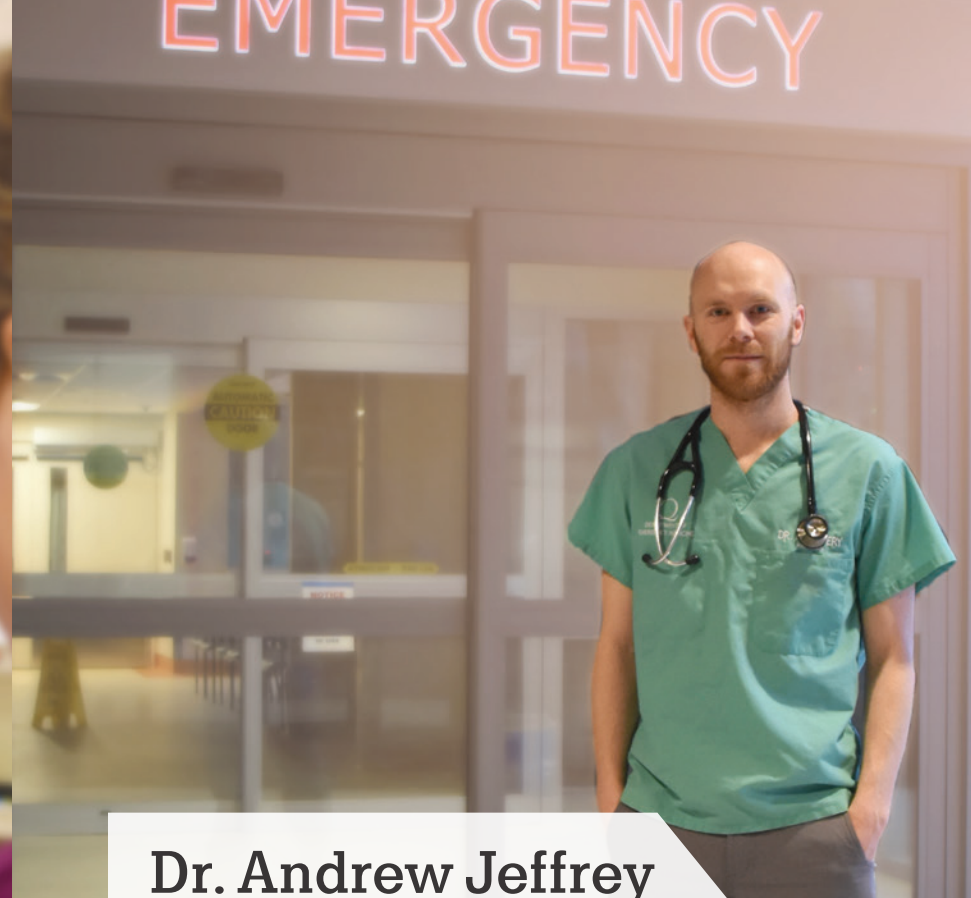
Dr. Jason Murray

Dr. Jason Murray grew up in Ripley, ON, just outside of Kincardine. He completed medical school at Western University in London and did his family practice residency at Queen's University in Kingston.

"My decision to return to Kincardine was in part because my family resides in the area, and in part due to my desire to serve my home community as a comprehensive rural general practitioner," Dr. Murray said. "I arrived in Kincardine in October 2016 and have taken over the family practice of Dr. Bill Knox, who was an outstanding family physician in Kincardine for 40 years."

Dr. Murray also works in Kincardine's Emergency Department, looks after hospital inpatients, cares for residents at local retirement and nursing homes, and provides palliative care home visits.

"My career is both challenging and extremely rewarding, and I am truly blessed to be able to do what I do. I have a wonderful team and we look forward to caring for our patients for many years to come. Special thanks to the Physician Recruitment Program for its support, and, due to its efforts in recruiting several new, young physicians to the area, the future of medicine in Kincardine certainly looks bright."



Dr. Andrew Jeffery

Dr. Andrew Jeffery, an outdoor enthusiast who is originally from Manitoulin Island, joined the Southampton and Owen Sound hospitals in July 2017, after stops in Waterloo, British Columbia, the Kawarthas and Kingston. He and his partner Katy – a physiotherapist – had been considering the area as a destination for his practice for some time, with assistance from the Physician Recruitment Program.

"Southampton's hospital provides me with the opportunity to work in a rural hospital – a challenging environment with unique opportunities, which are in line with the type of practice style I enjoy," Dr. Jeffery said. "It has been extremely well supported by Bruce Power over the years, making it a top-notch facility to work in."

"Bruce Power has obviously facilitated a strong community along the Lake Huron coast. It contributes both as a corporation and through its employees to make Port Elgin and Southampton vibrant, active communities. Through its support of businesses and outdoor recreational opportunities, Bruce Power makes this area an incredibly appealing place to live and work. Not only does Bruce Power develop the community, it has been extremely gracious in its support of local hospital foundations and hospital staff. Through funds for new equipment, we can practice to our fullest abilities."

Our Hospitals

GREY BRUCE HEALTH SERVICES — SOUTHAMPTON

www.gbhs.on.ca

Grey Bruce Health Services operates six hospitals in Grey/Bruce, including Southampton, which is a focus for the Physician Recruitment Program, a joint initiative between Bruce Power, the Town of Saugeen Shores and the Municipality of Kincardine.

GBHS has about 1,600 staff across its six sites – including Owen Sound, Lion's Head, Markdale, Meaford, Wiarton and Southampton – and close to 200 physicians work in these hospitals.

The Southampton hospital recently upgraded its Emergency Department and Laboratory, a project to which Bruce Power donated \$500,000. Along with a 16-bed inpatient unit, the hospital offers a variety of ambulatory care services and a 24/7 ER. There are family practice clinics located in Southampton and Port Elgin, with service to local residents.

SOUTH BRUCE GREY HEALTH CENTRE — KINCARDINE

www.sbghc.on.ca

South Bruce Grey Health Centre (SBGHC) is a dynamic, multi-site health care organization serving the rural communities of Kincardine, Chesley, Durham, and Walkerton.

Each hospital site offers acute care services, a 24/7 emergency department, and a full complement of diagnostic and laboratory services. The surgical program, offered in Kincardine and Walkerton, provides service to approximately 1,900 patients annually.

The Dr. R.J. Creighton Family Birthing Centre, at SBJHC's Walkerton site, features six private birthing suites where expectant mothers receive one-on-one nursing care through their labours, delivering over 400 babies a year.

SBGHC has approximately 375 highly trained, dedicated staff, including many physicians brought to the area through the local Physician Recruitment Program, which consists of Bruce Power, the Municipality of Kincardine and the Town of Saugeen Shores.