

HEALTH CARE TASK FORCE



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

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- Anita Tomins, Cambridge Chamber of Commerce
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GOOD TO GREAT
A Regional Prosperity Initiative



HEALTH CARE

- *Observations*
- *Conclusions*
- *Actions List*
- *Actions Update*

“Care Delayed is Care Denied”

Paul Martin June/04



HEALTH CARE VISION

Direction 2003 Prosperity Forum



To enhance regional health institutions with state-of-the-art facilities in order to attract, retain and support physicians and to build expertise.



OBSERVATIONS



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1. Enhance Doctor Recruitment Activity
2. Strong interest and need for Education Sector Participation in Recruitment Efforts.
3. Further development of a Physician Community Web space.
4. Creation of a Medical Community Research



ACTION 1

Strengthen Regional Efforts

1. Make existing physician recruitment efforts in Waterloo region stronger
 - A. Review competitive environment for recruitment.
 - B. Take steps to ensure long-term viability and competitive effectiveness.
 - C. Contribute financially to recruitment campaigns.

ACTION 2

Facilitate Greater Educational Participation

2. Facilitate greater participation by educational community in physician recruitment efforts.
 - A. Identify sector champions and encourage involvement.
 - B. Prepare integrated contributions report that promotes physician's access to information and resources such as libraries, online databases, literature collections, expertise and government agencies.

ACTION 2

Facilitate Greater Educational Participation

2. Facilitate greater participation by Educational community in Physician Recruitment efforts.
 - C. Develop an action plan that clearly defines how better to liaison our region's education and medical community so that these champions can become involved in the support, retention and attraction of health care professionals.

ACTION 3

Medical Community Web space

3. Develop a medical community webspace.
 - A. Select a project advisory team to review existing efforts.
 - B. Implement a content task force.
 - C. Develop a business case for support funding of web space.
 - D. Develop an action plan and implement a pilot project

ACTION 4

Medical Community Research

4. Survey and research medical community to identify particular issues that deter attraction, support and retention of physicians.
 - A. Select a project advisory team to conduct assessments, surveys, focus groups and other interviews.
 - B. Find source of funding for these research projects.

ACTION 4

Medical Community Research

4. Survey and research medical community to identify particular issues that deter attraction, support and retention of physicians.
 - C. Prepare a discussion paper based on findings
 - D. Develop an action plan and implement a pilot project

IMMEDIATE RECOMMENDATIONS



PROSPERITY COUNCIL
OF WATERLOO REGION
An Initiative of

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- Identify Stakeholders for 3 projects
 - Educational sector participation
 - Physician Community Web space
 - Medical Community Research
- Identify Champions for 3 projects
- Gather information, prioritize & fund
- Integrate Project Plans
- Implement Plans
- Evaluate Plans



Canada's
Technology
Triangle

Waterloo Region
Cambridge Kitchener Waterloo



Other Suggestions



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- Explore co-op opportunities to increase purchasing power of physicians, assisting with office mgmt challenges.
- Develop semi-annual tradeshow bringing together business, government and medical community for interested physicians to complement existing initiatives to “sell” our community.



DISCUSSION

- Champions (3)
- Guiding Coalition
- Key Stakeholders
- Next Steps

