



Melissa Linseman

Middlesex London Ontario Health Team

May 30, 2023

Kevin Dickins

City of London

Dear Kevin,

Subject: Funding Request for Primary Care Recruitment and Retention Program

On behalf of the Middlesex London Ontario Health Team's Primary Care Recruitment, Transition into Practice and Retention project team and in follow-up to the meeting held on Thursday May 25, I am writing to seek funding support for our Primary Care Recruitment and Retention Program, aimed at addressing the critical shortage of family physicians in the City of London and Middlesex County. Our new program will focus on both recruitment and retention efforts, aiming to provide a coordinated response to this pressing issue.

Detailed background information including other municipalities' programs, and details about our proposed solution are included in the attached documents, the slide deck presented at the meeting and the draft Terms of Reference for the Primary Care Recruitment and Retention Program Working Group.

Program Overview:

Our Primary Care Recruitment and Retention Program aims to address the current challenges through targeted initiatives, including:

- a. Hiring a Recruitment Coordinator: We will hire a dedicated Recruitment Coordinator to actively engage with key stakeholders to attract and recruit primary care providers, with an initial focus on family physicians, to our area. This role will also be involved in retention strategies, as outlined below.
- b. Retention Strategies: We will implement retention strategies such as mentorship programs, professional development opportunities, and initiatives to improve work-life balance, aiming to retain existing primary care providers within our community.



**Budget:**

The total cost of implementing and running the Primary Care Recruitment and Retention Program is estimated to be \$200,000 per year. This budget includes the salary and benefits of the recruitment coordinator, as well as the expenses associated with organizing events and outreach initiatives.

**Funding Partners:**

We are seeking financial support for a minimum of three years from a variety of organizations, including the City of London, Middlesex County, London Economic Development Corporation, Schulich School of Medicine & Dentistry, London Health Sciences Centre, St. Joseph's Health Care and Middlesex Hospital Alliance. We believe that a collaborative approach is essential to effectively address the primary care physician workforce shortage in our community.

We are also seeking in-kind contributions to the program from both the organizations listed above and other organizations. Examples of in-kind contributions from organizations for consideration include marketing and communications support, equipment and supplies, planning and implementation working group members.

Based on our estimates, we would be looking for \$80,000 per year for a minimum of 3 years as financial contribution from the City of London. We also encourage any in-kind contributions from your organization that could help support the development or execution of the program.

We firmly believe that by investing in our Primary Care Recruitment and Retention Program, we can make a significant and lasting impact on the healthcare landscape of our community. Your support will enable us to attract and retain primary care providers, improving equitable access to high-quality primary care for all residents.

We kindly request a response to this request by Friday June 30, 2023. We are open to supplying any additional information or requirements you may have and look forward to your response.

Thank you for considering our funding request, and we remain available to provide any additional information you may require.

Sincerely,

Melissa Linseman

Project Lead, Primary Care Recruitment, Transition into Practice and Retention Program

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