

Physician Recruitment

Kristin Kennedy, CEO, Erie Shores HealthCare
Christine Colautti, ED, Erie Shore Health Foundation



Today's agenda

- Introductions
- Hospital Overview
- Physician Needs Assessment
- Why Your Support Is Crucial
- Our Proposed Partnership
- Questions



Hospital Overview

Our success is your success.

In 2018 we began to strategically grow our hospital presence and create a strong footprint in Essex County.

How did we do this?

1. EMS Diversion: Ambulance Offload Delays in Windsor were impacting the ability of EMS to respond to 911 calls in the County. ESHC partnered with EWEMS and WRH to expand our catchment area to include Amherstburg, Harrow, Essex, south part of Tecumseh, Lakeshore, Belle River, and Stoney Point.
2. Expanded Programs & Services

Why did we do this?

To enhance the access and care for those within our communities and to showcase the necessity for small community hospitals in Ontario. This need has been further highlighted during the pandemic and shows the needs post-pandemic for our catchment area and its uniquely challenging demographics. Since 1992, donors and donations have been at the core of the Foundation's ability to help keep our Hospital one of the best rural hospitals in Ontario. This is a trend that we need to continue and growing moving forward if we are all to be successful in keeping access to care local for residents.

What is the impact of this strategy?

- We expanded our catchment area by 40,000
- Our ER visits increased by 10,000 per year
- Our ER has been ranked Top Ten of 74 hospitals in the province for the last two years
- Our Inpatient occupancy rates increased 30%



Physician Recruitment Needs

As a part of the Ontario health care system, the residents in our communities deserve the same level of care as others in the province. To that end, ESHC commits to a strategy that supports recruitment of high-caliber physicians for our continued growth and to enhance the sustainability and longevity of an acute care hospital for the people in Essex County.

Key recruitment areas include:

- Hospitalists
- Emergency
- Psychiatry
- Subspecialists (PT)

Historically, ESHC has recruited on average 2 FT physicians per year for the past 5-10 years



Why Your Leadership is Crucial?

- Each year, ESHC treats more than 110,000 people and growing.
- Pressures on the Ontario health care system and provincial debt management post-COVID are tangible challenges facing smaller community-based hospitals like ESHC.
- Historically-speaking, government austerity has impacted rural populations disproportionately, with access to care often being shifted to larger, urban areas forcing patients to travel more.
- The ESH Foundation is currently responsible for raising the community's share of the \$1.2M to support physician recruitment over the next 15 years for ESHC. (\$80,000 per year).
- Your leadership and backing of this initiative will help us create momentum and show the corporate and personal giving community this is an important campaign to back.
- It ensures our hospital is responsive, innovative and serves the needs of our residents/patients is the responsibility of our entire community.



Our Proposed Partnership

We are asking the leaders of the Town of Kingsville to partner with ESHC and the Foundation by considering a long-term investment partnership of **\$20,000/year over the next 15 years** to support Physician Recruitment to our region and helping provide key health care security for your constituents.

This support and partnership, which we would promote broadly and proudly to our community partners, staff, patients and the media will serve as a vital catalyst intended to create further support from other municipalities, business leaders and individual donors.

With your support, our patients, your constituents, our families, our friends and our neighbours will enjoy shorter wait times, better access to care and fewer drives down the 401 for care they should be getting here at home – because we all deserve that level of service.



Thank you for your time and consideration.

Kristin Kennedy, CEO – ESHC: Kristin.Kennedy@eshc.org
Christine Colautti, ED – ESHF: Christine.Colautti@eshc.org

