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**Date** November 12, 2024 **Report No.** 2024-618

**To** Chair and Members  
Committee of the Whole—Planning and Administration

**From** Aaron Wallace  
Director, Strategic Initiatives

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### 1.0 Type of Report

Consent Item   
Item For Consideration

### 2.0 Topic **Community Physician Recruitment Program 2024 and 2025 Action Plan [Financial Impact: None]**

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### 3.0 Recommendation

A. THAT Report 2024-618 Community Physician Recruitment Program 2024 and 2025 Action Plan BE RECEIVED.

### 4.0 Executive Summary

The Physician Recruitment Committee has received an annual allocation from the Community Groups component of the Casino funds since 2010.

In 2024, the allocation amount received a one-time increase from \$110,000 to \$145,000. The program has recruited 16 physicians to date in 2024, with 7 entering into a family medical practice.

As indicated in *Appendix B: Physician Recruitment Committee Funding Request 2025*, the Physician Recruitment Committee has submitted a funding request increase to \$145,000 for 2025. The Physician Recruitment Committee is

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projecting to recruit 10 physicians in 2025 with two of those recruits specific to family practice.

The 2024-2027 multi-year budget includes an allocation of \$110,000 for 2025. Staff are not recommending that amount be adjusted; however, funds are available within the Community Groups reserve should Council provide direction to increase the 2025 funding to \$145,000.

As per *Appendix B*, the Community Physician Recruitment Committee has advised that it will disband following the 2025 program year. During 2025, staff will undertake a comprehensive scan of physician recruitment models and bring forward options, costs and recommendations to City Council prior to finalization of the 2026 municipal budget.

## 5.0 Purpose and Overview

This report provides an update to Council regarding the activities and outcomes of the Community Physician Recruitment Program throughout 2024 and summarizes targets for 2025.

## 6.0 Background

The Physician Recruitment program was created at the recommendation of the Community Health Care Task Force in 2001 after the catchment area known as “Brant” (City of Brantford, County of Brant, Six Nations), was designated as an “underserviced area” by the provincial government. This group has been operating in its current version, known as the Community Physician Recruitment Committee, since 2008.

Since 2002, the City of Brantford has supported Community Physician Recruitment with an annual financial allocation. Each year, an agreement is executed between the parties outlining the amount of funding and its intended purpose.

In February 2018, Council approved an oversight framework and directed that reporting requirements be incorporated into all future Physician Recruitment Program agreements (Report No. 2018-012). As directed, staff negotiated this enhanced oversight into the program and incorporated the following requirements into an amended program agreement:

1. Annual Needs Assessment
2. Annual Activity and Expenditure Plan

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### 3. Annual Activity and Outcome Reporting

From 2010-2023, the City's contribution remained at \$110,000 per year. In November 2023, the Physician Recruitment Committee submitted a funding request of \$200,000 for 2024 and advised that the Committee would request \$245,000 in 2025 (Report No. 2024-603).

City Council referred the report to the Joint City-County Shared Services Committee. The Joint Service Committee did not recommend cost-sharing the \$200,000 funding request.

In February 2024, the Physician Recruitment funding was increased to \$145,000 within the adopted operating budget for the year 2024. This was approved as a one-time increase.

## 7.0 Corporate Policy Context

2023-2026 Council Priorities

Strategic Theme: Focus on productive and collaborative partnerships

## 8.0 Input From Other Sources

Director, Medical Affairs, Brant Community Healthcare System

Community Physician Recruitment Committee

City of Brantford - Finance

## 9.0 Analysis

As seen in *Appendix A: 2024 Program Report and 2025 Targets*, the Physician Recruitment Program reports activities and outcomes in accordance with the oversight framework approved by Council in 2018.

The reported outcomes indicate that to date in 2024, the program has recruited 16 physicians through a variety of methods including recruitment activities, marketing and promotional efforts. Several of these recruits are family physicians, with the remaining nine being recruited for hospital-based practice, including hospitalists, emergency medicine and surgical.

The Physician Recruitment Committee has advised that between 14-16 new family physicians are needed in the community in the next twelve months. The

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Committee is targeting 10 new physicians in 2025, with two of those recruits specific to family practice.

As indicated in *Appendix B: Physician Recruitment Committee Funding Request 2025*, the Committee has summarized challenges related physician recruitment, including general physician shortages and fewer residency candidates ranking family medicine as their first choice.

## 9.1 Next Steps

As per *Appendix B*, the Community Physician Recruitment Committee has advised that it will disband following the 2025 program year.

A number of physician recruitment models are utilized across the province; however, there is limited evidence regarding which models are effective, particularly over the long term.

Program administration approaches also vary widely across regions and includes a diverse cross section of stakeholders. For example, the Cambridge Chamber of Commerce has managed Cambridge's physician recruitment program since 1999. In Hamilton, physician recruitment operates within its regional Ontario Health Team, the Greater Hamilton Health Network, which is funded by several public sector stakeholders; each of whom has a unique relationship with the program, along with different reporting requirements based on their funding contribution.

During 2025, staff will undertake a comprehensive scan of physician recruitment models and bring forward options, costs and recommendations to City Council prior to deliberation of the 2026 municipal budget.

## 10.0 Financial Implications

There are no financial implications related to this report.

As detailed in *Appendix B: Physician Recruitment Committee Funding Request-2025*, the Physician Recruitment Committee has increased the funding request to a total of \$145,000 in 2025 with their planned expenditures as follows:

- i. \$80,000 to fund a 0.9 FTE Recruitment Support (Director and Recruitment Associate)
- ii. \$65,000 to offset Recruitment and Retention Costs

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The 2024-2027 multi-year budget includes an allocation of \$110,000 for 2025. Staff are not recommending that amount be adjusted; however, funds are available within the Community Groups reserve should Council provide direction to increase the 2025 funding to \$145,000.

## 11.0 Climate and Environmental Implications

There are no direct climate and environmental impacts associated with this report.

## 12.0 Conclusion

The Physician Recruitment Committee has estimated the cost of the 2025 Physician Recruitment Program at \$145,000. As per the City's 2024-2027 multi-year budget, \$110,000 in annual funding has been allocated to the program.



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Aaron Wallace  
Director, Strategic Initiatives

Attachments (if applicable)

Appendix A: Physician Recruitment 2024 Program Report and 2025 Targets

Appendix B: Physician Recruitment Committee Funding Request 2025

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required  yes  no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk  yes  no

Is the necessary by-law or agreement being sent concurrently to Council?  yes  no