

How Quesnel Got Its Docs Back

Mayor Bob Simpson

CITY OF
Quesnel

The logo for the City of Quesnel features the words "CITY OF" in a smaller, white, sans-serif font above the word "Quesnel" in a larger, bold, white, sans-serif font. A stylized teal wave graphic is positioned beneath the letter "Q" in "Quesnel".

A Community in Transition



Adding Insult to Injury



Other Communities Responses



Quesnel's Response



- Collaborative Community-Based Approach
- System Mapping with Physicians & HA
- NO PRESS

System Mapping



- Emergency Room Coverage
- Hospital Rounds
- Salaried Positions (NOT private practice)
- Specialist Supports
- Team-Based Practice
- Life Balance

Action Plan



- New Model of Primary Care Delivery
- New Primary Care Clinic (Salaried Positions)
- Recruitment Strategy
 - General Practice Physicians
 - Anesthesiologists
 - Emergency Specialists
 - Other Specialties (Surgeon, ENT, etc.)
 - Nurse Practitioner

Leadership/Implementation Team



- Northern Health Administrator
- Chief of Staff
- Regional Hospital District Board Chair
- Mayor
- MLAs Office

Action Planning – Immediate Need



Emergency



Crisis Averted – Back to Plan



- Red Carpet Program & Recruiting Strategy
- Capital Project – New Clinic
- Primary Care Re-Organization

Red Carpet Program



New Primary Care Clinic



Recruiting Success Story!



- 13 GPs
- New Surgeon
- Internist & Other Specialists
- Nurse Practitioner

Collateral Benefits



- Spouses filling other positions
 - Speech Pathologist
 - Physiotherapist
- Higher value retail housing demand
- More kids!!

Re-Branding Insights



Award Winning Program



Lessons Learned



- Mandate Creep?
- System Mapping
- Collaboration & Strategic Partnerships
- Only Broadcast Results!

Community Asset & Attractor



Next Steps



- Professional Recruitment Writ Large
- Mental Health & Addictions
- Seniors Health Care System
- Housing

What's your light bulb moment?

Quesnel is accessible, affordable, and able to adapt to meet your needs.

Let us help your business to shine in Quesnel.

quesnel.ca

Quesnel
It's in our nature