

How Quesnel Got Its Docs Back

Mayor Bob Simpson

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.

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Quesnel
It's in our nature