Cape Breton South

RECRUITING FOR HEALTH

Cape Breton South Recruiting for Health Group

Presented by
Maggie MacDonald
Healthcare Recruitment Navigator

Community Organization

Formed Winter 2020

Cape Breton South Recruiting for Health is a community- led organization that serves the Cape Breton South region (The Town of Port Hawkesbury and Richmond County). Focused on the recruitment and retention of healthcare professionals and better access to healthcare services for our community members.

Members of Group

Community representatives:

The Town of Port Hawkesbury

Municipality of Richmond County

Strait Richmond Hospital

Dr. Kingston Memorial Community Health Centre

St. Anne Community and Nursing Care Centre

Strait Area Chamber of Commerce

Cape Breton Partnership

Continuing Care Nova Scotia

Island Gateway Medical Clinic

Arichat Medical Clinic

Richmond Villa

Physicians & Health Professionals in the Area

"A community navigator is an important asset to Nova Scotia Health's physician recruitment consultant. The navigator can act as a local expert, and help connect a physician and their family to the resources and networks within a community". – Victoria MacAulay,

Healthcare Recruitment Navigator

WEBSITE & SOCIAL MEDIA DEVELOPMENT

Build and maintain professional website and social media presence. Continually update website and manage Facebook, Instagram, LinkedIn, and Twitter accounts.

NETWORKING

Build relationships with local community members and groups to better work together to promote our region.

Connect with local healthcare professionals and contacts made through CBSRH.

PRESENTATIONS & INFO SESSIONS

Present at healthcare recruitment job fairs provincially and abroad.

Provide information sessions to local healthcare programs (MD, RN, LPN, CCA)

ACCESS TO HEALTHCARE IN RURAL COMMUNITIES

With an ageing population in the Cape Breton South region it's critical that residents have access to the healthcare services they require.

Access to high quality healthcare services is important for maintaining overall health, preventing and managing disease, and achieving overall mental and physical wellness.

A community that offers an abundance of healthcare services attracts more families and businesses, improving the overall economic growth.

WHAT WE'VE DONE SO FAR

- CBSRH has participated in organized community events.
- Participated in DAL Family Medicine online conferences and job fairs to promote the Cape Breton South region.
- Built and maintained professional working relationships with Nova Scotia Health, other Navigators across the province, the local Strait Richmond Hospital Foundation board, and many others.
- Hosted and supported locum physicians and other various healthcare professionals
- Welcomed new professionals to the area

What's Next?

- Continue to work with the community and health care facilities to better understand barriers we face and how to overcome them.
- Participate in future healthcare career fairs and conferences online and in-person.
- Continuously develop and maintain our online presence for healthcare professionals and community members.
- Create and present various information sessions to healthcare programs.
- Welcome and retain healthcare professionals to our area

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www.capebretonrecruiting.com