



ATTENTION MEDIA

Friday, February 11, 2011

FOR IMMEDIATE RELEASE

LOCAL PHYSICIAN RECRUITMENT CAMPAIGN EARNS PROVINCIAL RECOGNITION

ORILLIA - Local doctor recruitment efforts have been recognized at the provincial level for a creative marketing campaign aimed at attracting medical professionals to the area.

The Orillia and Area Physician Recruitment and Retention Committee's 'Doctors For Life' campaign, put together in co-operation with the City of Orillia's Economic Development office, picked up an honorable mention at the recent Economic Developers Council of Ontario annual marketing awards.

The local campaign took a creative approach to promoting the quality of life offered to physicians and their families in the Orillia area through a series of posters encouraging prospects to 'Be A Beach Doctor', to 'Be a Tree Doctor' or even to 'Be A Snow Doctor'. The curious taglines were accompanied by photographs depicting families enjoying quality time splashing around local beaches, exploring local forested trails and schussing down local ski hills.

"The competition to get doctors to take notice of our community above any other community is very fierce these days," explained Dan Landry, Orillia's Manager of Economic Development and a member of the physician recruitment committee. "We were looking for something to say quality of life without actually saying it, in a way that would turn people's heads."

Landry worked with a volunteer marketing sub-committee and the City's artwork co-ordinator Cindi Harmer to develop and flesh out the concept, which was translated into a trade show display, a promotional brochure and bookmark, and was also the theme for a physician recruitment website. The materials make up part of the tool kit to be used by the local recruitment team in its efforts to court doctors at trade shows, in advertising and in direct mail initiatives.

"It's nice to be recognized for our efforts, particularly because we function as a volunteer committee," said Landry. "Most of the other communities in Ontario have or work with professional recruiters. We are a group of concerned citizens working toward a worthy cause."

Physician recruitment committee chair Tony Katarynych also praised for the efforts of local volunteers.

"This award is a testament to the talent and dedication that our volunteers have," he said.

The local doctor recruitment committee has been active for 10 years, working to address the current and impending critical shortage of physicians in the area. It's estimated that more than 12,000 local residents could be without a family physician within four years, due to upcoming retirements of existing doctors and increased demands.

As many as 20 family physicians and 15 to 18 specialists will be required to bridge this gap.

The Economic Development Awards highlight the creativity that is applied to products and initiatives to stimulate investment and growth in communities across Ontario. This year's competition attracted 146 submissions in a number of categories from 63 communities and organizations.

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For more information

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