

Nova Scotia Federation of Municipalities
November 3, 2021

Cape
Breton
South⁺

reimagine

your healthcare career



Regional & Collaborative



- Municipality of Richmond County
- Town of Port Hawkesbury
- Strait Richmond Hospital
- Dr. Kingston Memorial Community Health Center
- St. Anne Community and Nursing Care Center
- Strait Area Chamber of Commerce
- Cape Breton Partnership
- Potlotek Health Centre
- Continuing Care Nova Scotia
- Island Gateway Medical Clinic
- Arichat Medical Clinic
- Richmond Villa
- Physicians and Health Professionals in the Region

Challenges & Threats

- Rural NS Perfect Storm
 - aging population, infrastructure, etc
- Departure of several family physicians imminent
- Insufficient numbers of other health professionals
- Ripple effects from their leaving/ insufficient numbers
- Finding solutions takes time
- Location of Facilities

Strengths & Opportunities

- Nova Scotia's Value Proposition
 - A foundation of dedicated health professionals
 - Natural beauty of our area
 - Opportunities for many outdoor activities
 - Safe, vibrant communities
- Build on our strengths and assets
- Taking a systems approach to find solutions
- Focus on PEOPLE
- Working together as a region

Priorities

- Recruitment
- Education and Advocacy
- Readiness
- Retention
- COVID-19 Adaptations

Getting Results!



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- Branding & digital presence
www.capebretonrecruiting.com
& @CBSouth4Health
- Hired a Navigator
- Attracted 2 physicians in under 2 years (pictured: Welcoming Dr. Okeke!)
- Appreciation activities for health professionals – BBQs, CCA Week Social Media Campaign, Treat Drop Offs, etc
- Launched Community of Care Awards – 7 categories
- Supports for newly attracted health care professionals
- NSH Relationship & Pitch

What Changed?

- Refreshed Leadership
- Collaborative / Regional Approach
- Engaging Facilities, Community, Business – EVERYONE!
- Hard Conversations
- Reimagining – All Cards on the Table

- **ONE Singular Goal:** Cape Breton South community members can access the health services they need.

Questions?

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