

News Release

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Community Helping to Recruit Medical Professionals

Emergency service at the Sackville Memorial Hospital remains on a restricted schedule at this time. Yet, behind the scenes, significant efforts are being made to achieve a return to full-time service, in keeping with the public commitment made in December by Horizon Health Network CEO, Dr. John Dornan.

The Memramcook-Tantramar Community Task Force and its Rural Health Action Group [RHAG] are committed to developing an effective working relationship with Horizon, lobbying for funds, providing ideas, and establishing a strategic direction.

“To date,” RHAG co-chair John Higham said recently, “we are very pleased with the focused engagement of the Horizon team. The shortage of personnel, especially in the local nursing staff, continues to be a major issue, but I am pleased to say that substantial steps are underway to recruit healthcare professionals for our region.”

As a first step, a local recruitment sub-committee reviewed Horizon’s online advertising. Volunteer François Giroux summarized their findings. “We felt that the Horizon recruitment campaign was too general. Although it invited people to work in New Brunswick, we wanted to see messages that would communicate the particular benefits of life and practice right here in our community.”

Within weeks, a description of the local area was added — a first step, and easily overlooked on the immense Horizon website. Work is now proceeding on a microsite that will concentrate specifically on the merits of the Sackville area and the employment opportunities that are available here.

Additional marketing tools are also under development. One recent example is a profile of Drs. B. Chiasson and R. Kanji, a husband-and-wife medical team who recently chose Sackville as the location for their family practice.

The article is gaining widespread social media attention, and additional features and testimonials are currently under development, including creative briefs for the development of recruitment videos and other promotional material. **The Rural Health Action Group encourages all community members to share these messages as widely as possible with their social networks and families outside the region.**