

More than Medicine: Our Brand

More than Medicine.+

In 2017, NSH developed a physician marketing strategy to support recruitment on the local, national, and international stage. After consulting with physicians, we acquired key insights that determine the benefits of working and living in Nova Scotia. We focus on the things about our province that physicians tell us is important to them.

Elevator Pitch

“Whether you want to practice in an urban or rural community, as a specialist or a primary care provider, Nova Scotia offers the communities and patients for a medical career that is rewarding and balanced, with an increased emphasis on collaborative models of care.”

Physicians in Nova Scotia provide fulfilling patient care which embraces family life, professional development and community involvement.

Brand Pillars

The following are the three pillars of this narrative. We welcome you to use this language and resources for your advertising and marketing tools during your own community recruitment initiatives. These tools were created with feedback from physicians about their own “why” for choosing to live and work here.

From this information, we created our brand “More than Medicine+.” The key brand artifacts include the “+” which is a known medical symbol, but also symbolizes all of the added values that come with practicing in Nova Scotia.

That’s what makes practicing medicine in Nova Scotia unique. Physicians are increasingly attracted to

practices that offer team-based care to their patients and allow them to consult with their peers. The size and scale of Nova Scotia allows for better connections across the health care system. Your practice of medicine and your life is richer here. Nova Scotia is “more than medicine.”

Advertising is about reach and frequency and consistency helps. The more of us sharing these messages will help to strengthen our ability to get our unique selling points out to others. If we can speak from a common voice, we are stronger together.

Ocean Lifestyle

Live with the best of both worlds.

Our enviable combination of urban amenities and rural natural beauty offers an excellent quality of life for the people that live here. Nova Scotia offers the medical professional opportunities found in larger cities while maintaining a work-life balance in livable, walkable, and affordable communities.

Each of the four seasons brings a different experience of living on the East Coast. Whether you prefer sandy beaches and coastal cliffs or the culture and energy of city life, in Nova Scotia you are never far from either.

Scope of Practice

Be the type of physician you want to be in Nova Scotia. With an increasing focus on team-based care, you have the opportunity to shape your practice to whatever size and scale you desire. The recently consolidated health authority aims to provide every Nova Scotian with timely access to primary care services. Nova Scotia is adding new primary care providers, which include nurse practitioners, paramedics, and family practice nurses -from collaborative primary care teams in family medicine to nursing homes and Collaborative Emergency Centres.

Nova Scotia's award winning Extended Care Paramedic program allows seniors in 17 nursing homes to receive care where they live instead of at an emergency department.

Nova Scotia is one of those rare places in the world where you can still get from the emergency room to the beach in less than 30 minutes -miles of sand, surf breaks and unspoiled natural environments.

The Organization for Economic Co-Operation and Development (OECD) Better Life Index shows Canada as the best in the G7 in terms of overall living conditions and quality of life.

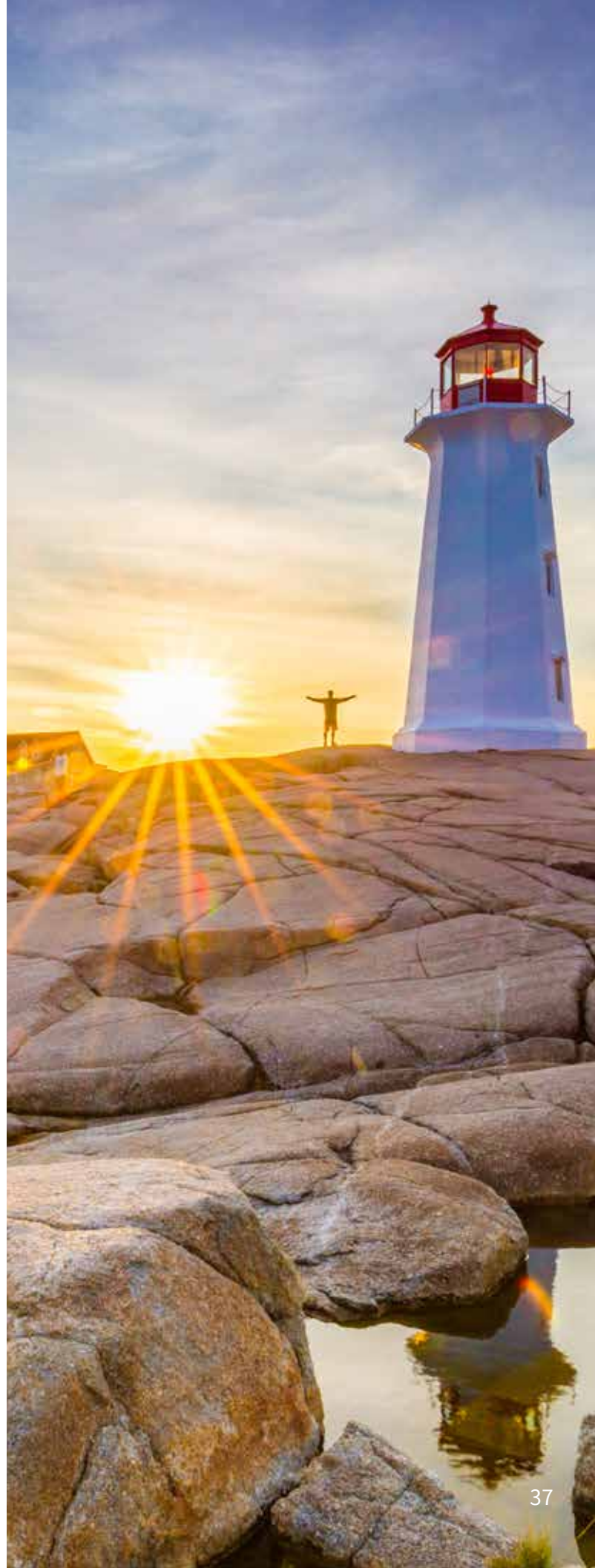
Connectedness

Be a part of a community.

Practicing here means working with passionate colleagues, providing world-class care, and helping people be healthy and stay healthy. You will be a key part of the medical and local community.

No matter where or what you choose you will be fully supported by an entire health care community --based on teamwork, collaboration, and delivery of an innovative new approach to health care --to the people of Nova Scotia.

Physicians in Nova Scotia don't choose a hospital, they join a community.



NSHA Recruitment Website

NSHA's recruitment website recruitment.nshealth.ca was built using the More than Medicine+ marketing narrative. This was developed from physician feedback about information they require when making career decisions.

The site is setup to display current career opportunities, highlight NSH physician recruitment consultants and physician ambassadors, and profile the different regions of the province. Each region has an area to provide linkage to further local

community content either by linking to the town's promotional page or local recruitment efforts like doctorscapebreton.com.

NSH provides an equitable representation for a provincial approach to recruitment. When working with recruiters, physicians are best matched to the areas they are most likely to thrive. In Nova Scotia, physicians are free to live and work wherever they find an opportunity. In family medicine, that can be anywhere.

Communities across the province are encouraged to supplement NSH promotional material (*see resources*) with their own promotional content to raise awareness of their region and to give physicians a detailed picture of what life is like in their unique area of the province. Make sure to contact your zone physician recruitment consultant if you wish to add NSH content to your regional site.



Nova Scotia.

More than

Medicine.+



Stronger Together

Physician recruitment and retention continues to be competitive across the globe. Our challenges aren't new but the approach of furthering our success by working together is unique.

Through focus groups, jurisdictional reviews, case studies, and sharing of knowledge and experience of physicians in the province, all reviews led to a common resolution:

We all want to improve physician recruitment and retention because of the positive impact it has on our communities overall health and well-being.

We share the vision of a collaborative physician recruitment strategy where communities have a significant role to play in the recruitment and retention of physicians to Nova Scotia.

NSH is working hard to provide communities with the right resources and information to spread this knowledge and opportunity.

Nova Scotia has a strong maritime history and, with our famous Bluenose schooner, reached many heights on the international sailing circuit. Just like the way we commanded a world class racing schooner through tricky seas, we will navigate the stormy waters of international physician recruitment – with all hands on deck!



Additional Resources & Further Reading

Alberta Health Services – Physician Workforce Plan & Forecast (2017-2018):
albertahealthservices.ca/assets/info/hp/phys/if-hp-phys-2017-workforce-plan.pdf

Canadian Association of Staff Physician Recruiters (CASPR):
caspr.ca/

Canadian Journal of Rural Medicine
Nova Scotia Physician Resource Plan (2012):
doctorsns.com/site/media/DoctorsNS/PhysicianResourcePlanning-finalreport.pdf

Statistics Canada
Physicians in Canada – CIHI (2016):
secure.cihi.ca/free_products/Physicians_in_Canada_2016.pdf

Physician Recruitment Agency of Saskatchewan – Annual Report (2016-2017):
saskdocs.ca/web_files/prasrpt

Practice in BC – Physician Recruitment Site:
practiceinbc.ca/

Saskatchewan Physician Recruitment and Retention Handbook (2017):
saskdocs.ca/web_files/Recruitment%20and%20Retention%20Handbook%20August%202017_Final.pdf

Shaping our Physician Workforce:
novascotia.ca/dhw/publications/Physician_Resource_Plan_Shaping_our_physician_Workforce.pdf

Social Sector Metrics Inc. and Health Intelligence Inc.
Environmental Scan Report (2011):
novascotia.ca/dhw/publications/Physician_Resource_Plan_Environmental_Scan_Report.pdf





Recruitment Essentials – Health Force Ontario:

healthforceontario.ca/en/Home/All_Programs/Physician_Recruitment_for_Communities/Recruitment_Essentials

Yukon Health and Social Services:

hss.gov.yk.ca/healthservices.php

Recruitment and retention of trainee physicians: a retrospective analysis of the motivations and influences on career choice of trainee physicians:

ncbi.nlm.nih.gov/pubmed/29452409

Recruitment and retention of physicians in rural Alberta: the spousal perspective.

ncbi.nlm.nih.gov/pubmed/?term=Recruitment+and+retention+of+physicians+in+rural+Alberta%3A+the+spousal+perspective

Inter-Provincial Migration Intentions of Family Physicians in Canada:

The Roles of Income and Community Characteristics (Healthc Policy. 2015 Nov; 11(2): 58–71):

ncbi.nlm.nih.gov/pmc/articles/PMC4729283/

Evaluating distributed medical education: what are the community's expectations?

ncbi.nlm.nih.gov/pubmed/19422493 Med Educ. 2009 May;43(5):457-61. doi: 10.1111/j.1365-2923.2009.03357.x.

University of Calgary, Physician Retention in Four Rural Communities in Alberta:

A Collective Case Study (p.328) by Pamela Joann Cameron

NSH Physician Recruitment Strategy:

nshealth.ca/sites/nshealth.ca/files/recruitment_strategy_2017-18.pdf

Northern Periphery Programme, “Making it Work: A Framework for Remote Rural Workforce Stability”, January 2019.

rrmakingitwork.eu/wp-content/uploads/2019/03/Making-it-Work-Framework-for-Remote-Rural-Workforce-Stability.pdf