“Physicians are most likely to establish a rural practice if they have rural origins and medical training at rural centres.”
Canadian data showed that students with rural backgrounds are under-represented in medical schools (2002).
Society of Rural Physicians of Canada Recommendations

- Rural high schools
- Rural universities
- Funding support
- Admission process changes
Brandon Medical Education Study

- Foreign trained physicians
- Rural exposures during medical training
- Return of service agreements
- Rural medical schools and rural satellite campuses
Physician Recruitment Strategy 2014: the purpose

Recruitment and retention of physicians is an ongoing struggle in rural Manitoba.
Physician Recruitment Strategy 2014: the process

- Developed in the summer 2014
- Research
- Three focus groups completed
Physician Recruitment Strategy 2014: the findings

• Medical students from rural areas
• Early engagement
• Promote rural Manitoba lifestyles
• Broad scope of practice

continued…
Physician Recruitment Strategy 2014: the findings

- Overhead, Turnkey, Electronic Medical Records
- Collegial Support
- Return of Service Agreements and Signing Bonuses
Physician Recruitment Strategy 2014: the plan

• Recruitment database of medical students
• Regular engagement with students
• Consistent RHA contact person
• Rural exposure opportunities
• Work with communities
• Provide organized site visits
University of Manitoba Medical School: eligibility criteria

• Canadian citizen or permanent resident
• Bachelor’s degree
• Grade point average of 3.30 or higher
• University course completion: biochemistry, social sciences/ humanities
• Medical College Admission Test
• Proficiency in the English language
University of Manitoba Medical School: Four applicant pools

- Manitoba Applicant pool
- Bilingual (French/English) pool
- Aboriginal pool
- Out of province pool
University of Manitoba Medical School: Student selection process

- Applicants are interviewed and scored
- Rural attributes considered
- Multi Mini Interviews
University of Manitoba Medical School: Class of 2018 Entrance Statistics

Total applicants: 998
Actually eligible: 645
Offered interviews: 278
Offered positions: 134
Enrolled: 108

35% of the students were rural applicants
University of Manitoba Medical School: Upcoming changes in 2016

• New: Low Socio-economic pool to enhance the diversity of applicants.
• Out-of-province spaces will be reduced to 5%
University of Manitoba Medical School: rural medicine during training

- Rural medicine information sessions
- Rural Interest Group (RIG) trips to rural communities
- Rural Week
- Family Medicine Med 3 clerkship rural rotations
- Rural elective options
- Rural residency program option
Rural Interest Group (RIG)

- A student body that works to promote careers in rural medicine within Manitoba.
- To educate and provide opportunities to the student body at large for exposure to Rural medicine.
Rural Interest Group (RIG):

- RIG Trips
- RIG Lunches
- Rural Specialist Dinner
- Family Medicine Dinner
- Rural Residency Exposure Program
Rural Interest Group (RIG) Trip
Rural Interest Group (RIG) Trip
Rural Interest Group (RIG) Trip
Rural Interest Group (RIG) Trip
Rural week

- A 5 day medical exposure for first year medical students
- Groups of 2-4 students placed throughout Manitoba and Nunavut
- Allows students experience rural life and shadow rural physicians
Rural Week
Home for the summer

• Funding provided by Office of Rural & Northern Health
• Summer placements
• Student enrolled in health related programs
• 4-10 week placement in a rural community with physician(s)
• Hands on clinical experience
Home for the summer: From big city to country quiet

• Networking with multiple doctors in different specialties
• Opportunity to improve current skills and learn new skills
• Exposure to diverse medical cases not necessarily seen in urban practice.
• Opportunity to live rurally
Home for the summer: My experience in Brandon

- 10 weeks in Brandon each summer (2014 and 2015)
- Variety of clinical exposure and hands on experience
- Hands on experience
- Exceptional preparation for clerkship
ever thought about becoming a doctor?