

Chair's Message, Joan Mavrinnac

As the incoming CASPR Chair, I would first like to take this opportunity to say some very well deserved thank-you's. Firstly, to the outgoing members of the Executive Committee, David Kay, Ginette Vezina and Mary Jane Yorke, thank you for your energy, input and guidance. We will, no doubt, continue to look to you all for your advice and support. A sincere thank you also to Christine Cadotte and David Gravelle, our 2011 Conference Committee Co-Chairs, for their excellent foresight and planning that made the 2011 Annual Conference so successful and enjoyable. This conference provided us with a great learning experience, and gave members a terrific chance to network in the beautiful Blue Mountain setting.

It was, as always, good to see many old friends and especially rewarding to welcome so many new members. A special word of thanks is due also to all of our well-informed, interesting and entertaining conference presenters, and to our Diamond Sponsor, Scotiabank, for their ongoing involvement and support.

Welcome to our new Executive Members, Amanda English, Joan Hatcher and Bryan MacLean, and to our new Conference Co-Chairs, Joanne Ferracioli and Alice Preston. Special thanks to Wayne Heide, for his leadership of the Membership Committee. I look forward to working with all of you and our returning Executive Members as we embark on another year.

"We stand on the shoulders of those who came before us..." our challenge for 2011-2012 will be to continue to build on the excellent work of our past Executive Committees to move our organization forward. Some of our important initiatives include:

CASPR Membership Committee: Growing our membership provides an ever-greater network of experienced recruiting professionals and the synergies that this creates.

Communications Committee: Building on Ginette's fine work, we will continue to develop this communications tool and use this to bring our members closer.

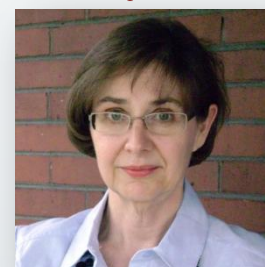
Development of a Physician Recruitment Certification Training Program: This is an ambitious goal and a task that will require everyone's involvement and support.

CASPR Website: Continuing to refine and enhance the site's efficacy will also provide much needed resources and will also serve to unify our membership. (A special thanks to Jill Cappa for her patience and dogged determination in addressing all of the minute details to make this site work for our members.)

An encouraging show of support was received from our membership when the call went out for volunteers to assist and support the activities of our executive and standing committees. It is very encouraging to see so many CASPR members coming forward and coming through for the organization.

We have much work to do and I am excited to begin.

Joan Mavrinnac



We have a new website!



CASPR's new website was launched at the annual conference in Collingwood! We have a fresh updated look. We will be using our website as a library for all of our documentation and materials. We are going to be adding a "history" page to track our organization's growth and progress. We have the capability now to add photos and videos. We have some returning favourites to the site such as "email all members" which gets used on a regular basis. Since our membership has grown so much it will be great to have the capability to add photos to our profile so we can be reminded of who we are connecting with since we don't see each other that often. We still have the capability to post physician jobs and to share resources with each other and network. As usual our conference materials are highly sought after. Please continue to provide me with issues/challenges/suggestions regarding the site. I am always looking for new ideas to make the site even better for our use!



[Jill Cappa](#)

CASPR Secretary and Website Development Lead

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We would like to recognize our

Diamond Sponsor:



www.caspr.ca

Past Chair's Message, Laurie Nash

It seems as though it was only a couple of months ago that I wrote my first 'Message from the Chair' column. Yet here I am reflecting on the past year as it comes to a close.

As physician recruiters, we work in a fast paced, high pressured and strongly competitive industry that is constantly evolving. I am honoured to have had the opportunity to lead our professional association, as we worked to develop new tools and programs that continue to support our membership.

Over the past year the association has continued to grow in areas such as membership with the development of a sub-committee whose focus is a membership drive. The association's finances remain strong. Our board added the strength of new ideas and commitment through the two Member at Large positions and the website has been totally reworked and launched. We are busily working on the development of a CASPR Fellowship program to provide our members with the opportunity for accreditation in the field of physician recruitment.

Our conference this year in beautiful Collingwood, Ontario offered those in attendance the opportunity for high quality professional development and terrific networking among our colleagues. At this year's conference the board was pleased to present our first ever CASPR Recruiter Awards recognizing the accomplishments of our peers.

Our partnership with Scotiabank is entering its third and final year based on our current agreement. The board will look to how we can extend and grow this partnership moving forward. I would like to take the opportunity to thank Scotiabank for their strong commitment and support of CASPR.

In closing, I wish to express my sincere thanks to my executive. It is your hard work and determination that have made my year as chair a wonderful experience. My thanks also go to the CASPR membership. Your engagement in the activities of your association and your enthusiasm is what makes this organization a success!

With that said, I pass the baton to Joan Mavrinac, our incoming chair. Welcome Joan!

Respectfully,

Laurie



First Annual CASPR Awards



CASPR held its first Annual Awards ceremony during the 7th Annual Conference: 20/20 Vision for the Future.

Patricia Lee, Director of Medical and Academic Affairs at Thunder Bay Regional Health Sciences Centre, was the first recruiter to receive the CASPR Recruiter Recognition Award. The CASPR Recruiter Recognition Award recognizes a CASPR member who has been selected by his or her peers as an icon who has developed innovative and collaborative approaches and solutions resulting in successful physician attraction and retention in their community.



Norine Howardson accepting the CASPR Recruiter Recognition Award on behalf of Patti Lee.

From L to R: Norine Howardson, Laurie Nash, David Kay, & John Jamieson

Ms. Lee was a founding member of the Thunder Bay Physician Recruitment and Retention Council (TBPRRC), the TBPRRC Marketing Committee, and the City of Thunder Bay Health Care Professionals Recruitment & Retention Steering Committee. A visionary, she built the Thunder Bay physician recruitment program from the ground up. With the new Northern Ontario School of Medicine (NOSM), she is now heavily involved in academics and administration.

Mary Jane Yorke, Physician Recruiter for Sault Ste. Marie, was the recipient of the inaugural CASPR Hall of Fame Award. The Hall of Fame Award recognizes a CASPR member who has demonstrated significant contributions to their local physician recruitment program. The recipient must also have demonstrated significant contributions to the growth and success of CASPR as an association. The recipient's entrepreneurial record must demonstrate the following core values: business excellence, vision and innovation, inspiring leadership, and a honourable legacy.



Mary Jane Yorke accepting the Hall of Fame Award from Laurie Nash

Ms. Yorke began her career in 1986 in medical affairs, officially started physician recruitment in 2003, and recruited an astounding 68 physicians to Sault Ste. Marie. A tireless and dedicated individual, she, last year alone, logged approximately 21,000 kilometres, worked 34 weekends, and 2 statutory holidays. She has been an active member of CASPR since the very beginning (2004). **Mary-Jane** has announced her retirement and she will be sorely missed in the recruitment community.

"This year's CASPR award recipients are two good examples of the exceptional types of individuals that represent their communities, clinics and hospitals to potential physician recruitment candidates. Physician recruitment and retention, is tremendously competitive in nature. CASPR wants to celebrate and recognize the commitment and professionalism of its members." said **Laurie Nash**, Chair of CASPR.

The awards were presented at the CASPR Annual Conference held in Collingwood, Ontario attracting more than 85 recruiters from across the country to its 7th annual. "CASPR is the national organization representing a unique group of professionals from right across Canada. We are pleased to be able to offer our membership the opportunity for the continued professional development that takes place each year at this conference." said Nash.

CASPR Membership Committee Update

The CASPR Membership Committee is in the process of developing plans to not only recruit new members to CASPR but to discover how the membership can be more effectively engaged in the organization. To this end, the committee has discussed a number of ideas that it will finalize and begin implementing later in the summer and throughout the fall to coincide with our annual end of year membership drive and renewal. The following are some of the initiatives being developed by the membership committee:

- A cross country membership drive that will promote the benefits of membership both to prospective new members as well as their employers. Not only do physician recruiters need to buy into the value of CASPR but their employers also have to see the value in their employees being participating members of CASPR. The membership committee will coordinate their effort with the communication committee to ensure we have a professional, consistent and accurate message about CASPR and its value to members and the organizations they work for.
- The membership drive needs to be national. CASPR currently has a number of regional gaps in its membership and to be a truly national organization, the membership committee need to begin to address these regional gaps in membership. We will be relying on existing CASPR members and their professional networks to assist with making additional connections throughout the country.
- CASPR needs to attract the full range of people that are engaged in physician recruitment. This includes part-time and volunteer workers. They need to be made aware that there is a place for them in CASPR and value for them to be a member.
- Membership needs to be engaged in CASPR as an organization on an ongoing basis, not just at the annual conference. To this end, we will explore the possibility of setting up regional chapters that could work on professional development and networking issues. This may also facilitate additional membership to CASPR.
- To better serve the needs of the CASPR membership we need to know a little more about you; background, training, challenges, successes. We will try to get at this information through a survey and then utilize those survey results to identify workshop topics for the annual conference and best practices to share with the rest of the CASPR membership.



If you have ideas that would assist the CASPR Membership Committee in expanding CASPR membership or providing existing members with additional value for their membership, do not hesitate to contact any of the people on the membership committee.

[Wayne Heide](#), Committee Chair, Manitoba
[Edward Mantler](#), Saskatchewan
[Bryan MacLean](#), Alberta

[Mark Arthur](#), Saskatchewan
[Amanda Maxwell](#), Ontario

[Cindy Scholten](#), Ontario
[Gwen Devereaux](#), Ontario



Innovations Corner

Be a Beach Doctor...

The Orillia area is a beautiful community nestled along the shores of Lake Simcoe and Lake Couchiching. Located just over an hour north of Toronto, we offer an environment where a healthy work, life, play balance is easy to achieve as exceptional urban amenities, natural resources, points of interest, and recreational opportunities abound.

Working at Orillia Soldiers' Memorial Hospital (OSMH) means being part of a team of dedicated healthcare professionals committed to life-long learning and striving for medical excellence, including an ongoing commitment to our extensive medical trainee program. We work hard to foster a unique practice and work culture built on community, teamwork and leadership.

Be a Doctor in Orillia

Orillia & Area
 PHYSICIAN RECRUITMENT & RETENTION
 orillia...orilliaodc.com (705) 325-4903

beadocinorillia.com
 p.thor@orilliaodc.com (705) 325-4903

Orillia, Ontario, doctor recruitment efforts have been recognized at the provincial (Ontario) 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 picked up an honourable mention at the 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'.

A big congrats to Orillia and Area Physician Recruitment and Retention Committee for such an innovative and unique marketing campaign!

For more information, please visit: [Be a Doc In Orillia](#)

Have you recently launched an innovative and creative recruitment strategy? Do you know someone who has? If so, we want to hear from you! We will be highlighting unique and innovative strategies that are taking place throughout the country in CASPR Connections. Please contact [Amanda English](#).

CASPR Hosts Another Successful Annual Conference!

The Canadian Association of Staff Physician Recruiters (CASPR) attracted more than 85 recruiters from across the country to its 7th annual conference, 20/20 Vision for the Future, held recently in Collingwood, Ontario. "CASPR is the national organization representing a unique group of professionals from right across Canada. We are pleased to be able to offer our membership the opportunity for the continued professional development that takes place each year at this conference." said, **Laurie Nash**, Chair of CASPR.

The current physician supply and demand climate, advancing and raising the profile of CASPR, and general recruitment best practices were the common themes throughout the conference. Politically

sensitive themes, including national licensure and various statistical trends were also addressed throughout the two and a half day conference.

Among the conference's guest speakers and attendees were Dr. Carolyn Bennett, former Minister of State, Public Health; Sandra Banner, Executive Director & CEO, Canadian Residency Matching Service; Nadeem Esmail, Senior Fellow, The Fraser Institute; and Dan Faulkner, Director, Associate Registrar, College of Physicians and Surgeons of Ontario.

CASPR held its first Annual Awards ceremony during the conference. **Mary Jane Yorke**, Physician Recruiter

for Sault Ste. Marie, and **Patricia Lee**, Director of Medical and Academic Affairs, Thunder Bay Regional Health Sciences Centre, received the association's two inaugural awards. Congratulations to **Mary Jane** and **Patricia!**

CASPR also held its Annual General Meeting during the conference. **Laurie Nash** (Chatham, Ontario) stepped down as Chair to become the Past Chair and welcomed **Joan Mavrinnac** (Windsor, Ontario) as the new Chair. **Bryan MacLean** (Ottawa, Ontario) was successfully voted as Vice Chair. After founding CASPR Communications in 2004, **Ginette Vezina** (Sudbury, Ontario) assumed the role of Communications Chair (she led the communications portfolio for a remarkable 7 years!). **Ginette's** contributions to this portfolio directly relates to CASPR's success. She will be missed. **Amanda English** (Ajax, Ontario) has now assumed the role of Communications Chair. **Joan Hatcher** (Niagara, Ontario) joined the Executive as a Member at Large. **Chuck Schmitt** (Dryden, Ontario) returns as Member at Large and **Jill Cappa** (Grimsby, Ontario) returns as Secretary. **Joanne Ferraccioli** (Port Colborne, Ontario) and **Alice Preston** (Brant, Ontario) are Conference Co-Chairs and will begin planning next year's conference in Ottawa, Ontario. **Susan Adair** (Toronto, Ontario) remains the Treasurer.

A big thank you goes to **David Gravelle** and **Christie Cadotte** for organizing such a successful conference that allowed for great professional development and networking amongst the physician recruitment community in Canada! CASPR would also like to thank all of our sponsors, including our Diamond Sponsor: Scotiabank. Without the support of these organizations, we couldn't have had such a great conference.

Stay tuned for details on next year's conference being held in our nation's capital, Ottawa! Our conference Co-Chairs, **Joanne** and **Alice**, are already well underway with the planning.



Ottawa, Ontario

CASPR Classifieds:

WANTED

Pictures

Do you have pictures from the conference? If so, we would love to see them! Our new website has the ability to upload pictures and we would like to include as many pictures from the conference as possible. Please send the pictures directly to [Jill Cappa](mailto:jill.cappa@caspr.ca). Don't forget to outline the folks in the photo(s)!



Volunteers

Are you interested in sharing your expertise

to advance the Canadian Association of Staff Physician Recruiters? If so, we want to hear from you! Contact [Amanda English](mailto:amanda.english@caspr.ca).

The coming years are sure to be exciting as the CASPR

Executive pursues the new vision, mission, and goals.



Job postings

Don't forget to post your physician vacancies on the CASPR website. It is free and easy to use! Simply click [here](#) to add your posting. Don't forget, you must be a CASPR member in order to post your vacancies.

[PHYSICIAN JOB POSTINGS](#)

Stay tuned for information related to:

- Recruiter Mentorship Program
- Physician Recruitment Certification Program
- 2012 Annual Conference details
- Website updates

New CASPR Executive Members

Amanda English, Communications Chair

Amanda English is the Partnership Coordinator with HealthForceOntario Marketing and Recruitment Agency. Amanda has a background in human resources and she also brings both public and private sector experience in the health care industry. Most recently, she worked for the Professional Association of Internes and Residents of Ontario (PAIRO), focusing on labour relations and health care recruitment. Before that, Amanda specialized in marketing and recruitment for the Interior Health Authority in British Columbia.



Joanne Ferraccioli, Conference Co-Chair

Joanne Ferraccioli has been a CASPR member since 2008, when she began her current role as Health Services Coordinator for the City of Port Colborne, a role that includes Physician Recruitment. Prior to working in Port Colborne, Joanne has an extensive medical professional background. She lived in Williamsville, NY for 15 years before relocating with her family back in Canada in 2002. She currently lives in Fort Erie with her husband, and two daughters.



Joan Hatcher, Member at Large

Joan Hatcher is the Manager of Medical Affairs for the Niagara Health System. This encompasses the recruitment of Specialist Physicians for the Niagara Health System, acts as Liaison between the Niagara Health System and the Michael G. DeGroote School of Medicine, Niagara Campus and manages the Continuing Medical Education program. Joan was a member of the Board, as well as Chair of the Niagara Rehabilitation Centre from 1994 – 2000. She was a founding member of the Executive of the Niagara Health System until assuming the role of Specialist Physician Recruiter for the Niagara Health System in 2001. Joan is currently an Assessor of Independent Health Facilities, a member of the Radiology Task Force and the IHF Review Panel for the College of Physicians and Surgeons of Ontario. Joan was the founding Chair of the Canadian Association of Staff Physician Recruiters (CASPR) and works to promote in-house Physician recruitment across Canada.



Bryan MacLean, Vice Chair

Bryan MacLean has been involved in Physician Recruitment since 1999 when he was asked to help find physicians and nurses to staff field hospitals and Sustainment Villages during the Kosovo Refugee Airlift. Since that time he has been a healthcare recruiter on private contract with the Canadian Forces covering Atlantic Canada, a business development manager and ER recruiter for a private staffing company, and a recruitment advisor for the Professional Association of Residents in the Maritime Provinces (PARI-MP). Bryan is currently working with the Canadian Association of Internes and Residents (CAIR) to develop the Transition into Practice Service (TiPS), a pan-Canadian initiative to connect residents with recruiters, and is also recruiting physician faculty at the University of Calgary.



Alice Preston, Conference Co-Chair

Alice Preston is the Medical Recruitment and Retention Specialist with Brant Community Healthcare System (BCHS). Alice brings with her a wealth of knowledge with over 15 years of recruitment experience from both the public and private sector. Prior to joining BCHS, she was the owner and manager of a successful international staffing firm in Hamilton. Alice attended The University of Western Ontario where she obtained her degree in Business Administration.



Introducing the 2011/2012 Executive Team

Chair

[Joan Mavrinac](#)

Term ending 2012

Vice-Chair

[Bryan MacLean](#)

Term ending 2012

Secretary

[Jill Cappa](#)

Term ending 2013

Treasurer

[Susan Adair](#)

Term ending 2012

Communications Chair

[Amanda English](#)

Term ending 2013

Past – Chair

[Laurie Nash](#)

Term ending 2012

Conference Co-Chair 2012

[Alice Preston](#)

Term ending 2012

Conference Co-Chair 2012

[Joanne Ferraccioli](#)

Term ending 2012

Member at Large

[Joan Hatcher](#)

Term ending 2013

Member at Large

[Chuck Schmitt](#)

Term ending 2012



Join us!



JUST FOR FUN!

NEW!

CASPR Trivia

- When was CASPR first established?
 - 2000
 - 2002
 - 2004
 - 2006
- How many annual CASPR conferences have there been?
 - Seven
 - Eight
 - Nine
 - Ten
- Since the first CASPR meeting, how much has membership increased?
 - 900%
 - 450%
 - 225%
 - 100%
- Where is the next CASPR conference being held?
 - Winnipeg, Manitoba
 - Saskatoon, Saskatchewan
 - Ottawa, Ontario
 - Victoria, British Columbia
- Joan Mavrinac is CASPR's 'x' Chair.
 - 7th
 - 6th
 - 5th
 - 4th
- Since the first CASPR conference, how much has attendance increased?
 - 1000%
 - 900%
 - 800%
 - 700%

Answers on the bottom of the page

Top 10 Must See Doctor's Movies



- Seducing Dr. Lewis*
- Patch Adams
- The Last King of Scotland
- The Doctor
- Hollywood
- Dragonfly
- Ciderhouse Rules
- City of Angels
- Flatliners
- Master and Commander

*Editors note: I highly recommend this movie for physician recruiters! Check it out: [Seducing Dr. Lewis](#)

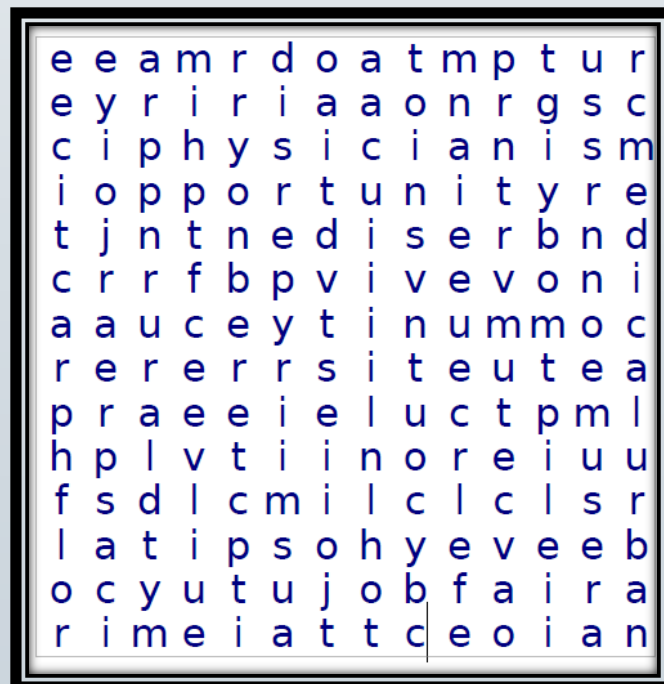
CASPR Comics

Drafted by the very talented and creative **Chuck Schmitt**,
CASPR Member at Large



Pictures from the 2011 Annual Conference
in Collingwood, Ontario

CASPR Word Search



- Advertising
- CASPR
- Community
- Conference
- Elective
- Hospital
- Job Fair
- Locum
- Medical
- Opportunity
- Physician
- Practice
- Recruit
- Resident
- Resume
- Rural
- Site Visit
- Urban

Trivia Answers: 1B 2A 3A 4C 5A 6B