

The CASPR Connection

MAY 2008

MESSAGE FROM THE CHAIR

With Spring on our doorsteps (many of us never thought it would arrive), and Summer just around the corner, I wanted to take this opportunity to extend my greetings to each and everyone of you. I am looking forward to the next year as we all work towards making CASPR the success it has come to be - a voice and resource for all Canadian staff physician recruiters.



Margaret Kennedy
CASPR Chair

I would like to express my thanks to outgoing Executive members - **Frances Roesch** and **Joan Hatcher**. Your dedication and hard work over the last 4 years is to be commended. In addition, I would like to welcome our incoming Executive - Mary Jane Yorke, VC, Jane Walker, Treasurer, Sheila MacLean and Maureen Webster, Conference CC's. Wayne Heide will serve as Past Chair and Jill Cappa continues as Secretary and Ginette Vezina takes on the new role of Communications Committee Chair.

The transition from "old" to "new" Executive has already taken place and over the next year we would like to continue with the previous work and successes of:

- building the CASPR website further to make it a valuable tool and resource for our members
- formalizing a Communications Committee
- further designing our newsletter, *The CASPR Connection*
- formalizing a membership committee to take on the task of increasing our membership across Canada
- formalizing an Education Committee to further investigate the benefits of a Fellowship Program
- planning and executing a successful 2009 conference.

As with any successful organization, it is the membership who is ultimately responsible for its success. We have much to accomplish over the next year and will look to our members to participate, whether it be by sitting on the Conference Planning Committee or recommending a colleague for membership.

I invite you to contact me or any member of the Executive if you would like to actively participate. We welcome your ideas, suggestions and input.

Here's to a great year!

CASPR needs you!!!

... YES..... We're talking to you!

Our new Executive and 2009 Conference Co-Chairs are already hard at work with plans and goals for the coming year.



There are a number of opportunities for CASPR members to lend their skills and expertise, or perhaps learn new ones with CASPR mentors by their side.

To ensure the success of the 2009 Conference and of the planned Communications and Membership Committee initiatives, we invite CASPR members to volunteer their names for the **15** vacant positions:

CASPR Executive Sub-Committees

Communications Committee – Ginette Vezina, Chair, is looking for 2 volunteers to assist with gathering and writing newsletter content, and 1 technical expert to ensure electronic layout and posting to website. Email gvezina@hrsrb.on.ca

Membership Committee – Wayne Heide, Chair, is looking for 2 volunteers from outside Ontario to assist with the 2009 membership drive. Laurie Roberts and CJ Pudsey from Southern Ontario have agreed to join those efforts! Email wheide@ornh.mb.ca.

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CASPR website – Updates & Changes

Your CASPR Executive is hard at work gathering your feedback and trying to keep the website as up-to-date and accurate as possible for its members. If you have suggestions or items that you would like posted, please send them along for posting to Jill Cappa, Secretary at jcappa@niagaradocs.ca.



Conference presentations will soon be posted online under 2008 Conference, in the *Members Only* section. Our CASPR Connection newsletter will be posted online under the "News" section. The plan is to archive past

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2008 Conference Wrap Up Connected for Success in Montreal!

Connecting for Success was the focus of the 4th Annual CASPR Conference, held in Montreal on February 19 & 20, 2008. Thanks to the tireless volunteer Conference Planning Committee, 3 fabulous speakers, 10 sponsors, and a number of talented CASPR members who contributed to the success of the 2008 annual event! A record 90 recruiters from across Canada came together to network and gain insights into experiences, successes and challenges that are inherent to the process of recruiting physicians. Conference planners had committed to providing delegates with tangible take-home tools to facilitate their jobs when they returned home and evaluations indicated that 85% of members were very satisfied with how the conference met their goals.

The conference was kicked off with the talented Dr. Russ Kennedy, medical doctor, stand up comedian, corporate speaker, and certified yoga and meditation teacher from Vancouver. Conference evaluations supported the wonderful job he did in presenting the opening and closing addresses. We also had the privilege of getting to know him over the two-day event and of sharing loud belly laughs at a private CASPR Comedy Night. His message of "Connecting to Yourself" complemented the conference theme and comments about his humour, presentation style and content were overwhelmingly positive. More importantly, his serious message of self-awareness and his suggested strategies about adjusting the perceptions and attitudes that drive stressors in our lives, were well-received by members as a means to promote a sense of well-being in our often frantic world.



Dr. Russ Kennedy
& Mary Jane Yorke

Susan Smith, President of Wayfinder Consulting from Halifax, addressed one of the challenges many CASPR members face. Assessing the financial and resource impact new candidates have on our organizations is not an easy task. Susan proposed an approach to impact assessment and we invite CASPR members to consult the CASPR website for her presentation and the follow-up sample document she committed to making available to CASPR members.

On Day 2, Dr. Derek Puddester led an eye-opening session on the challenges of understanding and recruiting Generation Xers. He illustrated the major cultural trends shaping the Generation X workforce, and led an interactive and dynamic workshop that generated discussion of potential sources of tension and strength in new relationships between Generation X recruits and the other generations. Specific case studies helped members suggest strategies to promote intergenerational collaboration and synergy in their own communities.

Evaluations suggested that members would be very interested in hearing from Dr. Puddester again in the future.

By far, two of the most appreciated sessions were the Recruitment and Retention Panel discussions that called upon CASPR members' expertise. From student programs, to best practice toolkits, to spousal programs and candidate tracking options, evaluations clearly indicate that members are a valuable resource that CASPR must continue to invite to the podium. Their relevant and passionate presentations provided a variety of ideas and programs for members across the country to take home, customize and apply. These presentations are all available on the CASPR website under 2008 Conference, in the *Members Only* section.



Jill & Friends enjoy a
conference social

Each year the CASPR Conference improves and builds on the previous years' success. CASPR has promising membership growth plans for the coming year, as well as plans to further investigate the benefits of a Fellowship Program. CASPR members are invited to get involved in their association and be part of its exciting future and of its 2009 Annual Conference planning!!

2009 Conference Location - Confirmed!

Greetings from the East Coast!! Maureen Webster, from Nova Scotia, and Sheila MacLean, from Prince Edward Island, are already exchanging ideas for next year's annual CASPR conference. We are really excited to be working together to organize the 2009 CASPR Conference!

With the support of the Executive, we are happy to announce that the 2009 Conference will be held in **Halifax, Nova Scotia on April 16-18, 2009.**

Our hope is that the Conference can be coordinated with a recruitment fair held in Halifax and we are researching that possibility as we speak. April is a great time of the year in Halifax and we are sure that the conference will be memorable and very beneficial to you. Now our priority will be to decide on a Conference theme. We may tap into our membership's creativity to come up with theme ideas!! So mark your calendars and stay tuned for venue confirmation and further developments in future newsletters and on the CASPR website!

Maureen & Sheila
2009 Conference Co-Chairs

2008 CONFERENCE IN SMILES!



Incoming Executive Members

Jane Walker Treasurer

Jane has been the physician recruiter for Hamilton for the past three years. She is responsible for recruiting and retaining family physicians to the City. She works closely with McMaster University and the area hospitals to assist with their recruitment needs as well.



Jane has been the treasurer for several organizations and looks forward to getting to know CASPR members from coast-to-coast as she takes on this new role.

Maureen Webster, RPR Conference Co-Chair

Maureen Webster received her bachelors' degree from St. Francis Xavier University. She brings to the CASPR table thirteen years of experience in communications/marketing with the last 5 years enjoying a career in health care. Maureen started with the Pictou County Health Authority in Primary Health Care. Two years ago she secured a position in Human Resources as HR Assistant/Recruiter. That position grew into primarily a recruitment function and now into physician recruitment. Maureen is a certified registered professional recruiter.



As Physician Recruitment Coordinator, Maureen organizes the recruitment efforts of the organization. She works with retained physician recruiting firms to fill targeted positions. She acts as a liaison between physicians, administration, and the candidates by scheduling interviews, coordinating onsite visits, and obtaining answers to the candidate's questions. Maureen is also responsible for coordinating the arrival of new physicians.

Sheila MacLean Conference Co-Chair

Sheila is the Physician Recruitment Coordinator with the Recruitment and Retention Secretariat with the Department of Health on Prince Edward Island. She has been recruiting for the past 2.5 years but has worked in the Department of Health with physicians for the past 27 years.



The Province of PEI has just initiated the Recruitment and Retention Secretariat which reports directly to the Minister of Health and the Premier of the Province. It consists of the Health Recruiter, Physician Recruiter, Health Planner, Executive Director and administrative assistant. The Government of PEI has made the recruitment and retention of health care professionals a priority.

She is a certified Professional Recruiter with the Association of Professional Recruiters of Canada.

She is responsible for the recruitment of family physicians and specialists for the entire Province as well as for developing and maintaining a locum program for the Province. Prince Edward Island has been very fortunate in the recruitment of physicians with the arrival of 25 new physicians in 2007.

Sheila is looking forward to working with the Executive this year in developing another great conference for 2009!



Website News (continued from page 1)

issues there as well, if you want to catch up on previous information or refer any prospective members there.

Please note that we have a new Treasurer - Jane Walker - since the February conference. Please DO NOT send your cheques to Frances Roesch's address.

Our new Treasurer's address is on the website. You can email Jane at jane@hamiltonphysicians.ca.

New Features:

- Active members can now send queries to ALL members. They must log into the *Members Only* section first.
- 2009 Conference Registrations will be possible online. Stay tuned for more details.
- The CASPR membership list is now searchable by last name, city or by organization name.
- Members or newcomers will be able to renew membership online at the end of this calendar year.
- Posting Recruitment jobs online under the News section. We encourage you to check in often to keep up to date!
- Physician Job Postings – searchable by specialty, province, city or key word (eg family). ***It is very important that your posting be revised to correspond with the specialty listing or prospective candidates will not find your posting when searching.***

We have had some challenges separating conference registrations from membership renewals in the past. Hopefully these electronic changes will eliminate these issues and facilitate our volunteer roles!

We appreciate your patience and ongoing feedback!

CASPR's NEW Membership Committee

As a relatively new organization, CASPR has experienced some significant growth. However, in order to continue to earn national status, it must continue to grow and attract new members from across the country.

At the AGM in February, members made a decision to establish a Membership Committee whose objective will be to develop and implement strategies to increase the membership of CASPR. The goal is not only to increase the total number of CASPR members but to do so through more proportional representation from all parts of the country. With the majority of CASPR members currently from Ontario, there is a need for the organization to entice new membership from other provinces and territories, so CASPR can truly reflect and represent physician recruiters from across the country and deal with issues that are common to us all. In addition, we are looking to attract new members who work in a variety of staff physician recruitment environments and capacities including hospital, community, clinic and government.

If you are interested in joining the Committee, or have new names you could suggest from your area, please contact Wayne Heide at wheide@ornh.mb.ca.

CASPR Volunteers (continued from page 1)

2009 Annual Conference – Planning Committee

Select your preferred committee, and send in your name, email and telephone details to 2009 Conference Co-Chairs Maureen Webster (Maureen.webster@pcha.nshealth.ca) and Sheila McLean (smmaclean@gov.pe.ca) to confirm your interest.

Sponsorship Committee – 6 new volunteers from across Canada. Remember strong sponsorship support means reasonable registration fees for members. *To approach and confirm conference sponsorship funds by January 2009.*

Marketing Committee – 4 new volunteers, 3 returning volunteers have committed to *design and produce conference materials and updates for the website.*

Logistics Committee – 1 new volunteer, Dave Gravelle has agreed to return. *To assist Co-Chairs with speaker and conference logistics.*

We all have very demanding day jobs but we cannot measure the rewards of giving of your time and expertise to this national association. If you feel strongly about contributing to CASPR's success and the benefits you can derive from it, have a look at the available roles, and put your name forward!!

We look forward to hearing from all of you!!