









Attention recruiters!

Do you want to attract and retain family physicians in your rural community?

We interviewed 18 family physicians in their first 5 years of practice to understand what it was like to start their careers in rural areas.

Here is what we learned!

<p>1. Distance from family and friends can be difficult to overcome.</p>	<p>2. Being connected to the community helps physicians remain in that community.</p>	
<p> PRO TIP</p> <p>Support new physicians with opportunities to visit their families with extended vacation periods and funding to travel or to bring family for key holiday dates.</p>	<p> PRO TIP</p> <p>Be a connector! Help physicians integrate into the community by inviting them to events, and then introduce them and connect them with others.</p>	
<p>3. Non-financial incentives were valuable when choosing a practice location.</p>		 <p>It's not all about money!</p>
<p> PRO TIP</p>	<p>Consider non-financial incentives and supports such as housing, childcare and roles/employment for spouses.</p>	
	<p>4. Many new physicians over-scheduled themselves, which contributed to feelings of burnout.</p>	
	<p> PRO TIP</p> <p>You can help physicians transition successfully by helping to manage the expectations of the community for practice styles and size. Help them avoid taking on too much at the start!</p>	
<p>5. Locuming is an important way for new grads to check out a community and locums are an important source of potential physicians.</p>		
<p> PRO TIP</p>	<p>Make your community attractive to locums as a pathway to future recruits. And remember that locums talk to each other, and word-of-mouth marketing is valuable!</p>	

Read full article here: [Starting out rural: a qualitative study of the experiences of family physician graduates transitioning to practice in rural Ontario](#)

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