

# MEDIA ADVISORY



April 7, 2008

## “IS THERE A DOCTOR IN THE HOUSE?” Barrie Area Physician Recruitment gains ground on doctor crisis

The recruitment of family doctors is the most challenging task in health care recruitment today. It is estimated that over 1,000,000 Ontarians do not have access to a primary care physician, which makes the competition for the available candidates *fierce!*

Barrie Area Physician Recruitment has made great strides in bringing Family Physicians and Specialist to the area. Although there is still a significant amount of work to be done, effective recruitment and retention strategies will be key initiatives to alleviating the hardships caused by the physician shortage.

Members of the media are invited to join the Barrie Area Physician Recruitment *Task Force* along with representatives from Royal Victoria Hospital, The City of Barrie, Town of Innisfil, And Townships of Springwater and Oro-Medonte as we make a remarkable announcement that will truly benefit our community!

**What:** Special Announcement regarding an “*injection*” of new physicians to the area

**When:** Wednesday April, 9, 2008  
3:00 p.m.

**Who:** Barrie Area Physician Recruitment Task Force  
Janice Skot, President and Chief Executive Officer, RVH  
David Aspden, Mayor of Barrie  
John Babulic, CAO, City of Barrie  
Harry Hughes, Mayor of Oro-Medonte  
Gord Wauchope, Deputy Mayor of Innisfil  
Tony Guergis, Warden of Simcoe County  
Federal, Provincial and Municipal Dignitaries  
Physicians

**Where:** City Hall Rotunda  
City of Barrie

**For more information:**

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