

Factors affecting recruitment and retention of health care professionals in rural areas

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The objective of the project ...



... is to obtain information on:

- ✓ why health care workers are reluctant to consider working in a remote rural area
- ✓ why health care workers are pleased to be working in a remote rural area
- ✓ what health care workers require to start working in a remote rural area
- ✓ what health care workers require to continue working in a remote rural area
- ✓ why health care workers leave a position in a remote rural area

Background information



- ✓ Online survey
 - 6th September – 5th October 2012 (December in Greenland)
- ✓ Prepared and implemented by the Icelandic team and RHA-University of Akureyri Research Centre
- ✓ Responders from all partners (8)
 - Iceland, Norway, Sweden, Scotland (2), Ireland, Canada, Greenland
 - Total responders **#4996**

Demographic data



	Male		Female		Response Count
	%	No.	%	No.	No.
Total	25%	1155	75%	3457	4612
Age					
< 35 years	20.9%	214	79.1%	808	1022
36 – 45 years	21.2%	202	78.8%	753	955
46 – 55 years	22.7%	250	77.3%	849	1099
> 56 year	38.5%	271	61.2%	433	704

Issues noted



- ✓ Age
- ✓ Gender
- ✓ Professional
- ✓ Educational



In summary ...



- Many factors affect recruitment and retention
 - Professional and social factors are important
 - Focus on professional continuing education in order to diminish professional isolation
 - Support from health authorities is required to tackle low levels of interest in working in these areas
 - Increase focus on women and younger generation
 - Early and “correct” exposure to the health care students





RECRUIT
& RETAIN

