



2025 Northern Ontario Community Concierge and Connection Event

November 13 2025

Holiday Inn, 1696 Regent St, Greater Sudbury, ON P3E 3Z8

Time	Session	Details	Speakers
8:30–9:00 AM	Arrival and Breakfast	Light breakfast available; informal welcome and check-in	NA
9:00–9:10 AM	Welcome and Opening Remarks	Welcome, opening remarks and an overview of the day	Co-facilitators of the day – Dr. Sarah Newbery and Ryan Humeniuk
9:10–10:00 AM	Session 1: Best Practices in Recruitment and Retention	Learn about the principles of attracting, connecting and retaining health workforce in underserved communities	Dr. Cath Cosgrave, PhD Australia Creator of the “Attract Connect Stay” program. https://attractconnectstay.com.au/
10:00–10:15 AM	Stretch Break		
10:15–11:05 AM	Session 2: Social Media and Community Presence	Digital strategies for sparking interest in communities and attracting health professionals.	Melanie Goulet, physician recruiter, Hearst
11:05 AM–11:55 AM	Session 3: Defining the community concierge role	Table groups will discuss realistic expectations, scope of role of the “local concierge” and sustainable recruiter practices. Groups will also identify functions that could be best done by a regional “concierge” in support of local recruiters.	Facilitated table group discussion Host facilitator: Dan Ward
12:00–12:30 PM	Lunch	Provided lunch and informal networking	NA



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Time	Session	Details	Speakers
12:30–1:20 PM	Session 4: NOSM U - Role and impact	Update on NOSM U postgraduate programs including expansion and IMG training Update on NOSM U Data - where are our grads working? Update on what's happening in Family Medicine across Northern Ontario.	Joey McColeman Dr. Kristy Cote Dr. Sarah Newbery
1:20–2:10 PM	Session 5: Effective communication and advocacy with municipalities and funders	Understanding how to "pitch" your story and data to help impact decision makers and funders at a municipal level.	Dr. Sarah Newbery
2:10-2:25 PM	BREAK		NA
2:25–3:15 PM	Session 6: AI and impact on medicine and recruiting	Part a: This presentation will focus on emerging opportunities for using AI in recruitment and matching physician candidates to communities in need.	David Mccullagh -Intillum
3:15-4:00 PM	Session 7: AI and medical practice	Part b: This session will focus on the way AI is changing medical practice - is your community and are your clinicians ready?	Dr. Joel Moktar, Sudbury
4:00-4:15 PM	Wrap-Up and Transition Planning	Summary, prep for booth setup, and outline of evening networking format	Leads: Dr. Sarah Newbery / Ryan Humeniuk
4:15-5:00 PM	Break and Booth Setup Time	Recruiters prepare exhibits; learners return from simulation	NA
5:30-10:00 PM	Evening Connection Event	Structured but informal networking with NOSM residents and students	NA



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