



RECRUIT  
& RETAIN

MAKING IT WORK

**Verkefnastefnumót Norðurslóðaaáætlunarinnar**

**15.-16. nóv. 2016 – Hótel Hamar, Borgarnes**

Hildigunnur Svavarsdóttir, verkefnastjóri



Northern Periphery and  
Arctic Programme  
2014–2020



EUROPEAN UNION  
Investing in your future  
European Regional Development Fund

# Bakgrunnur “Making it work”

## Desember 2015 – November 2018

- Byggir á niðurstöðum annars NPP verkefnis “Recruitment and Retention of Health Care Providers in Remote Rural Areas” og nýtir þær niðurstöður áfram í þróun verkefnis
  - ✓ Making it Work (MIW) will implement five recruitment and retention case studies, at scale, across Northern Europe and Canada, using a business model developed from previous work, tailored to local and regional needs.
  - ✓ MIW will apply a community focussed lens, a detailed planning process, system redesign, and will conduct a structured evaluation
  - ✓ *Making it Work* is unique in that it proposes to apply a community-focused lens to an administrative problem across multiple public sector activities.

# Þátttakendur verkefnis

Þátttakandi	Land	Staða í verkefni	Budget
Västerbotten County Council – Rural Medicine Centre	Svíþjóð	Stjórnandi	€771 404.42
NHS Highland (Highland Health Board)	Skotland	Partner	€426 324.00
UIT – the arctic University of Norway	Noregur	Partner	€277 000.00
Akureyri Hospital	Ísland	Partner	€199 865.51
Northern Ontario School of Medicine	Canada	Partner	€309 280.01

Total budget: € 1.983.873,95 = ISK 242.500 milljónir

# Markmið verkefnisins

Markmið	Lýsing
1	<i>To deliver significant improvement in recruitment and retention of workers in case study sites.</i>
2	<i>To ensure a system change in the way that organisations recruit and retain staff in participating areas and ensure a solid and innovative recruitment and retention system for remote and rural regions.</i>
3	<i>To support “2020” future proofing of healthcare service provision in remote rural areas by ensuring healthcare staff are supported to use relevant e-health technologies.</i>
4	<i>To inform local regional, national and transnational stakeholders of project results to influence and improve recruitment and retention across the case study area and wider.</i>
5	<i>To develop an online product, Recruit and Retain Recommender, a solution which will help regions not participating in the project to understand what set of solutions that would work in their context.</i>
6	<i>To develop a knowledge transfer document to ensure that transfer of the knowledge can occur beyond the Partnership to other regions.</i>

# “Making it Work” Project Framework

29 Innovative  
Recruitment and  
Retention Solutions



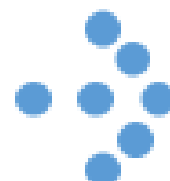
Recruit and  
Retain Business  
Model (R&RBM)



Transnational  
Experience and  
Expertise



Implementation of  
the of the R&RBM  
in 5 partner  
countries, with  
common case  
study evaluation  
framework.

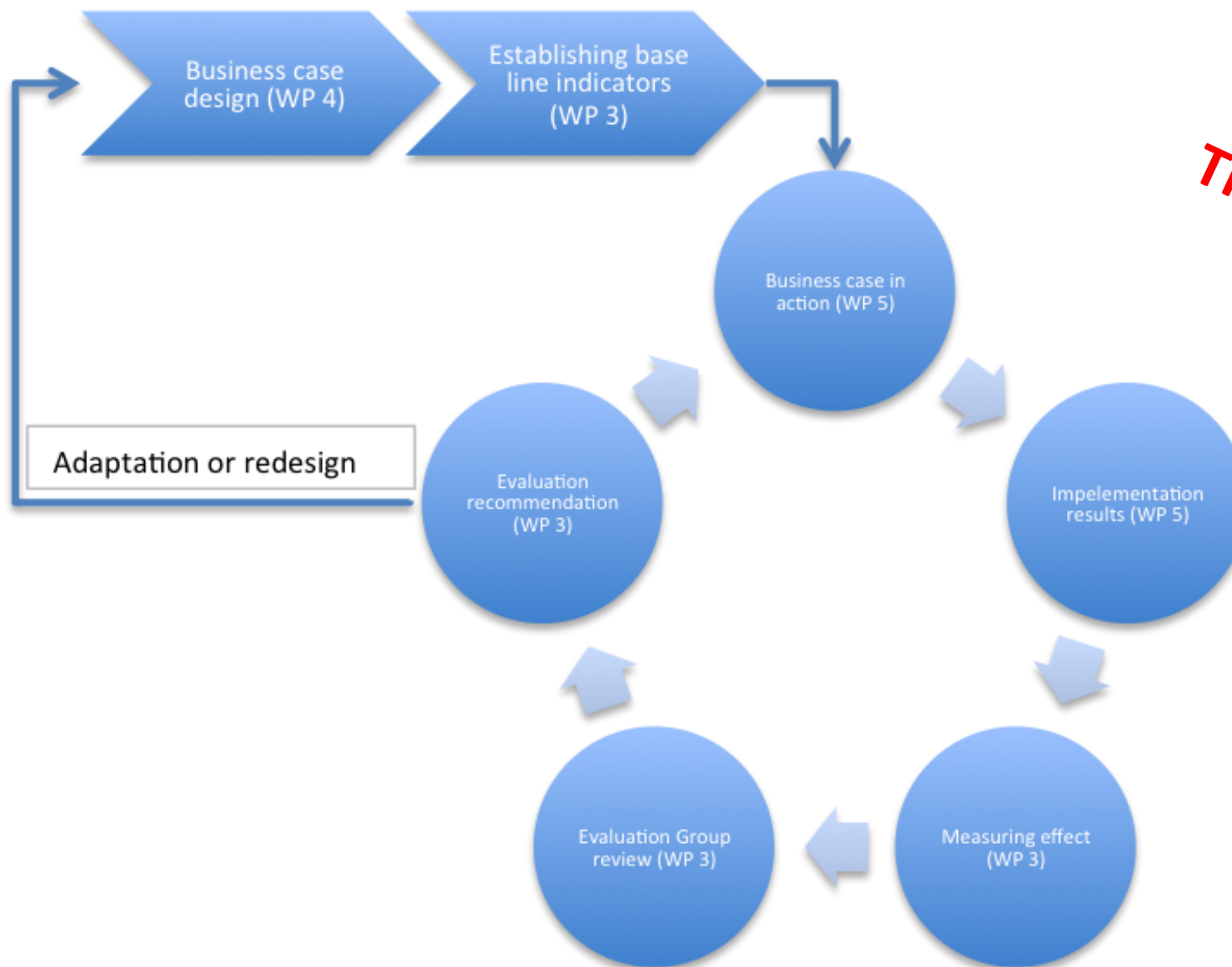


Case study reports  
and sustainability  
plans for each  
participating area

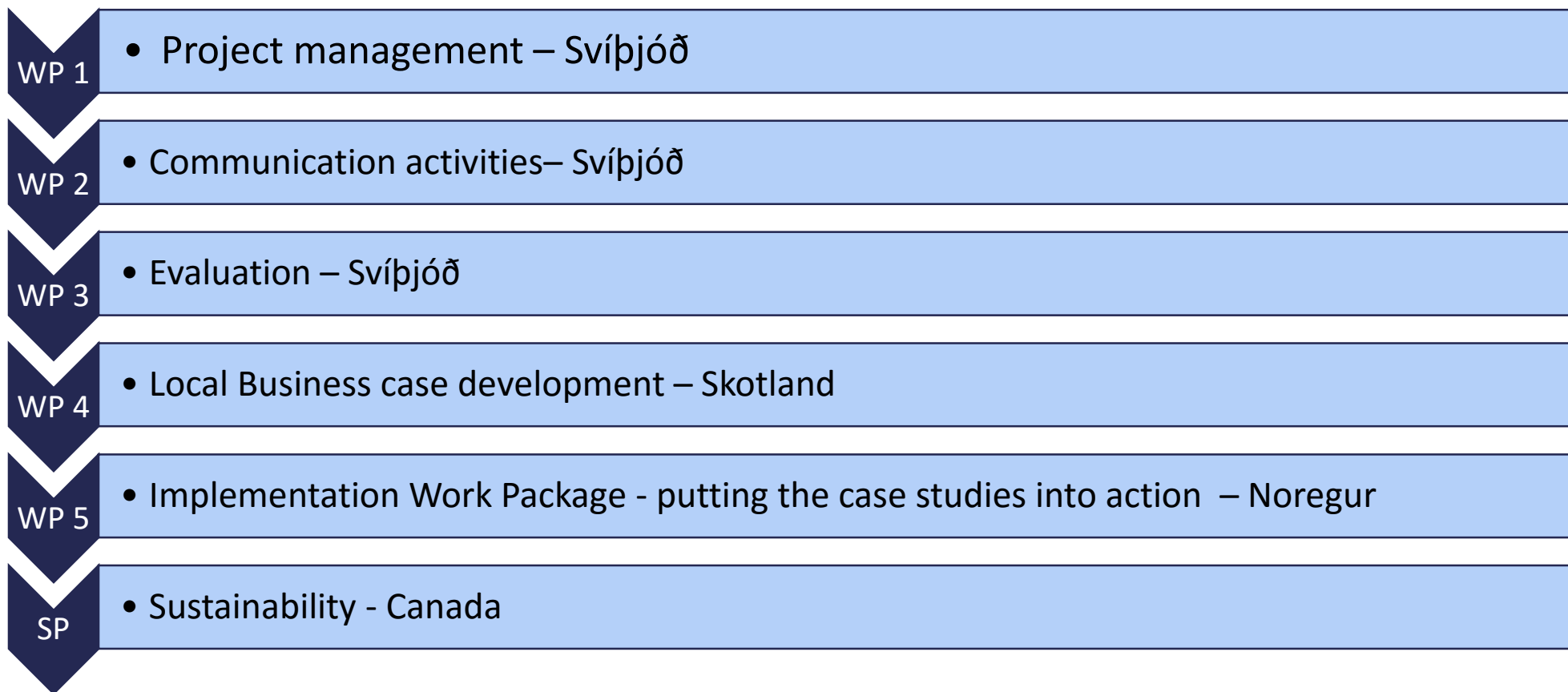
Project evaluation  
report and  
database of  
recruitment /  
retention and cost-  
benefit indicators

Policy Document to  
support  
implementation of  
project successes in  
other regions



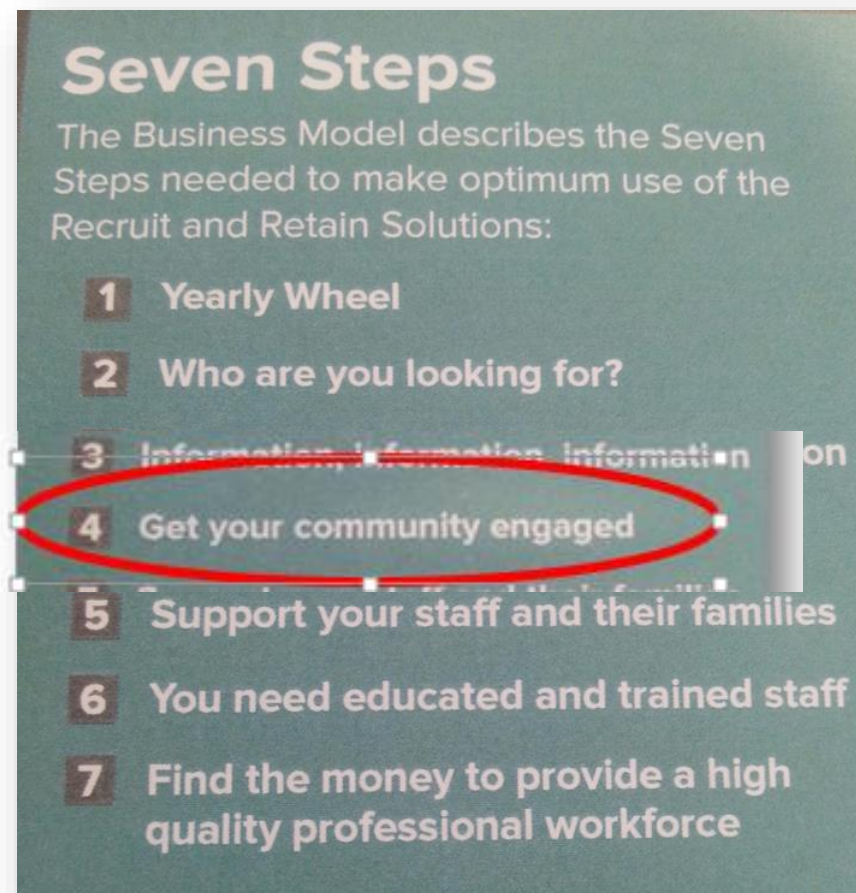


# Vinnupakkar



# Íslenska nálgunin á verkefnið er ....

- Ætlum að nota „Business Case Model“ frá fyrra verkefni til að laða að sérfræðinga til sjúkrahússins.
  - ✓ Notum sjö þrepa líkanið
- Markmiðið að fylla a.m.k. 75% af stöðunum með fastráðnum læknum





# Tenging við samfélagið ...



- Samstarf við Akureyrarbæ
- Reglulegir fundir með þeim þegar nýir læknar leita eftir starfi á SAK
- Fundirnir einstaklingsmiðaðir og miðað að þörfum fjölskyldunnar
  - ✓ Skólar, barnaheimili, menning, íþróttir, búseta, heilsugæsla o.fl.
- Ánægja með þetta fyrirkomulag

# Samfélagsmiðlar

Vefsíða – <http://makingitwork.eu/>

Instagram - *@rrmakingitwork*

Youtube - <https://www.youtube.com/watch?v=vacRoQkmd8A>

Facebook – *Recruit and Retain – Making it work*



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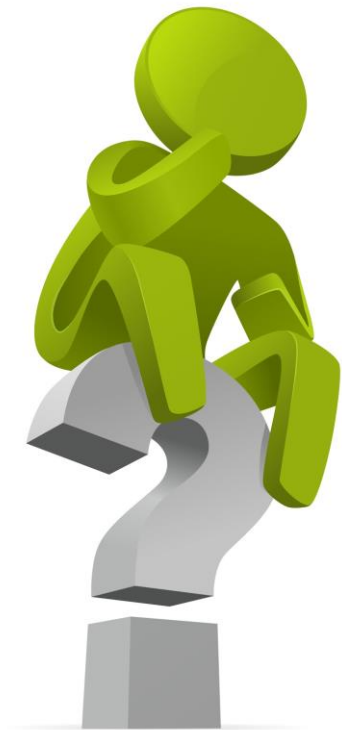




Verkefnahópurinn  
eftir fund í  
**Tromsö** í  
september 2016



# TAKK FYRIR MIG



Hildigunnur Svavarsdóttir,  
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