



Picture Butte

Picture Perfect!

13 March, 2024

Health Professional Attraction and Retention Committee to Focus on Retention Efforts in 2024, Welcome New Healthcare Providers

PICTURE BUTTE, AB – At the March 11 Council meeting, amendments were approved to rename the Health Professional Recruitment and Retention Committee to the Health Professional Attraction and Retention Committee. This change adjusts the scope of the committee to focus on activities that better align with how healthcare providers are recruited and hired in Alberta.

Alberta Health Services posts, recruits, and offers contracts to physicians in communities, including Picture Butte. Municipalities are not responsible for or generally included at length in this process, prompting the Committee to review what activities would be appropriate to take on with regard to healthcare in the Town.

“Following some in-depth conversations with Committee members, it was decided to adjust our scope to best utilize the tools available to us and what activities would have the greatest impact for attracting and retaining healthcare providers in Picture Butte,” says Mayor Cathy Moore. “We are excited to move forward with this renewed focus for the benefit of our community.”

The Committee’s activities will primarily be finding opportunities to recognize the healthcare professionals working and operating in the Town, as well as supporting where needed when new providers set up practices in the community. At the Committee’s March 5 meeting, plans for specific retention activities were discussed, as well as welcoming the new physician that was announced last month. Further details will be provided once finalized by the committee.

The Health Professional Attraction and Retention Committee consists of two members of Picture Butte Council, one member of Lethbridge County Council, and seven citizen members. The Committee meets monthly.