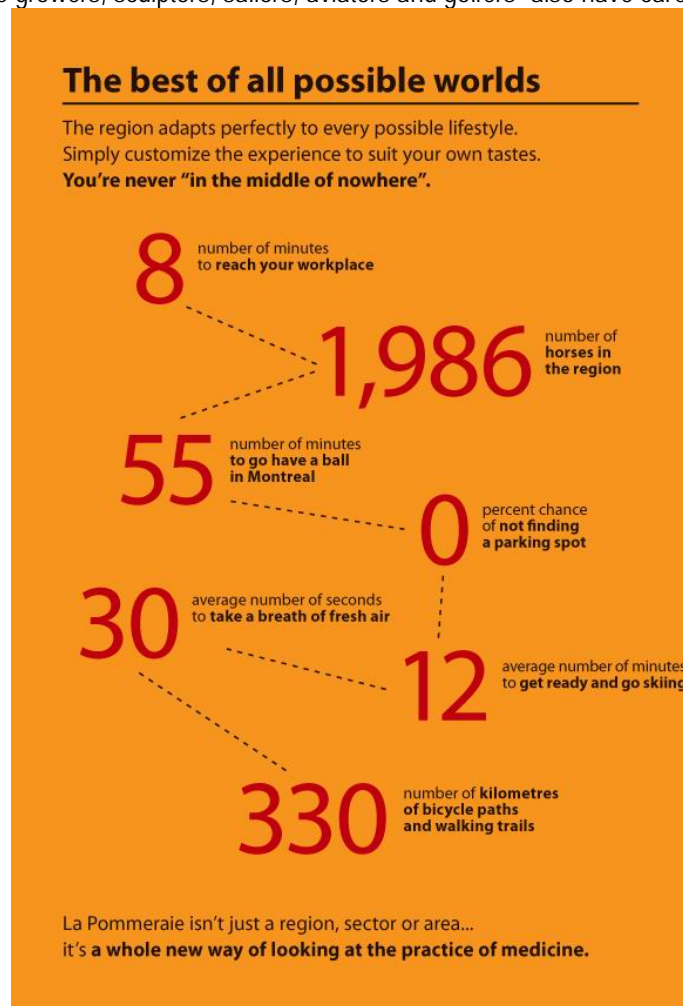


An original promotional tool for doctor recruiting in Brome-Missisquoi

Brome-Missisquoi: a region that offers doctors the best of all possible worlds

Brome-Missisquoi, the 21st of April 2010 - In order to continue its doctor recruitment efforts, the Health and Community Brome-Missisquoi Network is now equipped with a promotional tool unlike any other. A rigid kit presented in quiz form encourages doctors to discover their true medical personality. The message being that Brome-Missisquoi and the CSSS la Pommeraie offer a unique lifestyle adapted to the needs, dreams and personality of newcomer doctors. The kit also reveals how the CSSS La Pommeraie is a health network recognized for the quality of its services, its human scale and its medical approach.

Here are a few excerpts from the kit: "CSSS la Pommeraie: Like a country garden with the big city next door." "Many of the professionals who choose to call Brome-Missisquoi home- winemakers, horse, duck and bison breeders, apple growers, sculptors, sailors, aviators and golfers- also have careers in medicine."



This tool will undoubtedly support the efforts of the recruitment committee and its doctor-ambassadors in reaching the objectives set for 2010: attract 5 family doctors and 5 specialists. In 2009, Brome-Missisquoi welcomed 4 new family doctors and 3 specialists thanks to the continued efforts of the committee, several doctors, and citizens who referred doctors from elsewhere.

Aware that there is still a shortage of doctors in the MRC and that several are close to retirement, the committee will continue to persevere and recruit doctors for Brome-Missisquoi. As well, the Health and Community Network will continue to approach the government and shed light on the needs of its citizens.

The promotional kit was created by D2 Marketing and was made possible thanks to funding from the BMP Foundation, the Perkins Foundation and the MRC Brome-Missisquoi.

For further information or to refer doctors who might be interested in pursuing their career in Brome-Missisquoi please communicate with Tania Szymanski at 450 266-4928, extension 281 or by e-mail et tszymanski@cldbmqc.ca.

-30-

Source : Cynthia Langevin, communications advisor
Tel. : 450 266-4928, extension 243
e-mail : clangevin@cldbmqc.ca