

Hometown plays important role for some doctors, survey says

Data supports groups' efforts to identify doctors with local ties

For Lisa Adkinson, new data confirms what she already knew: Greater Cincinnati gains and loses physicians based on hometowns and families.

In a 2006 survey of the area's graduating medical residents and fellows conducted by the Cincinnati MD Resource Center, which Adkinson directs, 10 of 21, or 48 percent, planned to end up in their hometown.

The online survey was sent to all graduating residents and fellows, but only a handful responded. The area graduates about 225

per year. Of the group that responded, eight were staying in the area, 10 were leaving and three were undecided. Seven who were staying were Greater Cincinnati natives.

The data goes along with a telephone survey the resource center had done in 2004, though an exact comparison is difficult because of the different methods used. In that study, seven graduates were staying and 14 were leaving. Thirteen of them, or more than two thirds, planned to end up in their hometown region. That re-



HEALTH CARE
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nationwide direct mail campaigns to doctors who were born here, did a residency or fellowship here or are licensed here.

In 2003, Cincinnati was understaffed by 520 doctors compared with 10 other Midwestern cities, according to a study by the Health Improvement Collaborative of Greater Cincinnati and the Cincinnati Business Committee.

Adkinson knows she has a challenge. "Even if we were to retain every local graduate," she said, "in most (shortage-area) specialties we still wouldn't fill our need."

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