



*For Immediate Release:  
Wednesday, June 3, 2009*

## **MEDIA RELEASE**

### **Underserviced Area Review Welcome News for Kitchener Waterloo**

**Kitchener, ON** – The Greater Kitchener Waterloo Chamber of Commerce strongly supports the Ontario Ministry of Health and Long-Term Care’s review of the Underserviced Area Program (UAP) as announced by Minister David Caplan.

The UAP is a provincial initiative which provides financial incentives to attract physicians to areas with chronic shortages. After re-acquiring a designation in September 2006, Kitchener Waterloo subsequently lost the status during the spring of 2007, placing our community at a disadvantage in terms of attracting doctors to this community.

“The health care portfolio and the recruitment of professionals remains a paramount priority,” noted Joan Fisk, President and CEO of the Greater Kitchener Waterloo Chamber of Commerce. “Examining the current system used to attract doctors and considering options that provide a level playing field is a critical first step in addressing local primary care issues.”

In recent submissions to the Government of Ontario, the Greater Kitchener Waterloo Chamber of Commerce has consistently proposed an extensive and wide-ranging review of the current Underserviced Area Program. The current one-size-fits-all approach does not address the issues of high population growth areas such as Waterloo Region.

“Employers speaking with potential recruits, and economic development staff who discuss relocation issues with businesses considering our community, all cite health care services as a critical factor in their decision-making,” said Fisk. “We are pleased the Ontario Government has accepted our recommendation and initiated a review of the UAP.”

**For further information contact:**

Joan Fisk, President and CEO  
Greater Kitchener Waterloo Chamber of Commerce  
(519) 212-5250 (cell)  
jfish@greaterkwchamber.com