March 30th is Doctors’ Appreciation Day

Doctors’ Appreciation Day, or as it is known in many parts of the world, National Doctors’ Day, is an internationally recognized event. The United States hosts National Doctors’ Day on March 30th each year. Canada does not have a declared National Doctors’ Day, but some communities have taken the initiative and hold a Physician Appreciation Day annually as part of their retention efforts.

The purpose of setting aside this day is to recognize and show appreciation to our physicians for their dedication and work in our society. Attracting and retaining physicians is a critical component of community and regional development.

There are many ways to demonstrate your community’s appreciation including:

- cards;
- communication through the local newspaper;
- recognition via an event/award ceremony; and
- newsletters.

When organizing a physician appreciation day, build on your partnerships, engage your community, and plan ahead to ensure it is a success. Considerations should include:

- brainstorming ideas that will engage the community;
- considering the physicians’ preferences; and
- considering cultural sensitivities.

Here are a few creative ideas that have been utilized by others:

- hold a social event;
- engage local business to obtain discounts on small gifts or gift certificates to be given to the physicians;
- ask a CEO or elected official to send thank you letters to physicians; and
  engage the children of the community to create thank you cards or promotional posters