

FOR IMMEDIATE RELEASE**Intillum Health launches AI-powered platform to combat Canada's growing family physician shortage**

First-of-its-kind platform connecting physicians with communities now available in beta across Canada

TORONTO, ON – October 15, 2025 – With more than six million Canadians unable to access a family doctor -- more than one-in-five citizens – today marks the launch of [Intillum Health](#), Canada's first AI-driven physician recruitment platform. Intillum Health transforms physician recruitment by matching doctors with communities based on comprehensive compatibility -- not just job requirements. Unlike traditional recruitment methods that focus solely on filling positions and doesn't address why physicians leave or avoid certain positions, the platform's sophisticated AI technology analyzes thousands of data points to focus on compatibility, creating lasting career matches and modernizing the physician recruitment process.

Disrupting healthcare with groundbreaking technology

"Traditional healthcare recruitment has long overlooked the needs of our underserved communities," said David McCullagh, Co-Founder of Intillum Health. "We're not merely another job board -- we're revolutionizing how physicians discover opportunities that align with both their professional and lifestyle goals. Our AI doesn't just match skills to openings. It creates life-changing connections between doctors and the communities where they can truly thrive and make a lasting impact."

The beta version is now available to physicians nationwide and matches them with communities, hospital networks, locums, municipalities and all healthcare hiring bodies seeking to attract medical talent. This offers a new approach to addressing Canada's primary care crisis.

The Intillum Health approach

Intillum Health stands out by using a proprietary algorithm to tailor matches to each physician's unique profile—prioritizing their preferences and leveraging thousands of data points. Instead of placing the burden on physicians to research communities and guess where they might thrive, Intillum Health provides intelligent, personalized recommendations.

The platform offers:

- Free physician profile creation with comprehensive preference matching
- Advanced AI-powered compatibility scoring for sustainable career matches
- In-depth research on potential matches and relocation considerations
- Direct community connections with dedicated support throughout the process
- Real-time opportunities across participating municipalities

The Intillum Health process:

- Physicians are matched with opportunities – no more searching multiple job sites
- Applications are tracked and allow one-click applications
- Interview requests and correspondence are managed through the platform

A sample of the factors taken into consideration when physicians are building a profile include:

- Lifestyle compatibility
 - Community culture and recreational amenities
 - Family employment opportunities
 - Housing market and cost of living
 - Educational resources for children
- Clinical factors
 - Specialization needs and practice models
 - Patient demographics and case complexity
 - Professional development opportunities
- Career sustainability:
 - Compensation packages and benefits
 - Licensing requirements and reciprocity
 - Long-term practice growth potential

Beta launch delivers immediate value

Intillum Health's beta version is now freely available to physicians, with 90 municipalities across Canada actively participating and more being added each day.

"Intillum Health is allowing us to showcase what makes our community special - the genuine connections, work-life balance, and meaningful impact that larger centres simply can't offer," said Jenn Chapple, Medical Affairs Specialist Chatham-Kent Health Alliance, a beta participant. "For the first time, we have a platform that helps physicians see beyond the job posting to understand the life and career they could build here."

Addressing national healthcare priorities

- Over 6 million Canadians do not have a family physician
- 40 per cent of physicians are considering retirement within five years
- Projected shortage of 13,845 family physicians by 2032
- Only 10 per cent of physicians practice in rural Canada, despite 20 per cent of Canadians living in rural areas
- The federal government is investing approximately \$200 billion over 10 years to target primary care expansion



The federal and provincial governments and communities are making significant investments in physician recruitment; however, a lack of coordinated response threatens implementation success. Intillum Health directly addresses this critical gap, offering a practical tool to compete for physician talent in an increasingly competitive market, reducing the need for investment. The platform also helps highlight unique lifestyle advantages in underserved and rural communities that are often overlooked in traditional recruitment efforts.

About Intillum Health

Founded in Toronto, Intillum Health combines healthcare expertise with cutting-edge AI to solve Canada's most pressing healthcare access challenges. By understanding that successful physician placement requires matching both professional and personal needs, Intillum Health creates sustainable solutions that strengthen healthcare systems nationwide. The beta version is now available at www.Intillum.com at no cost to physicians. 90 municipalities across Canada are actively participating with more being added every day.

Contacts:

Media Inquiries:

IntillumPR@earnscliffe.ca

Municipal Partnership Inquiries:

partnerships@intillum.com

Beta application: www.IntillumHealth.com