



# THE VOICE OF HOME CARE IN ONTARIO™

*2020 Annual Report*



HOME CARE  
ONTARIO

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## CHAIR'S REPORT

On behalf of the Board of Directors of Home Care Ontario, I am pleased to present the 2020 Annual Report to Members.

Over the past year our Board and staff have worked diligently to ensure that home care issues are addressed with the government. Our key messages about the need for a strong and robust home care system are well understood during this time of COVID-19. More than ever people want to be able to live at home, receive care at home and be safe at home. This issue is paramount in the minds of Ontarians and Home Care Ontario will continue to make these needs known.

As always, I extend my sincere thanks to our Association membership for their strong support of Home Care Ontario as the *voice of home care in Ontario™*. In closing, and on behalf of all membership, I would like to thank our loyal and hardworking Board, CEO Sue VanderBent, Nancy Cupido and Ruta O'Grady for their tremendous efforts this year.

**Linda Knight**  
Board Chair, Home Care Ontario

# CEO'S REPORT



During 2019-2020, Home Care Ontario participated in a broad array of new legislative, policy, funding and governance initiatives designed to introduce major system change. These initiatives were intended to change Ontario's rigidly siloed system of care in order to introduce to an 'integrated delivery system' that would better serve patients and their families. Using technology as the back bone of communication across, and between all sectors, the potential for new relationships, faster remote and virtual care opportunities were swiftly advanced and accelerated to support the whole patient journey.

The Peoples Health Care Act, 2019, was introduced in the legislature to establish the platform for a future integrated delivery system in every part of the province. The legislation created Ontario Health Teams (OHTs) that will, over time, connect local health care providers and services around patients and families. The Act also integrates multiple existing provincial agencies into a single health agency - Ontario Health.

As a result of the profound systemic change, Home Care Ontario has responded to a complex and broad array of expectations regarding our unique perspective on the delivery of care to patients and their families. The Association has created a unique relationship with the Ontario Hospital Association, the Ontario Community Support Association and Primary care to facilitate a smooth transition moving forward.

With the advent of COVID-19 in March 2020, much of the government's health system transformation efforts ceased in order to respond to the massive disruption caused by the worldwide pandemic. At the time of writing, COVID-19 continues however, there are indications that system planning efforts are once again resuming and Home Care Ontario will be there to respond.

My sincere thanks go to our dedicated Board of Directors who provided exemplary leadership during this past year of transformative change and as well, to my staff for their energetic and unfailing support.

**Sue VanderBent**  
CEO, Home Care Ontario



# BOARD OF DIRECTORS

## 2019/2020 Board of Directors

Linda Knight, Chair (CarePartners)

Christine Reno, Past Chair (CBI)

Gaye Moffett, 1st Vice Chair (GEM Health Care Services)

Lori Lord, 2nd Vice Chair (Spectrum Health Care)

Stuart Cottrelle, Secretary-Treasurer (Bayshore Home Health)

Angela Brewer, Director (Acclaim Health)

Sally Harding, Director (Nightingale Nursing Registry)

Carey Lucki, Director (Circle of Care)

Bruce Mahony, Director (Home Instead Senior Care)

Jennifer Mills, Director (Quinte & District Rehab)

Rebecca Scott Rawn, Director (ParaMed Home Health Care)



# COMMITTEE MEMBERS

## Finance Committee

Stuart Cottrelle, Bayshore Home Health (Chair)  
Irene Chang, ParaMed Home Health Care  
Wendy Clayson, CarePartners  
John Ross, Spectrum Health Care  
Marion Plevan, Gilmore & Co.

## Governance & Membership Committee

Jennifer Mills, Quinte & District Rehab (Chair)  
Laura Greenway-Balner, Right at Home Canada  
Sally Harding, Nightingale Nursing Registry  
Cindy Harrison, CommuniCare Therapy  
Stephanie Hayes, 1to1 Rehab  
Gaye Moffett, GEM Health Care Services  
Matt Vijayan, Home Care Assistance

*Scott Maloney, Bayshore's term expired mid-year. The Association wishes to thank him for his contribution and dedication to the Committee.*

## Information and Resource Committee

Carolyn Acton, SRT Med-Staff  
Angela Dye, Integrated Rehab  
Lee Grunberg, Integracare Inc.  
Stephanie Hayes, 1to1 Rehab

## Private Providers Committee

Gaye Moffett, GEM Health Care Services (Chair)  
Home Care Ontario Members

## Therapy & Rehabilitation Practice Council

Cindy Harrison, CommuniCare Therapy (Chair)  
Home Care Ontario Therapy Providers

## Home Care Ontario/

## OCSA Nursing Practice Council

Kelly Baechler, ParaMed Home Health Care  
Maureen Charlebois, Bayshore Home Health  
Gaye Moffett, GEM Health Care  
Cathy Walker, CarePartners  
Kaiyan Fu, Saint Elizabeth (OCSA)  
Irene Holubiec, VON (OCSA)  
Kathryn Nichol, VHA (OCSA) (Co-Chair)  
Sue VanderBent, Home Care Ontario  
Deborah Simon, OCSA

# SECRETARY-TREASURER'S REPORT



As Interim Secretary-Treasurer, I am pleased to provide the 2020 Financial Report. For the Fiscal Period Ending March 31, 2020 Home Care Ontario finished with a surplus of \$199,446.

Appropriate financial controls are in place and followed for all day-to-day transactions. The Association continues to operate with a lean infrastructure and focuses on work that generates value for membership. In 2019/2020, Home Care Ontario continued to contribute to the development of the home care sector in Ontario, investing staff time and resources, legal opinions and consultants for research related to Bill 175 and the province-wide PSW Recruitment Campaign – Work for Life, as well as the continuation of the media public relations campaign lead by Policy Concepts.

The financial statements indicate that the Association is in a strong financial position with strong operating cash flow. As a result, a decision was made to move \$180,000 of cash into short-term investments. With a Reserve total of \$786,169, the Association is in a better than average position in the event that COVID-19, results in lower revenues in the next fiscal year.

For the year ended March 31, 2020, Gilmore and Company, Chartered Professional Accountants, has conducted a Review Engagement. The Review Engagement confirms that the financial statements are in accordance with Canadian GAAP. A full set of the Financial Statements is available to interested members by contacting the Home Care Ontario office.

**Sally Harding**  
Interim Secretary-Treasurer

## Statement of Financial Position (as at March 31, 2020)

<b>ASSETS</b>	<b>2020</b>	<b>2019</b>
Cash	\$148,349	\$429,563
Short-term investments	\$786,169	\$554,302
Prepaid expenses	\$7,587	\$4,828
Government remittances receivable	\$13,406	—
<b>TOTAL</b>	<b>\$955,511</b>	<b>\$988,693</b>
Property and equipment	\$2,923	\$5,909
<b>TOTAL</b>	<b>\$958,434</b>	<b>\$994,602</b>

  

<b>LIABILITIES</b>	<b>2020</b>	<b>2019</b>
Accounts payable and accrued liabilities	\$124,133	\$112,629
Government remittance payable	—	\$21,409
Retention bonus	\$45,000	\$36,000
Deferred revenue	\$90,188	\$339,460
PSW Recruitment Campaign	\$17,790	\$3,227
<b>TOTAL</b>	<b>\$277,111</b>	<b>\$512,725</b>

  

<b>MEMBER'S SURPLUS</b>	\$681,323	\$481,877
<b>TOTAL</b>	<b>\$958,434</b>	<b>\$994,602</b>

# OCTOBER 2019 SYMPOSIUM

## BUILDING STRONGER HOME CARE IN ONTARIO

- 165 Delegates
- 15 Exhibitors
- Opening Remarks, Hon. Christine Elliott
- Hon. Christine Elliott, Minister of Health presented 2 Frontline Worker of the Year Awards to Mona Tang, 1to1 Rehab and Shayana Varathara, ProResp
- 6 Keynote Speakers:
  - Helen Angus, Deputy Minister, Ministry of Health
  - Susan Fitzpatrick, CEO – Ontario Health
  - Erin Kuzz, Partner, Sherrard Kuzz LLP
  - Michael Hillmer, Assistant Deputy Minister, Capacity Planning and Analytics, Ministry of Health
  - Hon. Raymond Cho, Minister for Seniors and Accessibility
  - Gaye Moffett, CEO, GEM Health Care Services
- 2 Panel Presentations
  - An Unprecedented Partnership - Hospitals and Home & Community Care
  - Digital Health Panel
- 54 attendees for Dinner with the Board –Guest Speakers: Policy Concepts



# ADVOCACY

## QUEEN'S PARK DAY - NOVEMBER 5, 2019

Home Care Ontario hosted a very successful Queen's Park Day with the objective of raising awareness of the critical role home care plays in Ontario's health system and ending hallway health care. Over 50 Ministers, MPPs and their staff attended the breakfast.

Parliamentary Assistant to Health MPP Robin Martin, NDP Health Critic MPP France Gelinas, Liberal Leadership Candidate MPP Mitzie Hunter and Green Party Leader MPP Mike Schreiner all delivered remarks at the breakfast about their first-hand experience in the home care sector and recommendations to improve Ontario's home care system and end hallway health care.

Throughout the day, members had 19 meetings with MPPs and attended Question Period in the Legislature.



# PR CAMPAIGNS



The graphic is a promotional poster for a PSW Career Fair. On the left, there is a photograph of several hands being stacked on top of each other, symbolizing support. The text 'PSW Career Fair' is written in large, bold, yellow letters. Below it, in white text, it says 'Learn More About Becoming a Personal Support Worker'. On the right side, there is a dark blue box with white text providing the event details: 'The Atrium, McMaster Innovation Park, 175 Longwood Rd. South, Hamilton ON L8P 0A1, Wednesday, March 11, 5-7pm'. Below this box is a yellow bar with the text 'VISIT WORKFORLIFE.CA' and the 'workforlife' logo at the bottom.

## PSW RECRUITMENT CAMPAIGN

[www.WorkForLife.ca](http://www.WorkForLife.ca)

Home Care Ontario and the Ontario Community Support Association, with funding from the MOHLTC, executed an ambitious Health Human Resources campaign. Initial funding was provided for 2018/2019 and the Associations were granted further funding for 2019/2020 and 2020/2021.

Work for Life is a marketing campaign aimed at recruiting Ontarians seeking a first or new career into the field of home health care, specifically as a PSW. The Campaign profiled the work, value and contributions of PSWs to Ontario's health care system and provided information about PSWs and the training programs available across the province to recruit people into this important role.

Many Career Fairs were held over the year and Home Care Ontario and OCSA hosted a Career Fair at McMaster Innovation Park in Hamilton in early March 2020. With the onset of COVID-19, all future in-person Career Fairs were cancelled and planning started for 'virtual' Career Fairs.

### The Campaign includes:

- Comprehensive Research
- Branded Materials
- Digital Outreach/Advertising
- Audio News Releases for Radio Stations
- Print Advertising
- Targeted Demographics
- Facebook Page/Advertising
- Website [www.workforlife.ca](http://www.workforlife.ca)
- Career Fairs

### Website:

- Pageviews: 11,181
- Avg. Time on Page: 0:28
- Pages per Session: 1.39
- Top Cities:

1. Toronto - 35.5%
2. Brampton - 10.8%
3. Mississauga - 5.41%
4. Ottawa - 4.42%
5. London - 3.2%

### Facebook Analytics

- Ad Reach: 478,379 people
- Impressions: 2,125,983
- Landing Page Views: 7,241



## END HALLWAY HEALTH CARE CAMPAIGN

The End Hallway Health Care public relations campaign was a major success and met each of its campaign objectives, namely, to position home care as the solution to ending hospital hallway health care; to encourage specific reforms that benefit the system; and, to underscore that just investing in more hours of care is not enough.

The campaign included a website [www.endhallwayhealthcare.ca](http://www.endhallwayhealthcare.ca), MPP campaign, media interviews, op-eds, social media including Twitter and Facebook.

Three broad strategies are required to address the structural issues facing the system:

- Home care funding must be stabilized;
- The PSW workforce shortage must be addressed; and,
- The underground economy must be combatted.

Over the course of two months the Facebook page gained 2,370 followers and Facebook advertisements reached 223,500 individuals, with 743,000 impressions and 12,800 post engagements.

On the campaign website, there were 8,124 total page views and visitors spent an average almost two minutes on the site per session. Overall, 94% visitors on the website were new and 66% of visitors were on their mobile devices.

The cities with the most engagement, in order, were Toronto, Ottawa, Hamilton, London, Mississauga, Brampton, Windsor, Kitchener, Greater Sudbury, Kitchener and Oshawa.

End Hallway Health Care also developed a grassroots email advocacy campaign which garnered 898 emails sent to MPPs calling for contract funding increase to the home care sector and 75 emails sent to MPPs asking for a Home Care Tax Credit to be introduced.

The campaign also achieved a significant amount of media coverage on radio, and in both major national papers and local outlets across the province. This included stories in the CBC, London Free Press, Chatham Daily News, Niagara Falls Review, and Sudbury.com.

# ABOUT HOME CARE ONTARIO

Established in 1987, Home Care Ontario, the voice of home care in Ontario™, is a member-based organization with a mandate to promote growth and development of the home care sector through advocacy, knowledge transfer, and member service. For over thirty years Home Care Ontario has promoted the growth and development of home care as a key pillar of Ontario's health care system through advocacy, knowledge transfer, thought leadership, and member service.

In Ontario, service provider organizations are responsible for providing nursing care, home support services, personal care, physiotherapy, occupational therapy, respiratory therapy, infusion pharmacy, social work, dietetics, speech language therapy and medical equipment and supplies in the home to individuals of all ages.

