

THE VOICE OF HOME CARE IN ONTARIO™

2019 Annual Report



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CHAIR'S REPORT

On behalf of the Board of Directors of Home Care Ontario, I am pleased to present the 2019 Annual Report to Members. Since the 2018 Ontario election, our Board and staff have worked diligently to ensure that home care is top of mind with the new government. I am very pleased to report that our key messages about the need for a robust home care system are being acknowledged. This high-level strategic direction which includes Home Care Ontario members is critical to the long-term success of all of our organizations. We will continue to work diligently on your behalf.

My sincere thanks to all our loyal members for your strong support of our Association as the *'voice of home care in OntarioTM*. Finally, I know that I am joined by all our membership in thanking our CEO Sue VanderBent, Nancy Cupido and Ruta O'Grady for their loyalty, hard work and diligence this year.

Linda Knight

Board Chair, Home Care Ontario

CEO'S REPORT



It is an honour to present the 2019 Annual Report to the Board and members of Home Care Ontario. The stunning June 2018 election victory by the D. Ford PC party was a defining moment in the history of the Ontario health care system, setting in motion a cascade of unprecedented change. A new Deputy Premier and Minister of Health and Long-Term Care, the Hon. C. Elliott was appointed following the election. The People's Health Care Act, 2019 was subsequently passed into law in April 2019, setting an historic directional shift in the delivery and management of the health care system with the formation of the Ontario Health Teams and Ontario Health. The Association very much looks forward to working with the new government in the coming years as the transformation agenda unfolds.

In other areas of advocacy Home Care Ontario hosted a well-attended Symposium for members and system partners, the Association launched two major public relations campaigns to reach out to the public and government about the critical importance of home care. The first campaign featured a new White Paper, "More Home Care for Me and You", extensive media coverage, multiple meetings with media and MPPs and a successful Queen's Park Lobby Day. The second campaign, "Work for Life" was designed to profile the importance of the PSW role and value and the health system's need to recruit and retain skilled home care PSWs.

The Association's significant efforts have been welcomed by our new Minister and we are working with government to ensure that all Ontarians have better access to care that keeps them safe at home and brings them home quickly following an acute care episode.

Sue VanderBent
CEO, Home Care Ontario

BOARD OF DIRECTORS

2018/2019 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)
Jennifer Mills, Director (Quinte & District Rehab)
Bruce Mahony, Director (Home Instead Senior Care)
Rebecca Scott Rawn, Director (ParaMed Home Health Care)

Chris Dennis, ParaMed Home Health Care, left mid-year and the Association wishes to thank him for his contribution to the Board.



COMMITTEE MEMBERS

Finance Committee

Stuart Cottrelle, Bayshore Home Health (Chair)
Julia Chiu, ParaMed Home Health Care
Roy Cramp, CarePartners
John Ross, Spectrum Health Care
Marion Plevan, Gilmore & Co.

Governance & Membership Committee

Jennifer Mills, Quinte & District Rehab (Chair)
Sally Harding, Nightingale Nursing Registry
Cindy Harrison, CommuniCare Therapy
Scott Maloney, Bayshore Home Health
Gaye Moffett, GEM Health Care Services
Crystal Louis, Right at Home Canada
Matt Vijayan, Home Care Assistance

Kim Collingwood's (CommuniCare Therapy) term expired mid-year and the Association wishes to thank her for her many years of contribution and dedication to the Committee.

Information and Resource Committee

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

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

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

SECRETARY-TREASURER'S REPORT

As Treasurer, I am pleased to provide the 2018/2019 Financial Report. For the Fiscal Year ending March 31, 2019 Home Care Ontario finished with a surplus of \$95,867.

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.

The financial statements indicate that the Association is in a positive operating cash flow and strong financial position. 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 salary

compensation review and Bill 148. Home Care Ontario also continued the media relations campaign (Phase 3) to target election candidates and a further campaign EndingHallwayMedicine.ca.

For the year ended March 31, 2019, Gilmore and Company, a Chartered Accounting firm, has conducted a Review Engagement. The Review Engagement confirms that the financial statements are in accordance with Canadian generally accepted accounting principles. A full set of the Financial Statements is available to interested members by contacting the Home Care Ontario office.

Stuart Cottrelle
Secretary-Treasurer

Statement of Financial Position (as at March 31, 2019)

ASSETS	2019	2018
Cash	\$429,563	\$202,305
Short-term investments	\$554,302	\$344,179
Prepaid expenses	\$4,828	\$8,940
TOTAL	\$988,693	\$555,424
DEPOSIT	2019	2018
Long-term investments	-	\$201,010
Property, plant & equipment	\$5,909	\$9,279
TOTAL	\$994,602	\$765,713
LIABILITIES	2019	2018
Accounts payable and accrued liabilities	\$112,629	\$86,641
Government remittance payable	\$21,409	\$16,945
Retention bonus	\$36,000	\$27,000
Deferred revenue	\$339,460	\$249,117
PSW Recruitment Campaign	\$3,227	-
TOTAL	\$512,725	\$ 379,703
MEMBER'S SURPLUS	2019	2018
TOTAL	\$481,877	\$386,010
TOTAL	\$994,602	\$765,713

2018 SYMPOSIUM

BETTER HOME CARE IN ONTARIO: TRANSFORMING THE FUTURE OF HOME CARE

- 120 Delegates
- 14 Exhibitors
- 4 Keynote Speakers: Sandra Hanmer - Capacity Canada, Sharon Lee Smith – MOHLTC, Craig Thompson – Office of the Ontario Ombudsman, Dr. Bob Bell – MOHLTC, Jeff Yurek – MPP for Elgin-Middlesex-London
- 2 Panel Presentations (Home Care Evolution and Explaining Ontario’s New Levels of Care)
- 2 Frontline Worker of the Year Awards presented by the Hon. Dr. Helena Jaczek, Minister of Health & Long-Term Care
- 40 attendees for Dinner with the Board – Ontario Hospital Association Guest Speakers: Elizabeth Carlton, Vice President, Policy and Public Affairs and Lou Reidel, Chief Planning & Performance Officer



ADVOCACY

QUEEN'S PARK DAY - OCT 24, 2018

Home Care Ontario hosted a very successful MPP Day. Over 50 Ministers, MPPs and their staff attended the breakfast, including the Hon. C. Elliott, Deputy Premier and Minister of Health and Long-Term Care. Minister Elliott remarked “It is unacceptable to see patients receiving health care in hallways.....their preferable choice is to go home”.

Throughout the day, members met with 27 MPPs and attended Question Period in the Legislature.





HOME CARE ONTARIO/OHA/OCSA TRIPARTITE MEETINGS

Hospitals and Home and Community Care Provider Associations began working collaboratively during the 2017 flu season as a strong home care sector is a major protective factor for the hospital. The Associations identified the need for a more direct working relationship between hospitals and the home care system. In March 2019, the Associations hosted a successful Symposium Reimagining the Seamless Patient Journey, with over 90 people in attendance from home care, community care and the hospital sectors across the province.

PR CAMPAIGNS

PSW Recruitment Campaign in Partnership with OCSA www.WorkForLife.ca

Home Care Ontario and the Ontario Community Support Association with funding from the MOHLTC executed an ambitious Health Human Resources campaign. Work for Life was 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.

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



Results

Facebook

Page Follows: 153
Ad Reach: 647,217
Impressions: 4,849,972
Post Engagements: 29,218

Website Analytics

Page views: 28,353
Average Time on Page: 0:45
Programs & Resources Pageviews: 7,787
Pages per Session: 1.86

workforlife

For HomeCare &You

More Home Care for Me and You

After the successful campaign that ended in March 2018, the Association continued with a digital campaign aimed at candidates for the June 2018 campaign.

Home Care Ontario, and Government Relations firm, Policy Concepts were the recipients of an ACE Award for Government Relations / Public Affairs Campaign of the Year for the campaign *More Home Care*. This award recognizes the most effective use of government relations and/or public affairs to change/enlist public opinion in order to influence government policy and/or regulations.

Consumer Protection Campaign

The Association has been meeting with Minister R. Cho, Minister for Seniors and Accessibility, to discuss launching a public awareness campaign about the value of hiring trained and qualified caregivers from reputable providers to help impede the underground economy in home care. A proposal has been submitted to the Minister's office.

