

THE VOICE OF HOME CARE IN ONTARIO™

2018 Annual Report



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CHAIR'S REPORT

As Board Chair of Home Care Ontario it is an honour to present the 2018 Annual Report to membership.

I am proud of the work that Home Care Ontario has done this year to demonstrate leadership. The Association has advocated for many high-level issues such as legislative reform and the need for health system renewal to support the development of a better home care system.

Home Care Ontario has advocated for investment in a comprehensive strategy to recruit more professional and skilled home care givers and the implementation of a tax credit or caregiver allowance for those Ontarians who can, and do purchase care from home care providers. Strengthening the information exchange between all healthcare service providers and the front-line home care system would also improve care for Ontarians.

I am joined by my fellow Board members in thanking S. VanderBent, CEO and her team for their diligence and hard work this year. A special thank you to all our Regular and Associate members for your unwavering support for the goal of the Association to be the 'voice of home care in Ontario.'

Linda Knight

Board Chair, Home Care Ontario





CEO'S REPORT

As CEO, it is an honour to present the 2018 Annual Report to membership. Home Care Ontario has actively addressed several important pieces of government policy through the Home and Community Care Roadmap and Working Groups as well as advocating for privately retained care through Regulatory changes to the new 'Fair Workplaces, Better Jobs Act'.

The Association has continued to voice opposition to the creation of a new parallel agency to provide self directed care in the province.

A very successful Symposium 2017 was held in May and a major public awareness campaign about the role and value of home care was launched in January, 2018. The Association's media relations continues to grow and a new website: www.morehomecare.ca has added considerably to our social presence. Twitter followers have reached 3,900 and LinkedIn account reaches out to almost 2,900 healthcare leaders across the country.

Our ongoing success is supported and maintained as a result of our dedicated staff, Nancy Cupido and Ruta O'Grady.

On behalf of the Board of Directors, I want to sincerely thank our Board Chair, Linda Knight for her continued support and leadership during an eventful time in Ontario's healthcare system as we prepare for a provincial election in 2018.

Sue VanderBent
CEO, Home Care Ontario

BOARD OF DIRECTORS

2017/2018 Board of Directors

Linda Knight, Chair (CarePartners)
Christine Reno, Past Chair (CBI)
Gaye Moffett, 2nd Vice Chair (GEM Health Care Services)
Stuart Cottrelle, Secretary Treasurer (Bayshore Home Health)
Sally Harding, Director (Nightingale Nursing Registry)
Cindy Harrison, Director (CommuniCare Therapy)
Lori Lord, Director, (Spectrum Health Care)
Carey Lucki, Director (Circle of Care)
Tim Lukenda, Director (ParaMed Home Health Care)
Jennifer Mills, Director (Quinte & District Rehab)
Bruce Mahony, Director (Home Instead Senior Care)

The following Board Members left mid-year and the Association wishes to thank them for their contribution to the Board:

Brenda Enright, Home Instead Senior Care
Mary Louise Hall, Circle of Care
Rik Luneburg, ParaMed Home Health Care

COMMITTEES

INTERNAL COMMITTEES OF THE BOARD

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)
Kim Collingwood, CommuniCare Therapy
Sally Harding, Nightingale Nursing Registry
Scott Maloney, Bayshore Home Health
Anthony Milonas, CBI
Gaye Moffett, GEM Health Care Services

Information and Resource Committee

Anthony Milonas, CBI (Chair)
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

Gaye Moffett, GEM Health Care
Holly Quinn, Bayshore Home Health
Cathy Walker, CarePartners
Nancy Lefebre, Saint Elizabeth (OCSA) (Co-Chair)
Kathryn Nichol, VHA (OCSA)
Liz Loftus/Karen Duggan, VON (OCSA)
Sue VanderBent, Home Care Ontario
Deborah Simon, OCSA





PAPERS/PRESENTATIONS/SUBMISSIONS

April 2017

- OPCN Panel Presentation at Hospice Palliative Care of Ontario Conference

July 2017

- Bill 148 Misalignment with Patients First, including request for changes in public holiday pay

August 2017

- KPMG: Bill 148 Analysis: Provisions and Financials Implications (with OCSA)

October 2017

- Presentation at Canadian Association Physicians Assistants Conference – Care for our Aging Population: Are we doing enough?

November 2017

- Service Provider – PSW Referral Journey (with OCSA)
- Presentation at OHA HealthAchieve – Patient and Family Centred Care

December 2017

- Submission on the Review of the Special Rules and Exemptions Under ESA for Homemakers

January 2018

- More Home Care for Me and for You – Preparing Ontario's Home Care System for the Challenges of Tomorrow
- 2018 Pre-Budget Submission – Providing More Home Care for Me and for You

February 2018

- Successor Rights Submission to Ministry of Labour

March 2018

- KPMG: Bill 148 (now Fair Workplaces, Better Jobs Act) Analysis: Provisions and Financials Implications (with OCSA) (updated)
- Submission re HSSO Regulation 456/16
- Presentation to Central East LHIN Board
- Presentation to OHA Board of Directors
- National Institute on Ageing – 2018 Annual Knowledge Exchange Presentation
- Presentation to Ministry of Finance regarding Consumer Protection Program and tax credits or caregiver alliances for privately retained care

PR CAMPAIGN

More Home Care Campaign

A comprehensive campaign advocating for more home care ran from December 1, 2017 – March 31, 2018. The campaign included:

- White paper
- New campaign website (morehomecare.ca)
- Facebook page
- Digital campaign
- Earned media

Results

Facebook

Page Follows: 2,131
 Ad Reach: 945,060
 Impressions: 3,686,643
 Post Engagements: 56,917

Email Signups

Letters sent to Members of Parliament and provincial electoral candidates 3,500

Unique Website

Page views: 34,742

PSW Recruitment Campaign

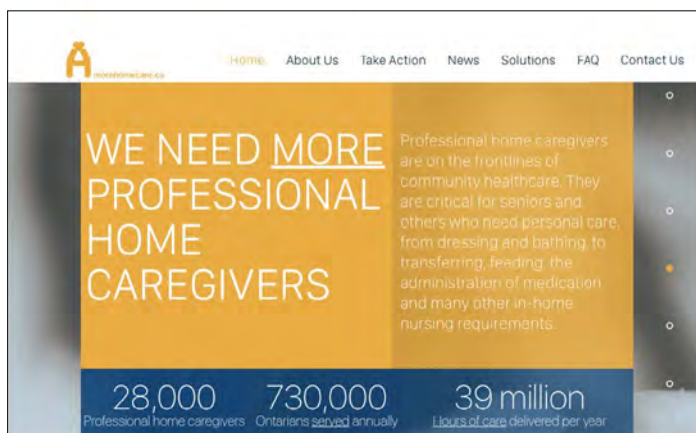
A major recommendation in the Home Care Ontario White Paper and Pre-Budget Submission was the need for the creation of a comprehensive Health Human Resource Strategy for the home care sector considering continuing shortages in several parts of the province.

Home Care Ontario has received funding to coordinate and manage an PSW Recruitment Campaign for PSWs. The Association's role over the next year will be to conduct a comprehensive digital outreach campaign to attract and recruit new staff to the sector.

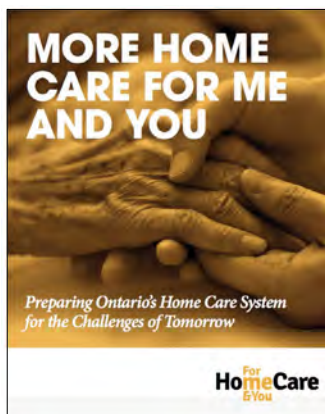
Consumer Protection Program/Public Awareness

Continuing discussions with Ministry of Finance and MOHLTC regarding the need for public awareness of risks and liabilities of not hiring from reputable providers.

MOREHOMECARE.CA ACTION PORTAL



WHITE PAPER



FACEBOOK ADS



2017 SYMPOSIUM

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

- 160 Delegates
- 14 Exhibitors
- 4 Panel Presentations (Implementing LHIN Renewal, Technology to Enable Better Home Care in Ontario, Dementia Care – Better at Home, Challenges and Priorities in Home Care Workforce Planning)
- 2 Keynote Presentations – Dr. Bob Bell, Deputy Minister of Health and Long-Term Care and Bonnie Lysyk, Auditor General of Ontario
- 2 Frontline Worker of the Year Awards



SECRETARY-TREASURER'S REPORT

As Treasurer, I am pleased to provide this report. For the Fiscal Year ending March 31, 2018 Home Care Ontario finished with a deficit of \$64,786.

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 to address two important projects: Bill 148 (The Fair Workplaces Better Jobs Act)(approximately \$45,000) and our Public Relations Campaign – morehomecare.ca (\$208,000).

For the year ended March 31, 2018, 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, Home Care Ontario

Statement of Financial Position (as at March 31, 2018)

ASSETS	2018	2017
Cash	\$202,305	\$351,611
Short-term investments	\$344,179	\$338,668
Prepaid expenses	8,940	\$5,814
TOTAL	\$555,424	\$696,093
DEPOSIT	2018	2017
Long-term investments	\$201,010	\$196,404
Property, plant & equipment	\$9,279	\$13,243
TOTAL	\$765,713	\$905,740
LIABILITIES	2018	2017
Accounts payable and accrued liabilities	\$86,641	\$28,572
Government remittance payable	\$16,945	\$50,962
Retention bonus	\$27,000	\$18,000
Deferred revenue	\$249,117	\$357,408
TOTAL	\$379,703	\$454,542
MEMBER'S SURPLUS	\$386,010	\$450,798
	\$765,713	\$905,740