

BRING CARE HOME

2023 Annual Report



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ABOUT HOME CARE ONTARIO

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. For over thirty-five 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. An estimated 58 million hours of publicly and family-funded home care service is provided annually across the province.



CHAIR'S REPORT



On behalf of the Board of Directors of Home Care Ontario, I am pleased to present the 2023 Annual Report to Members.

Over the past year our Board and staff have worked with great success to ensure that home care is seen as an integral and indispensable part of the healthcare system. Throughout the three-year COVID-19 pandemic we saw how interconnected our health care system is and the role of home care was highlighted. This past year was no exception. Without home care, hospitals can't safely discharge people home and people may be institutionalized earlier than necessary.

Ontarians want to be cared for at home and for that to happen, home care needs to be seen as a fundamental player in healthcare. Over the past year, the Association made significant strides not only in our messaging but in helping to shape needed investments into home care. We were very pleased to see government respond to our advocacy with major investments that will help stabilize home care while readying the sector for transformation over the coming years. These investments will help close the wage gap between home care and the rest of the healthcare system, a huge step in ensuring capacity so we are there when Ontarians need us.

We have made great strides, but the Association's work isn't done. In this era of home care modernization and system transformation, we will continue to advocate for care at home. We will need to continue to work together as members to articulate clear and powerful messages about the importance, safety, efficiency and effectiveness of home care. We will also need to incorporate data collection into our role.

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™*.

I would also like to thank a very hard-working Board whose support is unwavering. A huge thank you to the staff of Home Care Ontario, CEO Sue VanderBent, Nancy Cupido and Ruta O'Grady whose untiring commitment to the Association never goes unnoticed.

Angela Brewer, Chair

CEO'S REPORT



In the past year, Ontario's home care sector continued to be directly impacted by the waning, but still present, COVID-19 global pandemic. The need for strong IPAC guidance and control remained a high priority. The Association is grateful to our IPAC professionals who gave so generously of their time to support the sector and protect Ontarians. Moving forward, there is still a need for the health care system and its growing home care system, to be vigilant and prepared. Lessons learned from the three-year long pandemic will no doubt be examined and instructive for years to come.

In 2022, Home Care Ontario launched a very strong campaign, 'Bring Care Home' to guide government decision-making regarding the implementation of the promised transformational investment of \$1B to the sector. Additionally, the campaign urged the government to expand the recently introduced Senior's At Home Tax Credit. The Budget committed to continuing to work with the federal government to make claiming supports as easy and convenient as possible.

Extensive activity took place on all media channels, ably planned and executed by Policy Concepts. The Association and all our membership are proud of our efforts and the outstanding media attention that has been achieved regarding the critical role of home care.

Many thanks to our strong and knowledgeable Board members and Board Chair Angela Brewer. The Board has shown outstanding guidance and resilience as the sector now moves forward into the even bigger challenge of system transformation which will deeply affect every aspect of Ontario's changing home care system.

Sincerest thanks to Nancy Cupido and Ruta O'Grady for their continuing presence, support and dedication to ensuring that Ontario's home care system thrives and flourishes in the future.

Sue VanderBent, CEO

BOARD OF DIRECTORS

2022/23 Board of Directors

Angela Brewer, Chair (*Acclaim Health*)

Chris Wilson, Past Chair (*CBI Health*)

Sandra Ketchen, Vice-Chair (*Spectrum Health Care*)

Sally Harding, Secretary-Treasurer (*Nightingale Nursing*)

Carrie Beltzner, Director (*St. Joseph's Home Care*)

Katarina Busija, Director (*ParaMed Home Health Care*)

Janet Daglish, Director (*Bayshore HealthCare*)

Martin Esterhammer, Director (*Calea Ltd.*)

Cindy Harrison, Director (*CommuniCare Therapy*)

Josephine DesLauriers, Director (*CarePartners*)

Gaye Moffett, Director (*GEM Health Care Services*)



February 7, 2023 Empire Club: S. VanderBent, Home Care Ontario and Deputy Minister and Minister of Health Sylvia Jones.

Hon. Sylvia Jones Deputy Premier and Minister of Health spoke at the Empire Club on February 7, 2023: *Your Health: Helping You Connect to More Convenient Care Closer to Home.*

Home Care Ontario was the VIP Reception Sponsor for this luncheon event. There were over 20 VIP guests in attendance at the VIP reception and all had an opportunity to speak with Minister S. Jones, Kallie Oortwyn, Policy Advisor, MOH, Andrew Vittas, Senior Policy Advisor, MOH and Alex Millier, Director of Stakeholder & Member Relations, MOH.

STRATEGIC PLAN

VISION

Helping reinvent great care.

MISSION

Driving a strong and connected home care system.

OBJECTIVES

Tell Our Story
Build Sector Capacity
Strengthen our Partnerships
Shape Ontario's Health System

COMMITTEE MEMBERS

Finance Committee

- Sally Harding, Nightingale Nursing (Chair)
- Irene Chang, ParaMed Home Health Care
- John Ross, Spectrum Health Care
- Craig Fossay, ComForCare
- Nicola Thompson, CarePartners
- Marion Plevan, Gilmore & Co.

Governance & Membership Committee

- Cindy Harrison, CommuniCare Therapy (Chair)
- Angela Brewer, Acclaim Health
- Sally Harding, Nightingale Nursing
- Michael Lu, CareHop
- Gaye Moffett, GEM Health Care Services
- Steve Perry, Carefor Health & Community Services
- Rebecca Scott-Rawn, ParaMed Home Health Care

Therapy & Rehabilitation Practice Council

- Jennifer Mills, Quinte & District Rehab (Chair)
- Home Care Ontario Therapy Providers

Family-Funded Providers Committee

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

Digital Health Committee

- Cheryl Reid-Haughian (Chair)
- Hassan Asif, CarePartners
- Kaelen Bray, Carefor Health & Community Services
- Dane Clarke, CBI Health
- Janet Daglish, Bayshore Home Health
- Norma Johnston, ParaMed Home Health Care
- Peter Ricciardi, Spectrum Health Care

Home Care Ontario/OCSA Nursing Practice Council

- Kelly Baechler, ParaMed Home Health Care (Co-Chair)
- Maureen Charlebois, Bayshore Home Health
- Tammy Rooke, CarePartners
- Kathy Mazza, CBI Health
- Gaye Moffett, GEM Health Care
- Susan Filax, Spectrum Health Care
- Kaiyan Fu, Saint Elizabeth (OCSA)
- Bella Panchmatia, VON (OCSA)
- Sandra Li James, VHA (OCSA) (Co-Chair)
- Sue VanderBent, Home Care Ontario
- Deborah Simon, OCSA

SECRETARY-TREASURER'S REPORT



As Secretary-Treasurer, I am pleased to provide the 2023 Financial Report for the fiscal period April 1, 2022 to March 31, 2023.

Home Care Ontario finished the year with a small surplus of \$89,971. Revenues are derived mainly from membership dues collected, which are based on members' individual operating revenues from the previous fiscal year 2021-2022. Home Care Ontario conservatively budgeted membership revenue at \$920,000 and actual membership revenue was \$62,300 higher than budgeted which explains 70% of the surplus. Careful monitoring of expenditures accounted for the remaining surplus amount.

The financial statements indicate that the Association remains in a strong financial position with strong operating cash flow. The large cash balance on March 31st, was a result of early payments of membership dues for the upcoming fiscal year and is thus booked as deferred revenue in the liability section of the balance sheet. The Reserve Fund balance at year-end was \$1,085,228 and is stewarded in both short-term and long-term investments, that are conservative in nature.

Home Care Ontario continues to operate with a very lean infrastructure, relying heavily on external consultants which include Policy Concepts for government & public relations, Deloitte LLP for a special data report, as well as independent experts driving our IT strategy, and these expenses are reflected on the income statement under consulting and special projects. Home Care Ontario maximized the in-house staff time and internal resources but continues to rely on Board members to participate in the increasing workload generated by the rapidly changing environment. The province-wide government-funded PSW Recruitment Campaign – Work for Life, as well as a strong media and public relations campaigns lead by Policy Concepts, played a crucial role this year preceding the extraordinary provincial budget home care funding announcement.

For the fiscal year ended March 31, 2023, Gilmore and Company, a Chartered Accounting firm, has conducted a Full Audit of the financials, that confirmed that the financial statements are prepared in accordance with Canadian GAAP. The Auditors Opinion was clean which means that adequate financial controls are in place and followed for all day-to-day transactions. A full set of the Financial Statements is available to interested members by contacting the Home Care Ontario office.

Sally Harding, Secretary-Treasurer

STATEMENT OF FINANCIAL POSITION

As of March 31, 2023

ASSETS	2023	2022
Cash	\$552,425	\$191,526
Short-term investments	390,792	648,508
Prepaid expenses	12,777	12,567
<i>Sub-total</i>	<i>955,994</i>	<i>852,601</i>
Long-term Investments	694,436	383,599
Property and equipment	1,283	2,362
<i>TOTAL</i>	<i>\$1,651,713</i>	<i>\$1,238,562</i>

LIABILITIES	2023	2022
Accounts payable and Accrued liabilities	76,800	146,096
Government remittance payable	59,019	3,709
Retention bonus	29,143	19,300
Deferred revenue	492,913	181,534
PSW Recruitment Campaign	71,069	55,125
<i>TOTAL</i>	<i>\$728,944</i>	<i>\$405,764</i>

<i>MEMBER'S SURPLUS</i>	<i>922,769</i>	<i>832,798</i>
	<i>\$1,651,713</i>	<i>\$1,238,562</i>



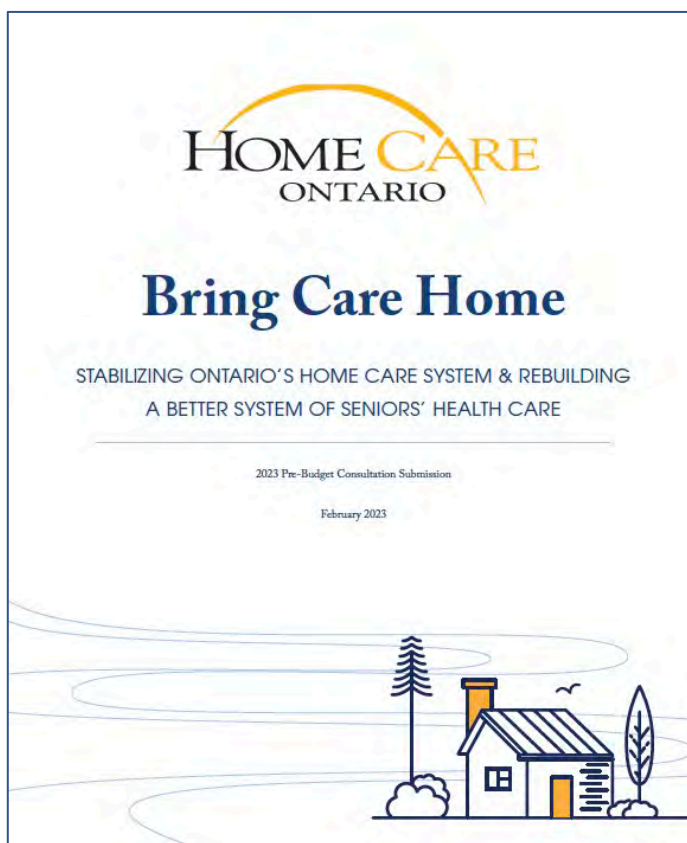
SUBMISSIONS, POSITION PAPERS

February 2023 Pre-Budget Submission

Bring Care Home: Stabilizing Ontario's Home Care System & Rebuilding a Better System of Seniors' Health Care

Recommendations to stabilize the home care system and better support more patients outside of hospitals, the government should:

1. Fast track the expenditure of the remaining \$880M budget commitment for home care towards contract rate increases to better support home care staff, and also towards proven innovative funding models such as High Intensity Supports at Home (HISH) and Hospital at Home.
2. Develop a system-wide Health Human Resources strategy, which prioritizes home care.
3. Modify and enhance the newly created Home Care Tax Credit to better support more seniors wishing to remain living at home.



SUBMISSIONS, POSITION PAPERS

February 2023 Publication of “Use of Rehabilitation Assistants in Home Care

The majority of Ontarians wish to remain in their home and “age in place.” The provision of therapy in the home is recognized as an effective method to support clients to maintain or improve their strength, mobility and independence in function. The increased awareness of the benefits of rehabilitation for an aging and medically complex population is growing and the demand for rehabilitation services has increased. The objective of this resource is to provide background information concerning the benefits and considerations to effectively utilize Rehabilitation Assistants in the Home Care setting.



WEBINARS

March 2022 Sherrard Kuzz – COVID19: No more mandated vaccination policies...now what?

April 2022 Digital Health Webinars for Members

Webinar Opportunities for Members

Information was provided to Members for the following Webinars:

Apr 2022:

- MOH: Home and Community Care Regulations
- Sherrard Kuzz: Working for Workers Act: What Employers Need to Know
- MOH/OH: OHT Year-End Update Webinar

June 2022:

- CARF: Introduction to CARF Aging Services Accreditation

Sept 2002:

- OH: OHT Data Dashboard Launch

Nov 2022:

- MOH: Accelerating OHT Impact: Next Steps for OHTs

Dec 2022:

- MOH: Health Information, Privacy and Security

Jan 2023:

- OH-Health Force: Changes to NOC Codes and Their Impact on Health Care Occupations



ADVOCACY

Lobby Day – November 15, 2022

The Association hosted its third annual Lobby Day at Queen's Park. The event was held in person for the first time in three years. Home Care Ontario hosted a breakfast reception and a series of meetings with Cabinet Ministers, Parliamentary Assistants, key political staff, and civil servants at the Ontario Legislature. The objective of the day was to raise awareness of both the publicly-funded and family-funded parts of the home care sector and underscore how a stabilized home care sector can help relieve the current pressures on the broader health system.

The breakfast had the highest attendance of any Home Care Ontario Awareness Day to date, with more than 100 attendees, including 27 elected officials and many more political staff.

Elected officials included the following:

- Hon. Sylvia Jones, Deputy Premier and Minister of Health;
- Hon. Paul Calandra, Minister of Long-Term Care, Minister of Legislative Affairs, Government House Leader;
- Robin Martin, Parliamentary Assistant to the Minister of Health;
- John Jordan, Parliamentary Assistant to the Minister of Long-Term Care;
- Daisy Wai, Parliamentary Assistant to the Minister for Seniors and Accessibility;
- Rick Byers, Parliamentary Assistant to the Minister of Finance;
- Hon. Caroline Mulroney, Minister of Transportation and Francophone Affairs;
- Hon. Neil Lumsden, Minister of Tourism, Culture and Sport;
- Rudy Cuzzetto, Parliamentary Assistant to the President of the Treasury Board;
- Matthew Rae, Parliamentary Assistant to the Minister of Education;
- Dave Smith, Parliamentary Assistant to the Minister of Indigenous Affairs and Northern Development;
- Robert Bailey, Parliamentary Assistant to the Solicitor General;
- Laura Smith, Parliamentary Assistant to the Minister of Tourism, Culture and Sport;
- Ernie Hardeman, Chair of the Standing Committee on Finance and Economic Affairs;
- Will Bouma, Caucus Chair;
- France Gelinas, NDP Health Critic;
- Jeff Burch, NDP Caucus Chair and Critic for Municipal Affairs;
- John Vanthof, Chief Opposition Whip, NDP Critic for the Solicitor General and Agriculture, Food and Rural Affairs;
- Teresa Armstrong, NDP Critic for Affordability and Pensions;
- John Fraser, Interim Leader of the Liberal Party and Critic for Intergovernmental Affairs, Long-Term Care, Children, Community and Social Services;
- Dr. Adil Shamji, Liberal Critic for Health, Northern Development, Indigenous Affairs and Colleges and Universities;
- Stephanie Bowman, Liberal Critic for Finance, Infrastructure, Agriculture, Food and Rural Affairs
- Mary-Margaret McMahon, Liberal Critic for Seniors and Accessibility, Environment, Conservation and Parks, Tourism Culture and Sport, and Public and Business Service Delivery; and,
- Mike Schreiner, Leader of the Green Party.

ADVOCACY

Lobby Day – November 15, 2022

Overall, Members were very pleased with the event and found that their meetings were impactful and made positive progress on Home Care Ontario's advocacy. Members commented that it was clear government had a deeper understanding of the sector and recognized the importance of home care, which has been a direct result of the Association's ongoing government relations and public relations efforts.



John Woods, St. Joseph's Home Care, Gaye Moffett, GEM Health Care, The Hon. Minister Jones, Minister of Health, Sally Harding, Nightingale Nursing and Chris Wilson, CBI Health



Sylvia Jones @SylviaJonesMPP · Nov 15, 2022

Home care allows Ontarians to stay in the homes they love for longer. Thank you to @HomeCareOntario for hosting this morning's breakfast at Queen's Park.

It was great to discuss our government's investment of \$1 billion more to further expand home care.



ADVOCACY

Lobby Day – November 15, 2022



Home Care Ontario @HomeCareOntario · Nov 15, 2022
Excited to have @RobinMartinPC kick off our Queen's Park Awareness Day! Thank you for highlighting the importance of home care in our province



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Home Care Ontario @HomeCareOntario · Nov 15, 2022
Thank you to MPP France Gellinas @NickelBelt for speaking to our members today at our Queen's Park Awareness Day and recognizing the strength of home care during the #COVID19 pandemic #ONpoll



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Home Care Ontario @HomeCareOntario · Nov 15, 2022
"I'm an emergency physician. We need more people like you and less people like me." Great to hear from @ShamjiAdil at Home Care Ontario's Breakfast Reception about the ability of the home care sector to alleviate acute care #ONpoll



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Home Care Ontario @HomeCareOntario · Nov 15, 2022
Thanks to @MikeSchreiner for highlighting the importance of home care and how our sector can help relieve pressure on hospitals. #ONpoll



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CAMPAIGNS

Bring Care Home

Building on the Association's successes in 2021, Home Care Ontario launched a public affairs campaign, *Bring Care Home*, in November 2022 to influence the 2023 Budget. The goals of the campaign were to broaden the reach of the Association's advocacy, promote the public's ongoing desire to age at home, and secure policy change to stabilize the home care system.

The campaign had three specific objectives: to impact how the remaining \$880m home care budget was allocated; to push for a health system-wide human resources strategy including a dedicated pipeline for recruiting staff to home care, and to modify and enhance the new Ontario Seniors Care at Home Tax Credit to better support those who rely on family funded home care.

As the campaign's spokesperson, Sue VanderBent was featured in dozens of print articles and radio interviews including coverage in The Toronto Star, CBC News, The Globe and Mail, CTV News Toronto, The Canadian Press, Global News, and The Hamilton Spectator. The Association was also very pleased to see that The Toronto Star Editorial Board endorsed Home Care Ontario's pre-budget ask, which is an esteemed recognition.

The campaign included a targeted digital advertising campaign that featured imagery of nurses and PSWs who want to work in home care but could not afford to due to the higher wages in other health sectors and the cost of travel.

Health Care Staff Losses Could Worsen: Home Care Ontario

Opinion | Columnists

VanderBent: Home-care focus can make new federal health funding go further

If our goal is to cut unwanted hospital visits, then we need to know how many such visits are avoided thanks to a robust home-care system.

See VanderBent

Published Feb 10, 2023 • 3 min read

Columnists

Ontario home-care organizations ask province for help before health-care reforms



Ontario's budget should fast-track money for home care

'While home care can benefit from more cash, already committed funds can also make an enormous difference — provided they're put to use properly.'



By Star Editorial Board

Mon., Feb. 27, 2023 • 3 min read

Struggling home- and community-care agencies forced to cut services as they wait for promised provincial funding

"These are people who need care and services not getting care and services. It is a really big deal that we get this right."

Elizabeth Payne

Ontario signals acceptance of health deal, raises concerns about funding timelines

The federal government presented an offer to the provinces and territories that would see an additional \$17 billion over 10 years added to the Canada Health Transfer.

Gam Carey and Alison Jones, The Canadian Press

Feb 6, 2023 6:13 AM



CAMPAIGNS

Bring Care Home

Facebook and Instagram ads culminated in a reach of over 300,000 and over 2.3 million impressions while Twitter posts gained over 630,000 impressions.



Bring Care Home also conducted extensive coalition building and stakeholder support. The campaign launched two e-blasts and engaged a total of 47 provincial industry associations and 30 local seniors' groups, encouraging them to share Home Care Ontario's message and broadcast the campaign to their networks. Home Care Ontario was grateful for the support of the Canadian Association of Retired Persons (CARP), Canada's largest advocacy association for older Canadians, who ran their own campaign and sent emails to provincial MPPs and federal MPs calling for investments into home care staffing, technology, and equipment.

Overall, the campaign's supporters sent 1,077 letters to government decision makers encouraging them to direct the home care

investment wisely and introduce a health system-wide human resources strategy. An additional 144 letters were sent calling for improvements to the new Ontario Seniors Care at Home Tax Credit.

As a direct result of these efforts, Ontario's 2023-24 Budget went further than the Association had hoped – accelerating investments to bring funding for home care for 2023-24 up to \$569 million, including nearly \$300 million to support contract rate increases to stabilize the system. This historic funding will help home care providers deliver more critical health care services to Ontarians, in the comfort of their homes.

Because Ontario's tax system uses the federal government for implementation, making the Association's desired changes to the Ontario Seniors Care at Home Tax Credit will require the assistance of the Government of Canada. The Association was extremely pleased to see the Budget commit to continuing to work with the federal government to make claiming supports as easy and convenient as possible.

Finally, we know the whole sector stands ready to assist the government with its efforts to modernize home care as the province moves towards a transformed health care system. Home Care Ontario was encouraged to see the Budget support this important work, particularly the reference to working with "home care partners" to modernize the system.

CAMPAIGNS

Family Funded

Work continues on the 3 major goals of the Family Funded Committee:

Goal #1

Discuss the visibility and reputation of the family-funded home care sector requiring/encouraging Accreditation – evaluate the pros and cons of different kinds of Accreditation processes and tools.

- The Association has met with Accreditation Canada, CARE, Focus and ISO and asked them to consider an accreditation model that would be tailored to supporting family funded members.
 - All four accreditation bodies have presented to members and work continues with the Association's Accreditation Working Group

Goal #2

Address the need to enable Ontarians to live at home, review further advocacy for a tax credit for family-funded care, discuss advocacy for HST exemption, discuss grassroots outreach campaign to MPP's.

- The Association advocated strongly for a Home Care Tax Credit and included this advocacy in the Pre-Budget submission to government. The PCs announced the 'Ontario Seniors Care at Home Tax Credit' in their Budget in April 2022, to help low to moderate-income senior families with eligible home care medical expenses, including for attendant care, assistive breathing devices, and hearing and walking aids.
- The Association is currently preparing an action plan and has registered as a federal lobbyist in order to pursue the HST exemption.

Goal #3

Discuss government funding for client/family funded choice and brainstorm options to develop a more detailed proposal.

CAMPAIGNS

WorkForLife – PSW Recruitment Campaign

www.WorkForLife.ca

In June 2018, Home Care Ontario embarked on the research and development of a Health

Human Resources (HHR) campaign, *Work for Life*, focused on increasing awareness of the opportunities and benefits of becoming a Personal Support Worker (PSW) in Ontario.

With the support of the Government of Ontario and the Ontario Community Support Association (OCSA), after the success of the first three years of the campaign, Work for Life received renewed funding in August 2021 from the government to continue its efforts until March 2023.

Between April 2022 and March 2023, the campaign embarked on an ambitious plan to reach its target demographics with the goal of raising awareness of the demand for PSWs and connecting job seekers with training programs and employers, including Home Care Ontario members.

Work for Life's advertisements on Facebook and Instagram led to a reach of over 2 million Ontarians and over 15 million impressions. This included ads in English, French, Spanish,

Tagalog, and Punjabi.

The campaign also published audio news releases which were streamed on 109 radio stations across Ontario and Canada and led to a total reach of nearly 2 million. In addition, 15-second *Work for Life* ads could be seen on CP24's television and online ads, which are distributed across Toronto and the GTA, with an ethnically diverse viewership. CP24 advertising reached an audience of over 1.6 million Ontarians.

Apart from advertising, *Work for Life* hosted 11 career fairs with members of Home Care Ontario and the OCSA and streamed five Facebook Live events. The campaign's PSW spokesperson Rebecca Haggerty attended four job fairs at community colleges and five career fairs with employment centres across Ontario.

Rebecca also conducted direct engagement with potential PSWs by fielding hundreds of inquiries on *Work for Life's* Facebook page as well as its email and guiding potential job seekers on how to enter the field.



CAMPAIGNS

work for life

a career that matters

"The most rewarding part is knowing that you made someone's day."



"I always wanted to work in health care, being a PSW is a dream come true."



 Work for Life was live.
March 30 - 🌐

Come join me- Rebecca, as I talk about the advantages of being a PSW!



**work
for
life**



"Seeing the clients' faces after you've helped them, it's remarkable"

Become a Personal Support Worker today!
www.workforlife.ca

HOME CARE ONTARIO

