

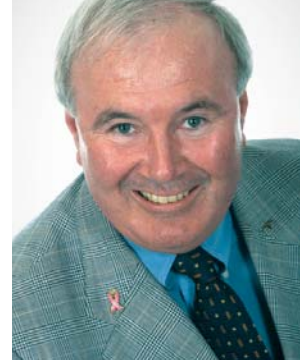
## Focus on Home Care

2011 Annual Report

# President's Report

---

**The Ontario Home Care Association believes that it is time for courageous policy decisions and a significant reallocation of health spending to the community.**



**Stuart Cottrelle**  
President

As *'the voice of home care in Ontario'*, the Ontario Home Care Association takes every opportunity to speak out on issues affecting the sector.

As OHCA President for the past year, I can definitely say that home care is growing in profile and significance to the public. In the recent federal election, the need for home care was discussed and promised for the first time. I believe that in the upcoming Ontario provincial election similar needs will be identified and we are working with each political party to bring your messages forward.

Over this past year, the Association has responded to a great many new requests from key organizations such as Health Quality Council, the Local Health Integration Networks, the Community Care Access Centres, the Ministry of Health and Long Term Care and the Ministry of Finance. Key position papers have been released on School Health Support Services, the Rehabilitation Roundtable and the status of the sector in the past year. The media has extensively engaged the Association and covered home care issues. The Association has supported these efforts in order to highlight the home care needs of all Ontarians.

On behalf of membership I would like to thank our talented Board, who all offer their time, listen to the issues and give great advice on behalf of the whole industry. I thank our staff Sue VanderBent, Nancy Cupido and Ruta O'Grady as well as Marg McAlister, MMC Consulting, for their commitment to address the issues and ensure increasing access to more home care for Ontarians.

It has been an honour to be the President of the OHCA and I have welcomed calls and questions from members related to their continued delivery of excellent care. I look forward to another year of hard work, dedication and commitment to the realization of our collective goals.

# Executive Director's Report

---



**Susan D. VanderBent**  
Executive Director

**“Home care is vital to realizing a sustainable health system in Ontario. The success of system reform will depend on the expansion of home care for Ontarians.”**

Home Care in 2010, Essential for an Aging Population

Due to demographics, increasing need and our own efforts, I believe that the home care sector is becoming more visible and accepted as a necessary part of the health care system. For those of you who have been part of the OHCA since its creation almost 25 years ago, this must be a very heartening reality. It has been your belief and continued support of the Association that has sustained its growth and recognition. You have supported research, delivery of quality care and careful, balanced, timely advocacy that offers real value to government, politicians

and the public. This is a strong and focused Association and you must be very proud of our accomplishments.

Thanks to all of you for another wonderful year: my Regular and Associate members, my Board, my staff and business colleagues. In particular, I would like to thank our President Stuart Cottrelle, for responding to my many requests for input and who takes time to attend so many meetings to advocate on our behalf. I feel privileged to be your Executive Director, leading the 'home care evolution' in Ontario.

Sue VanderBent and Premier Dalton McGuinty



# Financial Report



**Dwight Winfield**  
Treasurer

The Ontario Home Care Association ended the Fiscal Year 2011 with a surplus of \$3,900.00. This concludes the fifth year in a row in which the Association has achieved a surplus. Gilmore and Company have concluded the Review Engagement for the year ending March 31, 2011. They report no concerns that the financial statements are not, in all material respects, in accordance with Canadian generally accepted accounting principles.

The Association has built a modest reserve fund currently valued at \$278,000. In their notes, Gilmore and Company remark that investments are stated at fair value, and consist of marketable securities. This complies with the Investment Policy of the Board as revised March 2011.

The primary source of funds for the Association is generated from membership fees, followed by educational programing. A

major cost can be attributed to the extensive high quality work conducted by the Association staff to attend to health sector committees, research, report writing and advocacy work all designed to shape and influence policy/practices for our sector.

In addition, there is a growing need for investments in technology to enable OHCA staff to be more efficient (RSS feeds, document management). The Board is reviewing these tools carefully to ensure that the work of the Association is supported by cost effective and needed technology.

OHCA operates with appropriate financial controls.

## OHCA Statement of Financial Position (as at March 31, 2011)

*A full set of the Financial Statements is available to members upon request.*

Assets	2011	2010
Current		
Cash	78,272	43,613
Short-Term Investments	278,186	276,095
Accounts Receivable	6,409	3,081
Prepaid Expenses	371	371
<b>TOTAL</b>	<b>363,238</b>	<b>323,160</b>
Property, Plant and Equipment	827	1,181
	<b>\$364,065</b>	<b>\$324,341</b>

Liabilities		
Current		
Accounts Payable and Accrued Liabilities	46,417	23,873
Retention Bonus	7,283	—
Alzheimer Education Fund	2,252	2,252
Deferred Income	8,606	2,666
<b>TOTAL</b>	<b>\$64,558</b>	<b>\$28,791</b>

Members' Surplus		
<b>Surplus</b>	\$299,507	\$295,550
	<b>\$364,065</b>	<b>\$324,341</b>



# Highlights from 2010 Symposium and AGM

---

The 2010 OHCA Symposium, *Showcasing Our Best!*, highlighted the growing trend to collect and use evidence. The importance of evidence was a theme throughout all the sessions starting with Dr. John Hirdes, Ontario Home Care Research and Knowledge Exchange Chair, who spoke to the need for “new constellations of care” that comprehensively and effectively support people to remain at home for as long as safely possible. Issues of safety, health human resource competencies and shifting toward a focus on outcomes were some of the topics presented and discussed. The day ended with a discussion on new models of home care being explored through Ontario’s Integrated Client Care Project.

“All the presentations were relevant for current issues bringing the home care sector forward.”

“Great day! Lots of interesting and innovative work being done!”

“Excellent opportunity to keep current on home care changes and challenges by ‘in the know’ people.”

“Great way to spend the day networking, listening & learning.”



OHCA 2010 Symposium Delegates

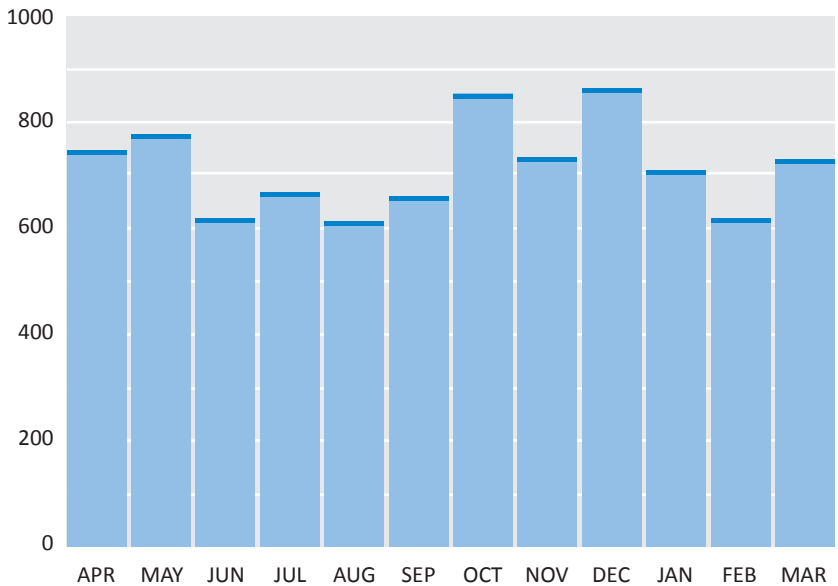


Dr. John Hirdes, Ontario Home Care Research and Knowledge Exchange Chair

# Public Uses OHCA to Find Home Care

**9% increase**  
in visitors to OHCA  
website searching  
for care.

8600 people searched for care on the OHCA website from April 1, 2010 to March 31, 2011, an increase of 9% over the previous year. The “Search for Provider” feature, which links those in need of service to OHCA members in their community, is a valuable component of the website.



The OHCA website is a resource for members, the public, the media, health care stakeholders in Ontario and beyond.

- Facts and figures and publications
- Support for families looking for care
- Polls trending public and member opinions
- Dozens of resource pages for OHCA members

# Position Papers and Presentations

---

**OHCA, the voice of home care in Ontario, provides comment on policy and legislation impacting home care through media releases, position statements and presentations.**

**MAY 2010** Achieving Value in Home Care through the Interdisciplinary Team

**JUNE 2010** Bill 16 – Impact and Consequences within Ontario’s Home and Community Care Sector

**SEPTEMBER 2010** Home Care in 2010 – Essential for an Aging Population

\* **SEPTEMBER 2010** Presentation to LHIN Collaborative Members – Transition Planning in Health Care Systems

**SEPTEMBER 2010** Private home care: A vital component of the health care continuum in Ontario

\* **OCTOBER 2010** Setting the Pace: Toward Sustainable Canadian Health Care – presentation to the DeGroot Interprofessional Health Leadership Conference

**NOVEMBER 2010** Choosing Excellence... Choosing Home Care

**NOVEMBER 2010** Report on the OHCA Roundtable on Rehabilitation in Home Care

**NOVEMBER 2010** Valuing Home and Community Care

**NOVEMBER 2010** Presentations at the Canadian Home Care Association National Summit

**DECEMBER 2010** Presentation to Minister of Finance for 2011 Pre-Budget Consultation

**FEBRUARY 2011** Response to the Review of School Health Support Services Final Report

**FEBRUARY 2011** Presentation to CADA – Canadian Assistive Devices Association

**MARCH 2011** OHCA releases paper describing home care nursing in Ontario

**MARCH 2011** OHCA Response to the Rural and Northern Health Care Framework/Plan Stage 1 Report

**APRIL 2011** Progress and innovation in home care in Ontario

All Position Papers and Presentations are available at [www.homecareontario.ca](http://www.homecareontario.ca)

\* Available to members only

# OHCA Committees

---

## Survey Committee

Dwight Winfield, CarePartners (Chair)\*  
Sue Pearl-Agar, ParaMed Home Health Care  
John Schram, We Care Health Services  
Tracy Jones, Preferred Health Care Services  
Joan Southam, Therapy Health Care

## Education Committee

Barbara Toccacelli, We Care Health Services (Chair)  
Tracy Jones, Preferred Health Care Services  
Carolyn Acton, Circle of Care  
Angela Dye, Integrated Rehab Professionals  
Wendy Ellis, CanCare Health Services

## Governance & Membership Committee

Martha Russel, Integracare (Chair)  
Dwight Winfield, CarePartners  
Kim Woodland, Closing the Gap Healthcare Group  
Gaye Moffett, GEM Health Care Services  
Sally Harding, Nightingale Nursing Registry\*

**OHCA provides vital statistical information about home care in Ontario through surveying and polling of our members.**

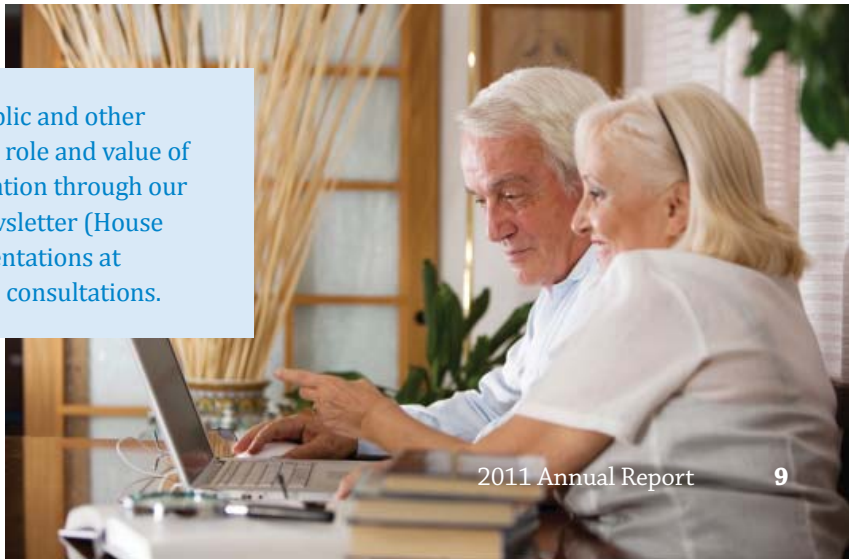


Education Committee

*The Survey and Education Committee will be merging to create the Information & Resource Committee in 2011*

*\*Resigned from the Committee*

OHCA educates the public and other stakeholders about the role and value of the work of the Association through our website, electronic newsletter (House Calls) and formal presentations at conferences and public consultations.





# OHCA Welcomes New Members!

---

## Regular Members

Blue Sky Personal Support Workers  
Canada Health & Home Care Inc.  
Everest Home Health Care  
Seniors for Seniors  
St. Joseph's Home Care  
United Med Staffing Inc.

## Associate Members

CARF Canada  
C & DC Orthopaedic Services  
Rogers Communications  
Seabridge Bathing

## Members benefit from the following OHCA partnerships

- Accreditation Canada
- Sherrard Kuzz

## Find out more at

[www.homecareontario.ca/public/about/members.cfm](http://www.homecareontario.ca/public/about/members.cfm)

---

## OHCA members engage with the Board and welcome guest speakers

May – Colin Zvaniga, CIO, OACCAC  
July – Rouhan Coutinho, nD Insight  
January – Louise Logan, CEO & Patti Boucher, Vice President, PSHSA  
March – Mary Kardos Burton & Julie Foley, Project Manager, ICCP

---

## Educational Webinars in 2010-11

### Executive Director Updates:

Quarterly dialogue with members

**Research Month:** Three Canadian researchers presented on home care in Ontario

**Employee Relations:** Two sessions by Erin Kuzz, Sherrard Kuzz LLP



## John Hirdes and Sue VanderBent

OHCA maintains strong linkages with the Home Care Research and Knowledge Exchange Chair

# 2010/2011 Board of Directors

---



**Stuart Cottrelle**

President  
Bayshore Home Health



**Sue Pearl-Agar**

Director  
ParaMed Home Health Care



**Mike Pohanka**

Past President  
ProHome Health Services



**Christine Reno**

Director  
CBI Home Health



**Lori Lord**

1st Vice President  
Spectrum Health Care



**Dr. Frank Pace**

Director  
Pace Homecare



**Gaye E. Moffett**

2nd Vice President  
GEM Health Care Services



**Tracy Jones**

Director  
Preferred Health Care Services



**Dwight Winfield**

Secretary/Treasurer  
CarePartners



**John Schram**

Director  
We Care Health Services



**Trish Barbato**

Director  
Revera Health Services

