

HOME CARE IS HEALTH CARE

2022 Annual Report

HOME CARE
ONTARIO



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

CHAIR'S REPORT



As I write this contribution to our Annual Report, we are looking forward to government incentives arriving for our nursing staff, the PSW wage enhancement being made permanent, the implementation of a Home Care Tax credit to support our family-funded members, and the opportunity to work with government to give advice on the allocation of a \$1 Billion commitment to government-funded home care.

I could not be more proud of the work of the Association, our staff, and our Board.

It has taken countless hours of advocacy to help government understand that investing in home care is an investment in the health of Ontarians and our overall health system, and to ensure that home care personnel are included in government sponsored initiatives, from training to incentives.

While we can and should take a moment to celebrate, our work is far from done. With the re-election of the PC government, we can anticipate that health system reform will carry on, and the evolution of Ontario Health Teams will proceed, incorporating approaches to modernize and leverage the strength of our sector. It will be more important than ever to align as Home Care Ontario members to articulate a vision for a vibrant home care sector that can deliver significant value, and to underline the conditions that we need for success, including stability in capacity and support for digital modernization. Strategic alliances will need to be struck and leveraged to help reinforce our messaging, and data to tell our story will be more important than ever.

I look forward to my new role on the Executive, supporting our new Chair and the broader Board as we embark on the next phase of work in conjunction with our CEO and staff.

On that note, I want to express my heartfelt thanks for the ongoing, unwavering support of our three staff, Sue, Nancy and Ruta, who manage relationships with our diverse membership and many complex files extraordinarily well!

My thanks as well to our Board, who have made my job over the last two years as Chair incredibly rewarding; I so appreciate your willing support whenever it has been needed.

Chris Wilson, Chair

CEO'S REPORT



In the past year the home care sector and patients receiving both publicly and family-funded home care across the province have been deeply affected by the continuing impact of the COVID-19 pandemic.

Home Care Ontario has advocated for increased funding, wage enhancement for staff and the implementation of a home care tax credit. Due to strong advocacy, a home care tax credit has been introduced and an unprecedented commitment of \$1B was made to address the home care needs of Ontarians. These two initiatives will support even more Ontarians to receive care at home, and remain at home up to, and including, end of life.

As the pandemic slowly wanes, the even greater challenge of system transformation in home care is becoming ever clearer. Further advocacy is critical to contribute to health system transformation and modernization of the home care sector in the coming years. Never before has it been more important to maintain a clear, cogent and strong voice for our sector. Home Care Ontario is ready and able to continue with this critical work.

My sincere thanks to Chris Wilson, our Board Chair, who has demonstrated deep knowledge and leadership as well as continued energy and resilience throughout the many challenges the sector has faced over the past year. Many thanks to our hard-working Board Members and all Members who came forward to contribute to Home Care Ontario's significant advocacy.

Many, many thanks to Nancy Cupido and Ruta O'Grady for their ever-present support and dedicated engagement on all issues of concern undertaken by the Board. And finally, thanks to Policy Concepts for leading and supporting the Association's significant government relations advocacy.

Sue VanderBent, CEO



Home Care Ontario was invited by MOH to host the historic April 25, 2022 announcement of a \$1B investment in the home care sector. Attending with Deputy Premier and Minister of Health Christine Elliott were Minister Peter Bethlenfalvy, Minister of Finance, Whitby MPP Lorne Coe, Home Care Ontario Board Chair Chris Wilson, CBI Health and CEO Sue VanderBent.

BOARD OF DIRECTORS

2021/22 Board of Directors

Chris Wilson, Chair (*CBI Health*)

Angela Brewer, Vice Chair (*Acclaim Health*)

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

Linda Knight, Past Chair (*CarePartners*)

Janet Daghish, Director (*Bayshore Home Health*)

Martin Esterhammer, Director (*Calea Ltd.*)

Cindy Harrison, Director (*CommuniCare Therapy*)

Sandra Ketchen, Director (*Spectrum Health Care*)

Bruce Mahony, Director (*Home Instead*)

Ali Mir, Director (*ParaMed Home Health Care*)

John Woods, Director (*St. Joseph's Home Care*)

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
- Roy Cramp, CarePartners
- Craig Fossay, ComForCare
- John Ross, Spectrum Health Care
- Marion Plevan, Gilmore & Co.

Family-Funded Providers Committee

- Bruce Mahony, Home Instead (Chair)
- Home Care Ontario Members

Governance & Membership Committee

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

Digital Health Committee

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

Therapy & Rehabilitation Practice Council

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

Home Care Ontario/OCSA Nursing Practice Council

- Kelly Baechler, ParaMed Home Health Care (Co-Chair)
- Maureen Charlebois, Bayshore Home Health
- Charmaine Lodge, CarePartners
- Gaye Moffett, GEM Health Care
- 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 Secretary-Treasurer, I am pleased to provide the 2022 Financial Report for the fiscal period April 1, 2021 to March 31, 2022. On March 31, 2022, Home Care Ontario finished with a small surplus of \$51,775. Revenues are derived mainly from membership dues collected, which are based on members' individual operating revenues from the previous fiscal year 2020-2021, which was the time period of the pandemic. Accordingly, Home Care Ontario conservatively budgeted membership revenue at \$850,000 and was delighted that membership revenue for the year was recorded at \$915,000 – which was the main reason for the surplus realized.

The financial statements indicate that the Association remains in a strong financial position with strong operating cash flow. The Reserve Fund total of \$1,032,107 and is stewarded in both short-term and long-term investments, that are conservative in nature.

Appropriate financial controls are in place and followed for all day-to-day transactions. The Association continues to operate with a very lean infrastructure and focuses on work that generates value for membership. COVID was a difficult time, and again the Association maximized the use of in-house staff time and resources, and continued to rely heavily on all Board members to participate in the work load generated by the rapidly changing environment. The province-wide government funded PSW Recruitment Campaign – Work for Life, as well as the media and public relations campaigns lead by Policy Concepts, played a crucial role this year preceding the Provincial election.

For the fiscal year ended March 31, 2022, Gilmore and Company, a Chartered Accounting firm, has conducted a Review Engagement, that confirmed that the financial statements are prepared 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, Secretary-Treasurer

STATEMENT OF FINANCIAL POSITION

As of March 31, 2022

ASSETS	2022	2021
Cash	\$191,526	\$348,501
Short-term investments	648,508	522,405
Prepaid expenses	12,567	11,317
Sub-total	852,601	918,223
Investments	383,599	301,393
Property and equipment	2,362	4,547
TOTAL	\$1,238,562	\$1,224,163

LIABILITIES	2022	2021
Accounts payable and Accrued liabilities	146,096	73,637
Retention bonus	19,300	9,650
Deferred revenue	181,534	281,851
Government remittance payable	3,709	35,545
PSW Recruitment Campaign	55,125	42,457
TOTAL	\$405,764	\$443,140

MEMBER'S SURPLUS	832,798	781,023
	\$1,238,562	\$1,224,163

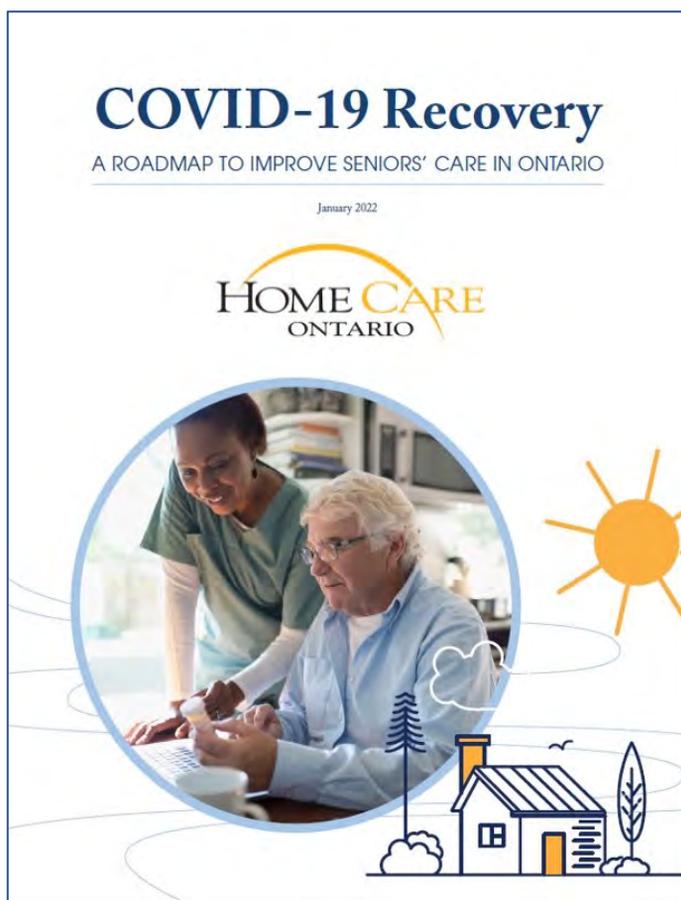


SUBMISSIONS, POSITION PAPERS

November 2021 – Digital Health Vision for Home Care

January 2022 Pre-Budget Submission

COVID-19 Recovery: A Roadmap to Improve Seniors' Care in Ontario



WEBINARS

Sherrard Kuzz hosted a series of COVID-19 related webinars for members:

April 15, 2021 – Vaccine Information for Ontario Employers

December 2021 – Critical COVID-19 Information for Ontario Employers:

- Dec 4 – Workplace Accommodation and COVID-19
- Dec 11 – Active Employee Screening and Safety Plan
- Dec 17 – So Your Employee Took a COVID-19 Test

Digital Health Webinars for Members

Several webinars were held to provide members with up-to-date information on Digital Health:

- Nov 4 – Digital Health Assets - Provincial Provider Registry and How Home Care Providers Can Leverage this Asset
- April 28 - Digital Health Advocacy: Context, History and Interoperability
- May 6 - Intake and Onboarding Process for HICs Accessing Provincial Digital Assets
- May 26 - Digital Identity Test Cases with Convergence Tech



ADVOCACY

Lobby Day – October 20, 2021

The Association hosted its fourth annual Lobby Day at Queen’s Park virtually this year. During the day, S. VanderBent and Board Members met with:

- ***Office of the Premier***
 - Jenna Bendayan, Director of Stakeholders to the Premier
- ***Ministry of Health***
 - Melanie Fraser, Associate Deputy Minister of Health
 - Chris Sulway, Special Advisor on Transformation
 - Amy Olmstead, Executive Lead, OHTs (Acting)
 - Andrew Vittas, Senior Policy Advisor– Health Human Resources
 - Lauren Crossing, Manager of Stakeholder Relations
- ***Ministry of Long-Term Care***
 - Hon. Rod Phillips, Minister of Long-Term Care
- ***Office of the Minister of Seniors***
 - Hon. Raymond Cho, Minister of Seniors
 - Don Embuldeniya, Director of Ontario Seniors Strategy
- ***Ministry of Labour***
 - MPP Deepak Anand, Parliamentary Assistant to the Minister of Labour
 - Alexandra Rodgers, Director of Policy
 - Walid Abou-Hamde, Director of Stakeholders
 - Jason Wang, Deputy Director of Policy
- ***Leader of the Liberal Party***
 - MPP John Fraser, Leader of the Liberal Party and Health Critic
- ***Official Opposition***
 - MPP France Gelinis, NDP Health Critic

The day concluded with a keynote address from Ontario’s Deputy Premier and Minister of Health, the Honourable Christine Elliott. The webinar was attended by 50 members of the Association who heard Minister Elliott answer their questions related to addressing the wage differential between home care and other parts of the system, ensuring a stable home care system as part of the provincial health care transformation, and the need for increased investments in home care.

CAMPAIGNS

Home Care IS Health Care

From October 2021 to March 2022, Home Care Ontario ran a public relations campaign, *Home Care IS Health Care*. The campaign divided its activities into two streams based on the Association’s advocacy goals: increasing investments in the sector to support publicly-funded home care providers, and introducing a home care tax credit to assist family-funded members.

Utilizing the findings of public opinion polling from *Campaign Research Inc.*, the Association crafted messaging and strategic tactics including extensive earned media engagement, digital advertising, recognizing home care heroes, mobilizing seniors’ groups and stakeholders, several grassroots member engagement toolkits, a virtual Queen’s Park Advocacy Day, and much more. Home Care Ontario also developed, “*COVID-19 Recovery: A Roadmap to Improve Seniors’ Care in Ontario*,” which outlined the specific steps Ontario needs to take to make the dream of aging at home a reality and transform health care.

These tactics culminated in coverage in over 200 media outlets across Ontario and nationally, nearly 2 million impressions and 570,000 people reached through digital advertising, more than 2,400 emails sent to government from home care supporters, and 45,000 seniors emailed directly.

As a direct result of Home Care Ontario’s advocacy, the Government of Ontario invested over \$500 million over three years to expand home care services in the 2021 Ontario Economic Outlook and Fiscal Review. In addition, in the latest Ontario Budget, the government committed to investing an additional \$1B over the next three years by supporting home care providers, addressing rising costs and support

recruitment and training, as well as expanding home care services.

With the support of our members, Home Care Ontario was also pleased to see the government commit to a new, refundable Ontario Seniors Care at Home Tax Credit 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. In 2022, this new Personal Income Tax credit will provide an estimated \$110M in support to about 200,000 low to moderate-income senior families, or about \$550 on average.



CAMPAIGNS

Home Care Heroes

In December 2021, Home Care Ontario honoured 35 frontline home care staff with “Home Care Hero” awards to recognize exceptional acts of caring during the COVID-19 pandemic. Here are a few of the winners:



CAMPAIGNS

Family Funded

Work continues on the 3 major goals of the Campaign:

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

In June 2018, Home Care Ontario embarked on the research and development of a Health Human Resources (HHR) campaign 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), the *Work for Life* campaign was created to profile the work, value, and contributions of PSWs to Ontario's health care system and demonstrate the demand and career opportunities in the field.

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.

The campaign recently submitted a report to government demonstrating the success of its most recent phase.

The *Work for Life's* virtual job fairs continue and from January to March 2022, many of our Home Care Ontario members attended the virtual job fairs which had over 1,300 registrants. Each of these events were targeted to a specific region in the province; specifically, Toronto, the Central Region, Southwestern Ontario, Eastern Ontario, and Northern Ontario. The campaign also had a PSW answer questions from listeners on Facebook Live which reached more than 1,600 potential PSWs.

After conducting extensive research through focus groups and surveys, the campaign revitalized its advertising and website to reflect the needs of the industry and job seekers. This resulted in targeted digital advertisements in five languages which

gained over 15 million impressions across Ontario. These advertisements highlighted the satisfaction of a meaningful career as a PSW and connected job seekers with the programs and resources they need to enter the field.

Work for Life also ran a digital media campaign to reach a broader audience which resulted in over 2.7 million impressions in various outlets including the Toronto Sun, Windsor Star, London Free Press, Ottawa Sun, and Ottawa Citizen.

Finally, the campaign has also engaged in audio news releases which play 60-second clips on radio stations across the province discussing the advantages of becoming a PSW as a career choice. This will result in well over 700,000 impressions.

Over the next few months, *Work for Life* will be hosting several more virtual career fairs and will be reaching out to Home Care Ontario members to be featured as panelists and promote their organizations to potential job seekers. The campaign will also place an increased focus on engaging directly with colleges which offer PSW programs and continued one-on-one engagement with those interested in the profession.

CAMPAIGNS

work for life

a career that matters

Training Programs & Resources

Ontario College Personal Support Worker programs require an Ontario Secondary School Diploma (OSSD) or equivalent, and generally require a grade 12 English credit. Additional recommended or required credits may include senior biology, communications or health.

There is no provincially mandated certificate or diploma for Personal Support Workers (PSWs). However, there are a variety of training programs offered by public and private institutions, including the following:

- Community College of Algoma
- Seneca College
- Ontario College of Art and Design
- University of Ontario Institute of Technology

Please note: The Province of Ontario does not recognize any PSW training program as a diploma or official credential, as Personal Support Workers are unregulated.

Additional Resources

Logos for HOME CARE ONTARIO, OCSA, and pswo are displayed.

Work for Life
Sponsored

Do you enjoy helping others? Are you looking for a meaningful career where the work you do is valued and respected? If you answered yes, you would make an excellent PSW. PSWs are one of Ontario's fastest growing professions.

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

work for life

Learn more about becoming a PSW.

workforlife

Our Mission | **Learn More** | **Contact Us**

What is a Personal Support Worker (PSW)?

PSWs are compassionate. PSWs are caring. PSWs are focused on making the lives around them better. Sound like you? Become a PSW today and Work For Life.

Becoming a PSW means always having the security of a good job, and that every time you go to work you'll be helping improve the lives of others. Work for Life is what it means to be a Personal Support Worker in Ontario.

A PSW enjoys decades of job security. There is work everywhere in Ontario, and many opportunities to advance. And every day you'll have the chance to put your best skill to use: your compassion for others.

A PSW is a perfect job for those entering, re-entering or wanting to define their own way in the workforce. It is a job that cannot be outsourced, automated, or done by machine. There will always be a nice for compassionate people like you. Become a PSW today and Work for Life.

The PSW role in the health care system is growing and growing. We all live and breathe in the heart of health care in Ontario. Every day we look after millions of people and demand for our services is only growing.

Work for Life
Sponsored

PSWs are people who know how great it feels like to help someone in need, so they've made it their career. Working in a variety of settings, with a flexible schedule, PSWs are finally being recognized for the heroes they are. Training now available, becoming a PSW has never been easier.

"I give it my all because at the end of the day, I have helped somebody. Even if it was one person's smile for the day, I helped residents, so it is rewarding."

work for life

Learn more about becoming a PSW.

Work for life

It's about making your professional home the opportunity available for Personal Support Workers. Get the job you love that is in demand in the region, and you may get to help someone who needs it the most. And the best part? You'll be helping someone who needs it the most.

workforlife

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HOME CARE ONTARIO

