

# STRATEGIC PLAN OVERVIEW

2016 – 2018

## VISION

Embracing the journey of aging with respect, care and support;<sup>1,2</sup>  
Bringing independence home

### STRATEGIC DIRECTION

#### We are **ACCOUNTABLE**<sup>1</sup>

Our infrastructure and tools allow staff and volunteers to deliver consistently<sup>2</sup> on client experience<sup>1</sup>

### OUTCOME

Consistent, high quality client experience

### STRATEGIC DIRECTION

#### We are **CLIENT ADVOCATES**

We lead system navigation in Orillia for our clients<sup>2</sup>

### OUTCOME

Our clients experience :

- 1) Reduced time to access services
- 2) Decreased reliance on hospitals
- 3) Smoother program transfers

### STRATEGIC DIRECTION

#### We are **SUSTAINABLE**

Our diversified funding streams ensure our organization's sustainment

### OUTCOME

Increased financial pool  
Increased HH brand recognition

Our policies and procedures sustain the health and wellbeing of our employees and volunteers

### OUTCOME

Helping Hands attracts qualified new staff and volunteers  
Increased staff/volunteer job satisfaction and retention

LINKS TO RECENT REPORT THEMES

1) BRINGING CARE HOME | Client centered • Accountability • Basket of services

2) PATIENTS FIRST | Client centered • Consistency • Capacity

# CORRESPONDING OBJECTIVES

2016 – 2018



## We are ACCOUNTABLE

- Year 1
  - Differentiate core from value add programs, services and delivery.
    - *Consider caregiver relief/respice support in this discussion.*
  - Clarify roles and responsibilities for volunteers, employees, and management considering these core/value add differentiations.
- Year 2
  - Re-set client expectations of the 'bundle of services' and delivery.
- Year 3
  - Evaluate the quality of the client experience against these new expectations.



## We are SUSTAINABLE

### Financial Diversity

- Year 1
  - Identify resources required for marketing and community outreach strategy.
- Year 2
  - Create a marketing and community outreach strategy targeting new client, donor and funder prospects.
- Year 3
  - Execute on the marketing and community outreach strategy.

### Staff & Volunteers

- Year 1
  - Ensure all staff and volunteers are trained on core competencies and regulatory requirements.
  - Determine new expectations of staff and volunteers based upon the differentiation between core and value add programs, services and delivery.
  - Enhance the staff recognition program.
- Year 2
  - Design and deliver staff and volunteer training based on the new expectations.
  - Create a succession plan for all staff and volunteer positions (including BOD).
- Year 3
  - Evaluate the quality and consistency of staff and volunteer delivery against these new expectations.
  - Expand and enhance the staff recognition program.



## We are CLIENT ADVOCATES

- Year 1
  - Define how complex care issues will be handled by HH now and within future core programs and services (i.e. diabetes, palliative).
  - Clarify HH client eligibility criteria versus referral opportunities based upon these definitions.
  - Investigate the potential of outsourcing select programs to continue to offer the service to clients while freeing up internal administrative resources.
  - Fill existing program and service capacity.
- Year 2
  - Identify and fill system gaps on behalf of our clients (through access to CHIP data, partnerships etc.).
- Year 3
  - Educate staff on broad seniors-related topics in order to support appropriate program and service referrals.
- Ongoing
  - Collaborate with primary care providers and hospitals to better coordinate HH services with their services.
  - Build relationships and partnerships with other agencies whose values align with HH so that HH can direct clients to other services as required.
    - *Reduce overlap of services and programs between and among established partners.*
    - *Identify and differentiate from the competition.*
    - *Manage HH capacity against demand—clearly define the scope of the HH navigation role.*



HELPING HANDS