



North East CCAC news

MAY 2009

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North East

ccac

Community
Care Access
Centre

casc

Centre d'accès
aux soins
communautaires
du Nord-Est



IMPORTANT CHANGES

AS OF APRIL 1, 2009

April 1st, 2009 marked the start of a new era for Community Care Access Centres (CCAC) across Ontario. Important changes to the Community Care Access Corporations Act, 2001, came into effect consequently returning Ontario CCACs to the status of community agencies.

Key changes to the Act include removing the requirement for CCAC Boards of Directors and Executive Directors to be appointed through the Lieutenant Governor Order in Council, boards recruiting and electing members from their local communities as well as hiring and setting terms of employment without government approval. These changes will also simplify the accountability relationships between CCACs, Local Health Integration Networks and the Ministry of Health and Long-Term Care.

There will be no disruption in governance or senior leadership in CCACs as these changes come into effect. CCAC Boards and Executive Directors have been working together over the past two years and planning for these changes to ensure that policies and processes are in place as CCACs return to the status of community agencies.

Under the new act, Executive Directors will become Chief Executive Officers (CEO). The North East CCAC Board of Directors is happy to announce the appointment of Richard Joly as the first CEO of the new corporation. For more information on the North East CCAC please visit our website at www.ne.ccac-ont.ca.

BOARD OF DIRECTORS



Tom Trainor
(Chair)
Mindemoya



Ron Farrell
(Vice Chair)
North Bay



Christopher FitzGerald
Sault Ste. Marie



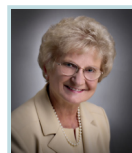
Helen Miller
Kirkland Lake



Beverley Polowy
South Porcupine



Diane Poulin
Kapuskasing



Adele Quaiattini
(Secretary)
Sudbury



Anthony Rossi
(Treasurer)
Sault Ste. Marie



Gerri Walker
Parry Sound



David Youmans
Tilden Lake

At their monthly Board Meeting following the changes under the CCAC Act, the North East CCAC Board of Directors elected their new Board Officers. The North East CCAC congratulates the following executive members of the Board on their acclamation:

Chair - Tom Trainor
Treasurer - Anthony Rossi

Vice-Chair - Ron Farrell
Secretary - Adele Quaiattini

THE HEART OF OUR BUSINESS

As trusted care connectors, CCACs across the province launched a new brand and visual identity on April 1, 2009. The new brand will serve as a starting point for the direction of the North East CCAC business strategy as well as provide a guide in measuring the success of our projects and initiatives. Two key components of the brand are the new Mission and Vision statements which are reflective of the new direction being taken.

The CCAC is a performance-driven organization whose passion is health, whose strength is their people, and whose promise is compassionate care. The new visual identity encompasses all of these factors, elicits a strong emotional response, and establishes instant recognition for the CCAC brand.

The logo was created as a literal representation of 3 C's (Community, Care and Communication),

Vision: *Outstanding care - every person, every day.*

Mission: *To deliver a seamless experience through the health system for people in our diverse communities, providing equitable access, individualized care coordination and quality health care.*



Connecting you with care
Votre lien aux soins

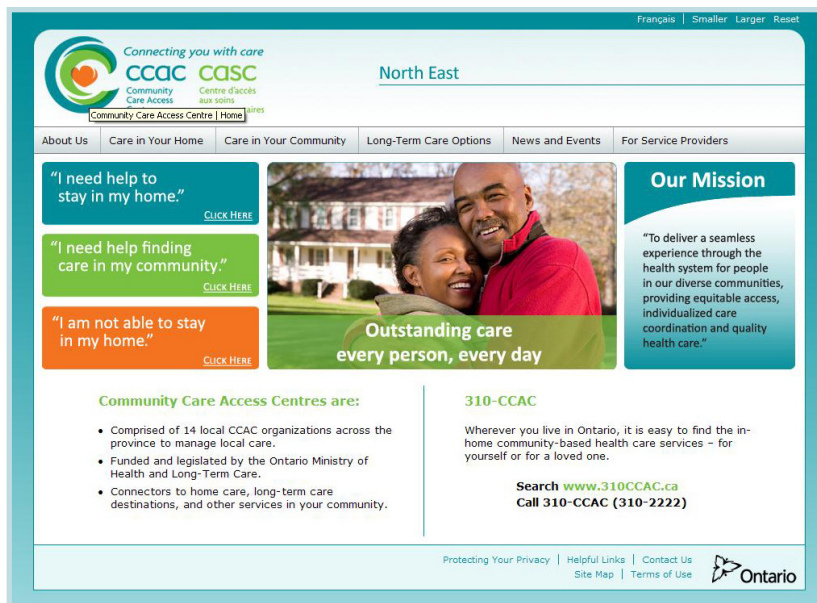
CCAC **CASC**
Community Care Access Centre
Centre d'accès aux soins communautaires

with a horizontal channel of access into the centre. The flowing C's are representative of the constant movement and evolution of our business. The design then evolved to resonate on an emotional level, with the encompassing C's mimicking the embracing of arms – imagine looking down from above at two individuals embraced in a hug. The symbol of the heart represents the organization's passionate commitment, and is a symbol universally recognized and associated with compassion and care. The heart is also a symbolic representation of the people that CCAC cares for on a daily basis. Our clients represent

the heart of our business. All of these elements together create a strong emotional icon that reflects the values and vision of the CCAC.

The tagline developed for the CCAC is an integral part of the brand identity. The tagline "Connecting you with care" is representative of the emotional, caring connection of the CCAC organization with their clients and the community, and of the provision of ongoing connections to the care they need.

CCAC LAUNCHES NEW WEBSITE



As part of the New Brand Strategy, a new fully-integrated CCAC website has been developed and designed to support the CCACs' new business direction and energized look. With a new vision and mission and reinforcing the key themes of the new CCAC brand – connections, quality, knowledge & expertise, and caring – the website provides a more integrated, seamless experience for clients and partners, demonstrating the tagline: Connecting you with care.

CCACs are dedicated to looking for new and innovative ways to make connections across Ontario's health care system easier for their clients and partners, including the development of a provincially-linked database for information and referral (310-CCAC web and call). CCAC staff will provide Information & Referral (I&R) service in a consistent and user-friendly manner.

Whether people need help coming home from the hospital, keeping out of the hospital, living safely and securely at home, obtaining information and referral services, or arranging placement for a loved one in a Long-Term Care Home, the new website now demonstrates that CCACs are there to help them understand their options and make informed decisions.

Finding and accessing care can sometimes be confusing and complicated. The new CCAC website will effectively help clients find their way through Ontario's health care system, understand their options and connect them

with the highest quality of care possible. The easy-to-use website navigation literally walks the visitor through the seamless experience of working with their local CCAC.

Finally, as part of the December announcement by the Honourable Minister of Health and Long-Term Care, David Caplan – Improving the Quality and Transparency of Home Care in Ontario – the redesigned CCAC website has a new section, under the "About Us" tab, called "Quality and Transparency," where we will regularly report on key indicators, such as:

- The number of individuals served
- Client demographic
- Number of clients placed in long-term care homes
- Number of employees
- Amount of services provided

www.ne.ccac-ont.ca

310-CCAC

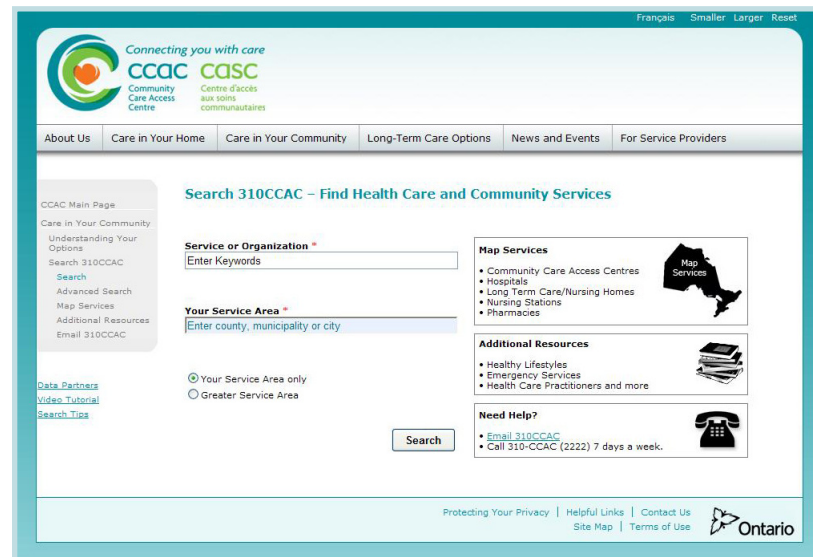
YOUR ACCESS TO COMPREHENSIVE HEALTH INFORMATION

CCACs across the province celebrated the launch of **310-CCAC**, a service introduced along with the new branding and website. This is a local telephone number that can be dialled directly from any city, town, county or district in the province to reach the nearest CCAC. The telephone number automatically and transparently triages the call to the local area code from which the call is made.

Providing the North East CCAC staff with the tools to support our clients no matter where they live within the province, the **310-CCAC** database is the result of the integration of the over 37,000 services available across Ontario. Health care service providers and the general public can also access the 310-CCAC website directly

(www.310ccac.ca). This on-line service helps people find health related information and government, private or fee-based services that are available in any community in Ontario.

The centralized database will also provide consistency across the province and the harmonious service delivery criteria will allow CCACs across the province to work towards common goals and objectives. Looking towards the future, the CCAC and **310-CCAC** websites will be the foundation from which a potential suite of on-line CCAC services for information, application forms, self-assessment tools and/or self – scheduling portals could be derived.



310-CCAC provides a never-before-seen accessibility to everyone. Anyone within the province can independently obtain information 24/7 via the easy-to-use, self-serve, web-based search tool available on the website (www.310ccac.ca). Should someone prefer to speak to a CCAC representative, the easy-to-remember phone number **310-CCAC (2222)**, or **310-CASC (2272)** for French service, is staffed 7 days a week, 12 hours a day from 8:00 a.m. to 8:00 p.m.

OPSEU AND THE NORTH EAST CCAC REACH AGREEMENT



Group photo: North East CCAC & OPSEU Negotiating Committees

After much hard work and hours of extensive meetings, the Ontario Public Sector Employee Union (OPSEU) and the North East CCAC reached a tentative first collective agreement on March 7, 2009. Subsequently, as of March 26th, 2009, both the OPSEU membership and

the CCAC Board of Directors ratified the deal. Both parties had been hard at work at the bargaining table since early January 2009 in hope of reaching a new collective agreement by April 1, 2009. The agreement, which took effect immediately, is for a period of 2+ years, expiring June 30, 2011.

Throughout the negotiations, both bargaining parties showed their commitment and perseverance in completing a complex task which is critical to the evolution of the North East CCAC.

The Negotiation Committee members were:

North East CCAC Management

- **Shelley M.**, Senior Director, Human Resources and Organizational Development
- **Frankie V.**, Senior Director, Client Services
- **Cindy C.**, Senior Manager, Human Resources
- **Mary T.**, Senior Manager, Rehabilitation Services
- **Cathy B.**, Senior Manager, Finance and Administration
- **Olive M.**, Manager, Total Rewards

OPSEU

- **Sue A.**, Team Assistant, North Bay
- **Stephane G.**, Physiotherapist, North Bay
- **Laurie M.**, Physiotherapist, North Bay
- **Rocky B.**, Information Systems Technical Analyst, Sudbury
- **Chantale L.**, Team Assistant, Kirkland Lake
- **Claudette B.**, Team Assistant, Sault Ste. Marie
- **Laurie T.**, Speech Assistant, Sault Ste. Marie
- **Sharon Q.**, Occupational Therapist, Sault Ste. Marie
- **Shirley D.**, Supply Clerk, Timmins

Recognizing that the work is not over, both committees are continuing to work closely together to ensure a smooth transition and to further strengthen relationships between the Union and the North East CCAC.

FEATURED BRANCH - TIMMINS

Our Team

- Over 50 employees
- 28 Case Managers

Our Clients

- We serve more than 2, 400 clients on any given day
- Languages - 47% French, 46% English, 7% Other
- Approximately 57% of our clients are ages 65+ and 24% are 18 and under

Our Partners

- Twenty Seven (27) contracted service providers
- North East Local Health Integration Network (LHIN) - Funder
- Nine (9) Hospitals
- Eleven (11) Long-Term Care (LTC) Homes

Our Service Area

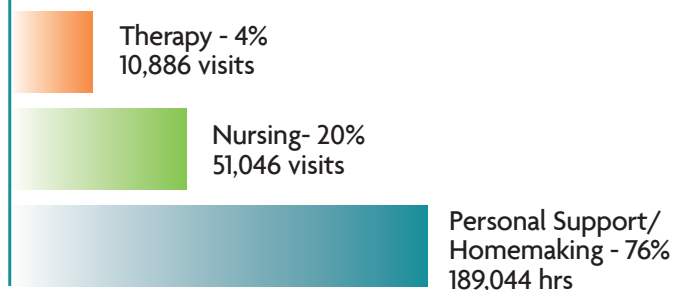
- Located in Northeastern Ontario extending to the Quebec border in the east to James Bay in the north. It borders Timiskaming, Manitoulin-Sudbury, Algoma, Thunder Bay and Kenora Rainy River CCACs
- We serve a population of over 87, 000 people across 277, 000 square kilometres.
- 50% of the population lives Timmins
- 10% of the population is Aboriginal

SATELLITE BRANCHES:

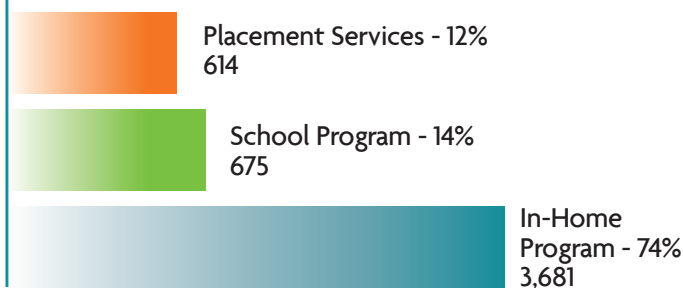
HEARST
MOOSONEE
MATHESON
COCHRANE

SMOOTH ROCK FALLS
IROQUOIS FALLS
KAPUSKASING

Service Volumes 2007-08



Caseload by program 2007-08



ACROSS THE NORTH EAST CCAC

Clockwise from top:

North East CCAC and Ontario Nurses Association (ONA) Negotiating Committees sat down at the bargaining table in April.

Congratulations to the North East CCAC team for the Hike for Hospice. (left to right - Monique Proulx, Trish Lafantaisie, Ann Matte, Stéphanie Wortin, Chantal Larochelle, and Lisa Turpin). The team raised \$820 in support of the Maison VALE INCO Hospice in Sudbury.

North East CCAC North Bay branch enjoy their Spring Luncheon as Tom Trainor, Chair of the Board travels throughout the North East on his Spring Meet and Greet tour.





OFFICE DIRECTORY

Head Office

40 rue Elm St,
Suite 41-C/bureau 41-C
Sudbury ON P3C 1S8
1-800-461-2919
Tel/Tél 705-522-3461
TTY/ATS 1-866-369-3113
Fax/Télé 705-522-8018

Kirkland Lake Branch

111, prom. Burnside Drive
Kirkland Lake ON P2N 3P9
1-888-602-2222
Tel/Tél 705-567-2222
Fax/Télé 705-567-9407

Englehart Satellite

PO Box 98 / C.P. 98
55, rue Third Street
Englehart ON POJ 1H0
1-888-602-2222
Tel/Tél 705-544-2222
Fax/Télé 705-544-8778

Haileybury Satellite

240, av. Georgina Avenue
Suite 112 / bureau 112
Haileybury ON POJ 1K0
1-888-602-2222
Tel/Tél 705-672-2222
Fax/Télé 705-672-3887

North Bay Branch

1164, av. Devonshire Avenue
North Bay ON P1B 6X7
1-888-533-2222
Tel/Tél 705-476-2222
Fax/Télé 705-474-0080

Burk's Falls Satellite

162, rue Huston Street
Burk's Falls, ON P0A 1C0
1-888-724-0511
Tel/Tél 705-382-3631
Fax/Télé 705-382-2498

School Health

945, chemin Stockdale Road
North Bay ON P1B 9S5
Tel/Tél 705-476-5437
Fax/Télé 705-474-0127

Sturgeon Falls Satellite

209, rue Main Street
Suite 101 / bureau 101
Sturgeon Falls ON P2B 1P3
Tel/Tél 705-753-4000
Fax/Télé 705-753-0390

Parry Sound Branch

70, rue Joseph Street
Unit 105-106 / bureau 105-106
Parry Sound ON P2A 2G5
1-800-440-6762
Tel/Tél: 705-773-4602
Fax/Télé: 705-773-4056

Sault Ste. Marie Branch

390, rue Bay Street
2nd Floor / 2^e étage
Sault Ste. Marie ON P6A 1X2
1-800-668-7705
Tel/Tél 705-949-1650
Fax/Télé 705-949-1663

Blind River Satellite

PO Box 636 / C.P. 636
1, chemin Industrial Park Road East/Est
Rm. 101 / bureau 101
Blind River ON P0R 1B0
Tel/Tél 705-356-1331
Fax/Télé 705-356-1034

Elliot Lake Satellite

Elliot Lake Oak Centre
9, boul. Oakland Boulevard
Elliot Lake ON P5A 2T1
Tel/Tél 705-461-9329
Fax/Télé 705-461-1759

Wawa Satellite

17, chemin Government Road
Wawa ON P0S 1K0
Tel/Tél 705-856-7018
Fax/Télé 705-856-1776

Sudbury Branch

40 rue Elm St, Suite 41-C/bureau 41-C
Sudbury ON P3C 1S8
1-800-461-2919
Tel/Tél 705-522-3461
TTY/ATS 1-866-369-3113
Fax/Télé 705-522-3855

Espanola Satellite

825, prom. McKinnon Drive
Espanola ON P5E 1R4
1-800-370-0952
Tel/Tél 705-869-3790
TTY/ATS 1-866-369-3113
Fax/Télé 705-869-3793

Timmins Branch

330, av. Second Avenue
Suite 101 / bureau 101
Timmins ON P4N 8A4
1-888-668-2222
Tel/Tél 705-267-7766
Fax/Télé 705-267-7795

Cochrane / Smooth Rock Falls Satellite

PO Box 1750 / C.P. 1750
144, rue 3rd Street
Cochrane ON P0L 1C0
Tel/Tél 705-272-2626
Fax/Télé 705-272-2600

Matheson / Iroquois Falls Satellite

PO Box 968 / C.P. 968
215, prom. Ambridge Drive
Iroquois Falls ON P0K 1G0
1-888-273-1611
Tel/Tél 705-232-5123
Fax/Télé 705-232-7200

Hearst Satellite

PO Box 547 / C.P. 547
1403B, rue Edward Street
Hearst ON P0L 1N0
Tel/Tél 705-362-6633
Fax/Télé 705-362-6635

Moosonee Satellite

PO Box 57 / C.P. 57
48, rue Revillion Street
Moosonee ON P0L 1Y0
Tel/Tél 705-336-2233
Fax/Télé 705-336-2919

Kapuskasing Satellite

Hôpital Sensenbrenner Hospital
101, cr. Progress Crescent
Kapuskasing ON P5N 3H5
Tel/Tél 705-337-4075
Fax/Télé 705-337-4080