

# Bringing Care Home



The South West CCAC Staff Bulletin

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IN THIS ISSUE: HAPPY NEW YEAR + ACCESS TO CARE + NEW HR MANAGERS + STAFF NEWS

## Making Great First Impressions

### New customer service technology and training make the South West CCAC more responsive to our clients

When you visit a neighbourhood shop you usually get a friendly greeting from the owner and a cheery, "How can I help you?" It's part of a focus on customer service that helps small retailers survive in the face of stiff competition. The South West CCAC is also committed to the highest standards of customer service, beginning with the first moment of contact. "We tend to think of service in terms of the PSW or nurse going into the home," says Megan Nichols, Regional Manager, Quality. "But in reality, answering the phone is an important service, and the minute we pick up the phone the service clock is ticking."

The new phones recently installed in the Walkerton and London offices will help improve customer service. They're part of a Voice Over Internet Protocol (VOIP) system that will soon link all South West CCAC offices. VOIP means that telephone calls are linked into and transmitted over the South West CCAC's computer network.

"The new system is wonderful," says Grace Schnurr, receptionist at the Walkerton office. She has a second computer screen at her desk that lists all members of the office staff and indicates if they are in, out, or on the phone. To transfer a

call, she simply clicks on the name on the screen.

And that's just the beginning. The full benefits of the system will come into play once it's installed in every office. VOIP makes it easy to link clients between South West CCAC offices and with hospitals and other partners, send organization-wide voicemails, make calls to any other office with no long distance charges, and much more. Says Rob Schonberger, Regional Manager IT&F: "VOIP eliminates geographic barriers. It's a very flexible system and we'll be able to configure it to meet the needs of our growing organization."

The new province-wide 310-CCAC project will support better customer service at the front lines, too. Later this year, the 310-CCAC phone number will be promoted across the province to make it easier for people to contact their local CCACs.

The same phone number will be used everywhere, with each call routed to the nearest CCAC office. In addition there will be a provincial website, [www.310ccac.ca](http://www.310ccac.ca), that provides coordinated access to services across the province by accessing regional sources like the South West CCAC's innovative [www.thehealthline.ca](http://www.thehealthline.ca).

To ensure that clients get great customer service once they're connected, South West CCAC staffers now have access to high quality Information & Referral training. Offered by the International Alliance of Information and Referral Services, the courses are available online so that staffers can work through them at their own pace. More initiatives will roll out later this year to focus on all aspects of client processes.

Why the focus on making a good impression? Gwen Vanderheyden, Regional Manager, Client Services, puts it simply: "How you first interact with an organization sets the whole tone for everything that follows."

Megan Nichols, Regional Manager, Quality and  
Gwen Vanderheyden, Regional Manager, Client Services



South West  
Community Care Access Centre



Centre d'accès aux soins communautaires  
du Sud-Ouest



A message from **Sandra Coleman**,  
Executive Director

"Wherever I turn  
I see evidence that  
community care and case  
management are better  
understood and valued  
than ever before."

## Happy New Year

It's probably a holdover from my student days but I always think of September as a time for new beginnings. With my boys going back to school and cooler weather approaching, there's a renewed sense of energy and purpose. It's a time to look forward.

For the South West CCAC, the way ahead looks very bright. Wherever I turn I see evidence that community care and case management are better understood and valued than ever before. The government is investing in more community services, through Aging at Home projects, ALC initiatives and the new service maximums for personal care (see article below). Our partners are engaged and open, and our clients and families are delighted with the care they are receiving.

The South West CCAC has established

itself as a leader among CCACs. Our partnership with the innovative web portal [www.thehealthline.ca](http://www.thehealthline.ca), for example, is considered a model for Information and Referral across the province. Our Flo improvement team at St. Thomas Elgin General Hospital was recently selected as one of four teams to be highlighted at the Flo learning session in September – recognition that the team has implemented change improvements successfully with measurable results. (Congratulations, Flo-ers!) Similar success is happening at the Flo team site at Owen Sound Hospital. Our key role in Partnerships for Health, a major diabetes demonstration project, is another sign that our strengths in case management and integration are recognized.

Community care hasn't always attracted a lot of attention. Now it's taking its place as a vital part of the health care continuum, and we in the South West are leading the way. This "new year" will be an exciting one. Stay tuned!

## Ensuring equitable access to care

### The South West has developed a model for the increased number of PSW hours

It was wonderful news for our clients: in May the Ontario government announced that service maximums for personal support would be increased immediately. The maximums went from 80 to 120 hours in the first 30 days of service, and from 60 to 90 hours in any subsequent 30-day period.

The challenge for the South West CCAC is to get the additional funding to the people who need it most. "It makes sense," says Gwen Vanderheyden, Regional Client Services Manager, "to use data that we already collect for most clients."

Vanderheyden and her colleagues across the province have developed an approach that uses the comprehensive information collected on the Resident Assessment Instrument (RAI). RAI data is summa-

rized in a scoring system called Method of Assigning Priority Levels or MAPLe. All clients are rated at a level between 1 and 5, with 5 being clients who have the highest needs. MAPLe, in turn, is based on a variety of scales, such as the Cognitive Performance scale, the Activities of Daily Living Self-performance Hierarchy scale, and the Changes in Health, End-stage Disease and Signs and Systems or CHESS scale.

To determine who should receive the additional personal support, the CCAC correlates MAPLe scores with the 1 to 3 scale used for long-term placement priority. For example, a client with a MAPLe score of 5 and a long-term care priority of 3 has high needs but will have to wait a long time for a space in a long-

term care home. It is clients like these who will most benefit from additional personal support hours. "Ultimately our goal is to allocate resources fairly and equitably," says Vanderheyden. "That means understanding our clients' needs, collecting accurate data, and responding to those whose needs are greatest."

Donna Ladouceur will be coming to special team meetings in each office to gather your input and provide more information. **The dates are:**

|                |           |
|----------------|-----------|
| St. Thomas     | August 26 |
| Woodstock      | August 26 |
| Hospital Teams | August 27 |
| London         | August 27 |
| Owen Sound     | August 28 |
| Walkerton      | August 28 |
| Stratford      | August 29 |
| Seaforth       | August 29 |

## New HR managers aim to make South West CCAC “a great place to work!”

Megan Allen-Lamb, Senior Director, HR and Organizational Development, is happy to welcome two new managers to her team. **Jacqueline Mockler** joins us as Regional Manager, Human Resources and **Barb Clendenning** will be Regional Manager, Internal Client Relationships.

“I’m excited about taking a leadership role in organizational development,”

says Jacqueline. She has held management positions in both private and public sectors and sees this combined

experience as a plus. “I’ll be applying what I’ve learned over the years to facilitate good decision-making and create solutions. I’m looking forward to meeting everyone and can’t wait to get started.”

*“I’ll be drawing on the recent staff survey to learn more...”*  
says Barb Clendenning

Megan adds, “We are eager to see the progressive human resource services and practices Jacqueline will initiate.” She notes that one focus for Jacqueline and her colleagues will be ensuring appropriate staffing levels throughout the year.

*“I’ll be applying what I’ve learned over the years to facilitate good decision-making...”* says Jacqueline Mockler

Megan also looks forward to working with Barb. “Her experience shows she has the ability to match human needs with business needs.” As Client Services Director of the Hamilton Niagara Haldimand Brant (HNHB) CCAC, Barb recently helped a group of staff members make the transition from HNHB to the South West CCAC when restructuring reassigned their clients. Barb, who is



delighted to finally work for the region in which she lives, says she wants to promote staff involvement. “I’ll be drawing on the recent staff survey to learn more about their ideas for making the South West CCAC a great place to work.”



## Home sweet home Walkerton finally moves in



**A**fter more than a month of commuting to and sharing office space in Owen Sound, Walkerton’s team is home – and thrilled to be there.

“It’s beautiful,” says one satisfied Administrative Assistant who had been making the long daily commute to Owen Sound while waiting for construction on the new Walkerton site to be completed. “Now, we have windows that open. It’s roomy and airy. It’s an absolute joy.”

The move went like clockwork. “Our careful pre-planning paid off,” reports CSM Cheryl Hickey. “And our staff has put forth an incredible effort to get things going.”

Also new for Walkerton is Voice Over Internet Protocol (VOIP), already in place in London and soon to be rolled out across the region (see page 1).

Executive Director Sandra Coleman praised staff in Walkerton and Owen Sound. “Congratulations on a tremendous display of team work. Everyone worked very hard to make this possible and make the transition arrangements work so well for our clients.”

## Workplace headaches – then a flood

### How one special manager is helping Elgin staff keep their heads above water

It was a bit like adding insult to injury. St. Thomas staff members were coping with greater than usual absences. They were also scurrying to transfer clients from the services of one homemaking agency no longer working with the South West CCAC and dealing with the possibility of a care provider strike from another. All this while managing the day-to-day workload. Then, heavy rain flooded their office, drenching several work stations and damaging the board room and reception area.

TA **Lorraine Buchanan** felt moved to express her gratitude for Client Services Manager **Barb Modesto’s** leadership during these trials and tribulations. “She’s more than a cheerleader,” explains Lorraine, adding that Barb has been brainstorming with staff for better ways to cope with workloads and staff shortages.

Lorraine commended Barb in an email to client services managers and senior leaders: “She has ...continued on page 4



## Welcome New Staff Members

### London:

Casual Team Assistants – Tanya Pinnell, Cathleen Lester and Sarah Thomas

### Owen Sound/Walkerton:

Casual Case Manager – Susan Miller

### St. Thomas:

Casual Team Assistant – Jackie Dorssers

## Workplace headaches –

...continued from page 3

a genuine concern for all staff. Her support is overwhelming.” Client Services SD Donna Ladouceur agrees, “I’m very impressed with Barb’s leadership and her sincere sense of caring. She has gone above and beyond to manage effectively and maintain the highest level of service for our Elgin clients.”

Thankfully, the lease expires on this location next year and CCAC leaders will be working with the Elgin team to see what options exist for improved space and working conditions.



## Getting to know you

When she’s not working as a case manager at Tillsonburg District Memorial Hospital, you can often find **Vicky Coward** on stage at the Otter Valley Playhouse. Twice she has played a nurse! “I guess they figured I look like someone who works in health care,” she laughs, recalling that Woodstock CM Karen Peat handmade the nursing cap and loaned Vicky the uniform that Karen wore years ago while nursing at WGH.

Vicky has had many other roles over the past ten years, produced and directed shows and served on the Theatre Tillsonburg board. “It’s enhanced my ability to work with many different personalities, take responsibility and be organized - exactly what a case manager must do!”

Thanks to Woodstock staff newsletter rep Marilyn Pearson for the story.

## Life in the fast lane

London CM **Maeve Armstrong-Harris** and her London Pacers running mates



recently set a new Canadian age-group 400-metre relay record. Breaking the existing record by five seconds were (l-r): Maeve, Rita Melville, Julia Macdonald and Debbie Obokata.

## Baby #1

Lucky Seven! Owen Sound CM **Donalda (Donnie) Fisher** welcomed her seventh grandchild, Philip Jay Bilesky, born July 6, 2008, 8 lbs. 8 oz., in Edmonton.

## Baby #2

Couldn’t wait to get here! Walkerton CM **Jenn Ottewell** and her husband Darron welcomed baby Zoey Lillius Ruby one month early, July 31, 7 lbs. 8 oz. A little sister for Mackenna.

## Mother and the Bride

South West Client Services SD **Donna Ladouceur** and her daughter, London casual support staff member Katie Muncaster, July 5, 2008 at Katie’s wedding to Ryan Jeffries.



## Helping kids go back to school in style

Seaforth staffers had a treat sale and raffle recently to help the United Way Backpack Program. CM Ruth Ann Steckle donated a backpack picnic set as the grand prize. Great work, team – you raised \$111.12 for families needing help with school supplies. Hope you enjoyed your special cake!



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## CARING

### South West CCAC values at work

Last winter, the South West CCAC approved six core values. As a whole, they stand for CARING and act as guideposts for staff in their day-to-day work. Staff are encouraged to pass on special notes to co-workers when they see them apply these values on the job (check out the *Statement of Values and Ethics* at [www.sw.ccac-ont.ca](http://www.sw.ccac-ont.ca)).

