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South West  
**CCAC CASC**  
Community  
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Centre  
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aux soins  
communautaires  
*du Sud-Ouest*

**STAFF BULLETIN**

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## Inspiring Partnership

### The CCAC team takes the Client-Driven Care message to OACCAC

In early June, Sandra Coleman, Anita Cole, Donna Ladouceur, Gordon Milak and Dr. Carol McWilliam will present the concept of Client-Driven Care at the Ontario Association of Community Care Access Centres' conference in Toronto.

The conference attracted more than 1,300 delegates last year. "We're very excited about having this opportunity to talk about something that is so important to our CCAC with the leaders in community care from across Ontario," says Coleman. "We hope to inspire others and learn together about how to best organize and deliver client care."

The South West CCAC leaders will join a stellar line-up of speakers that includes David Caplan, Minister of Health and Long-Term Care, Dr. J.P. Pawliw-Fry, an Olympic performance coach, and a group from Second City Communications, experts in the use of improvisation in business.

**... Dr. Carol McWilliam will present research showing that Client-Driven Care can reduce hospitalization and length of stay, and improve satisfaction for both clients and providers.**

The South West CCAC presentation will explore Client-Driven Care at the level of individual clients and families, within the organization, with other partners, and within the health system as a whole. "A commitment to outstanding care requires a commitment to excellence in what we do, and how we do it," says Coleman. "Client-Driven Care is the golden rule with a twist – 'Do with others as you would have them do with you.'"

Anita Cole, Regional Manager, Client Services, will talk about the impact of Client-Driven Care at the individual level, introducing the South West CCAC's Compass and highlighting the achievements of KTA teams and the Guided Communication

project. The project resulted in a more than 500% increase in guided communication usage between 2007 and 2008.

Senior Director of Client Services Donna Ladouceur will explore how Client-Driven Care has shaped the South West CCAC as an organization. "Our goal was to spread an empowerment model by building on the foundations of Client-Driven Care," she says. "All managers were given multiple site and population accountabilities, and the org chart was reversed as a symbol of shared leadership."

Gordon Milak, Senior Director Performance Management and Accountability, will discuss how relationships with service providers were built on the principles of the Client-Driven Care Compass. His portion of the presentation will feature a quote from Linda Knight of Care Partners about the Inter-Agency Leadership Partnership (IALP) group, which brings together representatives of contracted service providers. "Our sector is challenged today like never before," she writes. "The IALP meetings encourage open and frank dialogue with the CCAC and other provider agencies. They enable everyone to share best practices, innovative ideas and strategies in an open collaborative forum." Finally, Dr. Carol McWilliam will present research showing that Client-Driven Care can reduce hospitalization and length of stay, and improve satisfaction for both clients and providers.

In conclusion, Coleman will highlight the achievements of Client-Driven Care, as reflected in exceptional results on client, employee and partner satisfaction surveys and many service innovations. "Client-Driven Care supports the South West CCAC to be an innovative, self-sustaining learning organization," she says. "This approach provides many benefits and brings our new vision and mission to life."

**Client-Driven  
CARE**



A Message from  
Sandra Coleman  
CEO, South West CCAC

## Own the Business

At our recent all-staff meeting I re-visited the first of Mike Lipkin's Ten Laws for Sales and Service Pre-eminence, "Focus on Success." Like so many principles, it sounds simple but can be hard to do in reality. When you've got a million tasks competing for your attention, it can be challenging to "fixate on a powerful goal" and pursue it with energy and commitment.

Yet I see evidence every day that you are following this Law to the letter! The signs of success are all around us – in ALC numbers reduced by nearly 50%, in ONA and CUPE agreements ratified, in wonderful work from the QILTs, and perhaps most important, in meaningful day-to-day interactions with clients, families, service providers and other system partners.

Recently I attended a funding announcement for the Ontario government's Aging at Home strategy (great

news for us, by the way!) in Strathroy. While there, I spoke with Linda Stevenson, a member of the South West LHIN Board, and she told me how impressed she was by the work of our CCAC as a leader of change. Now that was music to my ears, and a sure sign of success!

Mike's Second Law – "Own the Business" – is not as easy to understand in the context of the CCAC. Of course, the CCAC is not a private business: it's "owned" by the taxpayers and residents of the South West. But I think the idea holds real value for all of us.

When we act like the CCAC is ours, we're less likely to build silos or pass the buck, and more likely to provide our clients with seamless, integrated care. Lipkin's advice to be "totally responsible" is important, whether you're dealing with a client whose health status is declining or answering a worried inquiry by telephone. As Mike points out, when you "Own the Business," you earn the respect of fellow staff, clients and partners every day.

In fact, the concepts behind "Own the Business" align with the principles of Client-Driven Care, and our mandate to provide integrated care and system navigation. So let's all own the business of the South West CCAC — to provide *Outstanding Care – Every Person, Every Day!*

## Exploring a New Model of Care

The South West CCAC pilots an innovative way to provide 24-hour care to children with complex needs

Children with complex medical needs and development disabilities often need 24-hour nursing care. But shortages in nursing mean that many families don't receive this support. The South West CCAC is partnering with VON, Physical Relief, and Sensory Technologies in a pilot project funded by Health Force Ontario to test a new approach.

The project involves four Personal Support Workers who have received special training and provide bedside overnight care to children in three families. They are connected via SmartPhone to a Registered Nurse and have the ability to send clinical data for the nurse to review. Says Megan Nichols, Regional Manager,

Quality: "This way, the nurse can support more than one client per shift, and we're maximizing the skill sets of one of our most valuable resources – PSWs."

The project went live on May 3. "Even this early the advantages of this model of care are evident," says Nichols. "Now we're starting to consider what other client populations might benefit." The project runs until September 30, after which a full evaluation report will be submitted to Health Force Ontario.

Front row (l-r): Judy Osborne, Nancy Campbell, Kelly Hosford and Rose Young, VON ePSW's  
Back row (l-r): Patrick Blanshard, Project Manager, Sensory Technologies; Rae Nylander-Martin, Client Services Manager; Jane Myles, VON nursing supervisor; Cheryl McIsaac and Ruth Cusick, VON nurses





# Living the CDPM Model

## Through Partnerships for Health, case management in the South West is changing

In Clinton, the Diabetes Education Centre and the South West CCAC's community nursing agency are working together on insulin

starts and consistent education materials, so patients get the medication and

information they need as soon as possible. At the Brockton Family Health Team, the CCAC referral form has been built into the FHT Electronic Medical Record.

Those are just two small examples of the positive changes coming out of Partnerships for Health (PFH), a region-wide project designed to improve diabetes management in primary care. Nancy Dool-Kontio, Senior Director, Strategic Planning and Integration says PFH is an opportunity for the CCAC to be involved in more upstream care of people with diabetes and other chronic diseases. "Right now when health professionals choose to engage the CCAC, it's often when the client is already having complications," she says. "We need our partners to engage us earlier in the client's journey so that as a system we are moving to a wellness orientation, working as an integrated team to support clients to stay healthy longer."

There are now CCAC case managers and two Project Managers

working with PFH teams in 11 primary care practices across the region. Project Manager Catherine Statton is excited about the opportunity to work as part of a team striving to keep patients healthy. "We have the opportunity to get everyone around the table and solve problems as a team," she says. "It allows us to think outside the box because we don't have the same barriers and limitations we would have if we tried to tackle it on our own." Dool-Kontio says family physicians and primary care teams in the project are getting a better sense of what CCAC case managers can bring to diabetes management and to the broader health of their clients. "Case managers have proven that they have a broad knowledge base in how the health care system works and what community resources are available. They can also provide a window into the home environment – a sense of how clients manage living with a chronic illness and the impacts this brings to the day to day realities."

Lessons from the project will be shared with all South West CCAC case managers, and will eventually inform care for people with other chronic diseases, such as COPD, arthritis and cardiovascular disease. "If we can help clients to manage chronic disease well, they will have a better quality of life and be able to stay in their own homes longer," says Dool-Kontio. "It's a matter of delivering the right care by the right person at the right time in a collaborative team work approach – if we get that right, we'll be light years ahead!"

## CHRIS Mapping Goes Province-Wide

Five other CCACs in Ontario have asked for access to the business process mapping documents produced by our CHRIS team, recognition that they are "best practice" in the province.

Project leader Cathy Kelly says it took the team hundreds of hours to work through the mapping in collaboration with the OACCAC. Client Services Assistant Pat Roesner attended all the meetings and created the documents. (Way to go, Pat!) Kelly is delighted that other CCACs find them useful. "We've used reports and tips from other CCACs around data validation and go-live plans," she says. "So we're happy to be able to give back. This is clear evidence that CCACs are sharing well."

Meanwhile, plans are on track for go-live in Stratford and Seaforth on the weekend of June 13. Kelly says frontline staff members have responded very positively to the new software. Many are taking part in the data validation process by checking their own caseload information – an opportunity to reinforce learning and understand how real data will look on the new system.

Elsewhere, the Walkerton and Owen Sound offices are preparing for their first test migration in the last week of June, and the Woodstock office, which doesn't use the PMI system, is learning what will be involved in migrating to the new software.

## We've Moved



Elgin staff are thrilled with their new office after being evacuated from the old office.

Heavy rain flooded their office in August 2008, drenching several work stations and damaging the board room and reception area.

## Woodstock Fundraisers

Mary Joan Kivell, CM looks at all the wonderful lunches prior to the Boxed Lunch auction in April. Al Fewster, former South West CCAC CM donated his auctioneering expertise. \$219.00 was raised for Ingamo Family Homes, a transitional program specifically for

women, with or without children, who have left abusive partners. The home provides up to 1 year of affordable housing along with individual and group supports.

The Social Committee of Woodstock site hosted their first Angel Tree fundraiser for 2009. Stephanie Brett of the Social Committee examines some of the beautiful plants that were donated. On May 21 they raised \$170.00 to go towards the Angel Tree fund.



## Build the Board!

The South West CCAC is looking for dynamic new board members. CCAC staff members are not eligible, but you can recommend a dynamic leader in your community. He or she will have an opportunity to shape the future of community care in our region.

Board members must be 18 or older, and live in the South West CCAC geographical area.

We are looking for Board members who have:

- Experience on a Board in the broader public sector
- A good understanding of issues in health care administration
- Knowledge and experience in accountability matters
- Specialized knowledge and experience in any of the following areas: information management, procurement and contract management, the law, and medicine.

If you know someone who might be interested, please direct him or her to the website at [www.sw.ccac-ont.ca](http://www.sw.ccac-ont.ca) or contact Cate Patchett, Corporate Liaison, at 519-641-5482 or [cate.patchett@sw.ccac-ont.ca](mailto:cate.patchett@sw.ccac-ont.ca)

**A Warm Hug** Thanks to the Huron Perth Quilters' Guild, children facing cancer feel a little warmer and safer.

The Children's Team in Stratford receive colourful and cozy quilts from the Guild to give to their clients. The Guild also provides quilts to children with autism and others in crisis.

"We're very grateful to receive these beautiful quilts," says case manager Marilyn Zehr. "At a time that is so traumatic for the child and his or her family, it feels good to pass along a little comfort."



## Wedding:

Lisa Masse (Seaforth CSA) and Jeremy Blake were married May 9, 2009.



This product is made from 100% recycled fiber.

## Thanks, Ric!!

**Richard Murray**, the Board Treasurer, is a retired educator who has also served as a Councillor for the Town of Aylmer and on the Aylmer Police Services Board. Among other involvements he has served as President of the Elgin Retired Teachers of Ontario and as a member of the Board of Governors of the Ontario Institute for Studies in Education.



I have always tried to be involved in volunteer work, and the healthcare sector offers a rich and rewarding chance to learn at hyper speed while still being able to offer something in return.

I am always impressed by the power of the individual and the synergy of the group. I think that talent and success should carry more responsibility than privilege. I think the value-centred, client-centred approach of the South West CCAC is very powerful in helping individuals and groups achieve the best possible health outcomes.

Music and grandkids are a large part of my life. I'm not usually considered a wild and crazy kind of guy but when I retired I bought a 1983 Classic Honda Shadow motorcycle. Riding to Port Dover on Friday the 13th is close to wild and crazy for me! Now that my daughter has a scooter, we will 'do' Friday the 13th together.

Ric will retire from the Board at the end of June. We wish him well and thank him for all his contributions to community care in our region.

## Welcome

**London:** Mohamed Shafeek, Regional Director, Corporate Services; Kelly Wakefield, Anita Kostrubiec, Kim Peori and Amy Penz, Casual Client Services Assistants; Catherine Letkemann, Sharon Williams, Joyce Edwards and Dianne Gaze, Casual Case Managers, Eric Doucette, Regional Quality Manager

**Woodstock:** Elizabeth Martin, Casual Case Manager  
**Seaforth:** Robert Duncan Sissing – Full-Time Case Manager  
**Stratford:** Keena Dorion and Julie Patterson – Casual Case Managers

**St. Thomas:** Susan Marchand – Casual Case Manager

## Half Marathon Runners

(l-r): Elgin's Cathy (Case Manager) and Ashley Pressey (Casual Relief Team Clerk) ran their first Half Marathon together on Mother's Day in London at Forest City Road Race.



**New Arrivals** Kathy Muir (Stratford CSA) is celebrating the birth of grandson #5. Daughter Angie Muir-Hughes (Stratford co-op student) introduces Evan Kieran Mark, born April 28, 2009 at 10 lbs, 4 oz.

Mary Fonger (EA, London site) announces "the most beautiful baby in the world." Mary's first grandchild Lyla was born May 12, 2009 weighing 7 lbs, 11 oz.