



Connecting you with care
Votre lien aux soins

South West
CCAC CASC

Community
Care Access
Centre

Centre d'accès
aux soins
communautaires
du Sud-Ouest

Hello, Hello New phone call flow

At a community engagement session two years ago Donna Ladouceur, Senior Director of Client Services at the South West CCAC, heard one client talk about his experience phoning the CCAC.

"He had had a stroke and only had the use of one arm," she remembers. "When he was holding the phone, he couldn't hit one for this or two for that. He said that without live answer, he got so frustrated and nervous that he'd just hang up and not call again."

For Ladouceur, that story is the starting point for the South West CCAC's new phone call flow system that will start to role out in September with late November as the target completion date. Gord Milak, Senior Director, Performance Management and Accountability, agrees that the system is focused on serving clients better. "Being on hold or being lost in voicemail jail is one of the most frustrating experiences in our modern world," he says. "If we're going to fulfill our commitment of being the trusted quality care connector, we have to find a way to make sure our clients don't have that experience."

Features of the new system include:

- Live answer available 8:00 a.m. to 8:00 p.m., 365 days a year, accessible through the current published CCAC number of 310-CCAC
- After hours telephone information and referral service supported through London site

"When you pick up the phone you're not playing switchboard operator: you're actually dealing with the callers you're equipped to support."



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- Live in-person reception at *all* CCAC offices
- Special VIP phone numbers for existing clients, connecting them directly to the Client Services Assistant (CSA) on their care team
- Special "backdoor" number for service providers, allowing them to leave a message or in an emergency, to connect directly with a case manager

Milak says the system will reinforce the close relationship between clients, case managers and CSAs. "We work very hard to use all the tools of client-driven care to build that trusting relationship," he says. "Naturally we want to be able to connect the client with the team as quickly as possible, without putting them through too many hoops."

CSAs will be responsible for triaging client calls and connecting them with case managers in the field, or the in-office case manager. "We've developed and evolved the role of our CSAs, and they now have an incredible skill set that adds value for our clients," says Ladouceur. "With this system they will deal with clients more as part of the care team."

Milak says the new system will ensure that calls reach the right staff person as quickly as possible, saving everyone time and frustration. "It means that when you pick up the phone, you're not playing switchboard operator: you're actually dealing with the callers you're equipped to support. It should be a better experience for the client, and for CCAC staff."

To view more from Gord and Donna click here.
www.youtube.com/user/SWCCAC



in this
ISSUE:

Nurturing Growth + WHAT'S THE BUZZ + All-Star All-Staff + Improving Referrals to Community Support Services + New South West CCAC Staff + Celebrating Heroes in the Home + Staff Moments and Celebrations



A Message from Sandra Coleman, CEO South West CCAC

Nurturing Growth

A little more than a year ago, we all gathered in Stratford for our second in-person all-staff meeting. It was a memorable day. At the end, each South West CCAC staff member received a seedling to take home, plant and nurture.



That's exactly what I did. And as you'll see from this photograph, my little tree is healthy. It's hard to imagine that one day it will be a towering Balsam Fir, but with care and a little luck, that's what will happen.

It's always hard to imagine the future – to look down the road 20 or 35 years. It's difficult to see around the

challenges we face daily to the road that stretches ahead.

That's especially true when we're facing a budget crunch. We recently learned that our base funding will increase by 1.5% for the year 2010-2011. We will also receive an additional 1% to support expansion related activities, and an additional \$2,856,300 dedicated use to reduce the number of Alternative Level of Care (ALC) patients in hospital. Please see my memo and information package from Client Services with additional details.

Although the budget increase is very helpful, it does not fully offset cost increases and the increase in client volumes. Waitlists and other cost containment issues will continue to be a reality. I will continue to count on you to practice the art and science of case management, and to ensure that the clients who need care most receive it.

After three years of growth, the South West CCAC is a sapling with deep roots in its communities. We must all continue to nurture it on a daily basis – to find ways to sustain and improve our services. As a wise person once said, "The true meaning of life is to plant trees, under whose shade you do not expect to sit."

WHAT'S THE BUZZ?



OHQC Report

The Ontario Health Quality Council issued its fifth annual report in July. Among the major findings:

- There are problems with how patients move through the health care system. Patients wait too long and the system is wasting resources.
- There are signs of improvement in care for diabetes and other chronic diseases. Further improvements require more engagement of patients and better coordination and communication among providers.
- Ontario has made significant improvements in the use of information technology, particularly electronic patient records.
- Progress has been made in reducing unhealthy lifestyle activities, including smoking, heavy drinking and physical inactivity.

To read more, visit www.ohqc.ca/en/yearlyreport.php.



Long-Term Care Changes

A new *Long-Term Care Homes Act* came into effect July 1. Among its provisions, CCACs are now the designated long-term care placement coordinators.

Integrated hospital discharge planning by CCAC case managers has been introduced across the South West over the past two years. London hospitals recently adopted the same model for placement. Says Sherry Fletcher, South West CCAC Regional Client Services Manager, "We think

that being involved from start to finish with the application process, as we are in the community, will make the process easier for our clients and their families to understand and follow. We appreciate the role social workers have been playing and look forward to continuing to work closely with them."

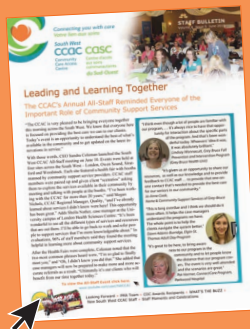
The South West CCAC is now responsible for:

- Determining eligibility under new eligibility requirements
- Providing information about homes, including the fact that clients can now apply to five homes (up from three)
- Helping applicants with the paperwork
- Prioritizing applicants for admission, with new categories based on care needs, reunification of partners, and readmission
- Monitoring waiting lists
- Authorizing admission

Minister Praises CCACs

At the OACCAC Conference in June, Deb Matthews, Ontario's Minister of Health and Long-Term Care, spoke in glowing terms about the work of the CCACs. She told the delegates, "I think you are an extraordinary group of people and I have seen first-hand how when you are given a challenge, you rise to that challenge." The government's health goals, Matthews said, are to improve quality and make strategic investments where they will make a difference, including in community care.

All-Star All-Staff



In our June issue we reported on the June 10 "virtual" all-staff meeting, focused on building stronger relationships with our community support service partners. Most of the attendees completed an evaluation form after the meeting. Among the results:

- **99%** of staff members agreed or strongly agreed that they had a good understanding of their role in connecting clients to community support services.
- **96%** agreed or strongly agreed that the all-staff meeting was helpful in learning more about community support services.
- **88%** agreed or strongly agreed that they had a good understanding of the work behaviours that reflect Client-Driven Care.



Heroes Ready to Swoop In

Okay, maybe they can't fly, but the South West CCAC will be honouring true Heroes in the Home at events in Mitchell, Woodstock, Owen Sound and London this fall. Any caregiver can be nominated – a family member, friend, community volunteer, support worker, case manager, nurse, therapist or other health professional. Every nominee is recognized at one of the events and receives a special certificate.

"Heroes in the Home has quickly become a beloved tradition in the South West CCAC," says Evelyn Harris-Williams, Board Chair. "The awards ceremonies are deeply moving, and the people we honour come away re-energized for their challenging jobs."



Celebrating
HEROES
IN THE HOME

Award Ceremonies (3:30 pm - 5:00 pm)

October 14, 2010 for Perth and Huron Counties, Mitchell Golf and Country Club, 81 Frances Street W, Mitchell

October 20, 2010 for Oxford and Norfolk Counties, South Gate Centre, 191 Wellington Street S, Woodstock

October 26, 2010 for Grey and Bruce Counties, Stone Tree Golf and Fitness Club, 318087 Highway 6 & 10, Owen Sound

November 4, 2010 for London/Middlesex and Elgin Counties, Marconi Club, 120 Clarke Road, London

Nominate someone special today at heroesinthehome.thehealthline.ca.

Nomination Deadline for all counties:
September 24, 2010



Improving Referrals to Community Support Services

The Enhanced Electronic Referral Pilot project links adult day programs, hospice visiting, Meals on Wheels and supportive housing in Grey-Bruce with the CCAC, allowing the CCAC to transfer referral information electronically across all the agencies. The system is now ready to be implemented in the rest of the South West. All community support service agencies have been invited to attend planning meetings on September 23 at the CCAC offices in Walkerton, Stratford, Woodstock and London. "We're starting with the same four services piloted in Grey-Bruce," says Gord Milak, Senior Director, Performance Management and Accountability. "Eventually each group will work together to expand the processes to all agencies interested in participating. It's a fantastic opportunity for the CCAC, for community support service agencies, and above all, for our clients."

Welcome New Staff

Grey Bruce: Dawn MacMillan, CSA

London: Debbie Beni and Sandra McMillan, CMs,
Kristy Dodge, Michelle Rajpal and Meghan Williams, CSAs

Happy Retirement



Left to right: Lynne with mentor, Sherry Fletcher

Lynne Hammond retires after 35+ years!

Lynne started her nursing career in the ICU at Victoria Hospital in London but soon after developed a love for community nursing with VON. By default she ended up a CM when she was covering a leave for Sherry Fletcher, CM at St. Joseph's Hospital at the time. Lynne has many memorable moments in her 35 year career, most notably the introduction of the Integrated Homemaker Program (IHP) when Lynne was laid up with a broken leg covering intake and 400 women called on the first day of the Program looking for a cleaning lady; 911 when everything just stopped; and her job share with Anne Smith which was a very positive transition to retirement. Although Lynne has had many mentors over the years, she is especially grateful to Sherry who taught her Case Management. When asked what are her short-term plans, Lynne's reply is "Which way to the beach?" where she will spend time in Sauble with her 2 grandkids. Lynne's favourite quote she lives by is, "Be the best you can be every day." Congratulations Lynne, on a fabulous and rewarding career!

Sue Evans says farewell to staff

On July 16, 2010, I'll start my new beginning – retirement. People have told me "you'll be so busy you'll never know how you found time to work." My answer: "But I'll be doing the things that I want to do." I'm competing in a show on July 11, for the first time in 11 years – you are never too old. On July 17, I'm galloping off to what else – to judge a horseshow! August is so filled with judging jobs that September will be here before I know it and I'll be back enjoying the friendship of my colleagues. I'm looking forward to retirement, but also looking forward to coming back. *Happy trails to everyone, and have a safe and wonderful summer!*



Susan James, CM at the Stratford office is retiring after over 20 years of service!

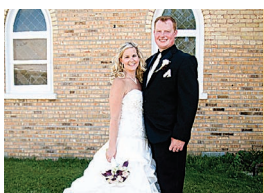
Friends and colleagues joined Susan in a retirement celebration on July 15th. There was no shortage of stories told and memories brought to life from over the past years. Staff will miss her humour, kindness, and creativity and wish Susan all of the best in her retirement!



June Kyle, CM, retired on June 30, 2010 with over 16 years of service. June's family joined the celebration where her daughter sang to her, the first time singing in public.



Recent Grey Bruce retirees include Linda Martin with 24+ years of service, John Warner with 11+ and Judy Walter with 20+ years of service.



Congratulations

to Seaforth CSA **Jenna DeGroot** (now Prouse) and her husband Devon Prouse who were married on June 19, 2010.



Congratulations
ALI NASSER
Canadian Citizen
May 13, 2010

Congratulations to Ali Nasser, Client Services Manager, on being sworn in as a Canadian Citizen on May 13th. Ali moved to Canada with his wife after living in Saudi Arabia. He is grateful on becoming a Canadian Citizen which allows him to enjoy the many rights provided in this country including equality, religious, freedom of speech, and voting rights. Ali's favourite period in Canadian history is current times with the abundance of multi-culturalism, and the famous Canadian he most admires is Dr. Frederick Banting. When asked what Ali is most proud of as a new citizen, he says "It is great to be a Canadian citizen. We live in a democratic and peaceful country that respects multi-culturalism and freedom, which gives a worldwide respect for Canadians."

Wanted: Staff Reporters for Stratford and Walkerton

Help produce the lively staff section on page four of our newsletter. Be on the lookout for celebrations, events, gatherings, achievements and milestones at your office. Get a picture, send in the details and be prepared to proof your contributions before going to press. Staff newsletter reporters are also asked to attend a 20 minute teleconference about 10 times a year to discuss upcoming stories. If you are interested please contact Cate Patchett at **519-641-5482** or cate.patchett@sw.ccac-ont.ca.

If you have a story idea contact the staff newsletter committee at your office:

London/ Barb Clendenning,
Strathroy Cate Patchett, Jan Sewell
Tabitha Carey and
Megan Allen-Lamb

Owen Sound Jennifer Lobban
Seaforth Janice Gibbs
Stratford Vacant
St. Thomas Nancy Tolman
Walkerton Vacant
Woodstock Gail McMillan and
Julie Harde

