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

Volume 5 Issue 6 August 2011 **STAFF BULLETIN**

Measuring what Matters

CCAC revises PMF to align with current thinking on quality measures

We all know that high-quality Client-Driven Care is the goal of the South West CCAC. But what exactly is quality? And how do we know when it happens?

These questions are particularly urgent in the context of Ontario's new *Excellent Care for All Act*, which will eventually apply to all sectors of the health system, including community care.

Defining and measuring quality in a manufacturing plant is relatively easy, says Gord Milak, Senior Director, Performance Management and Accountability. But in health care and other human services it's much more complex. Recently a consensus has emerged that says excellent health care is a combination of effectiveness, safety and client experience. Or as Milak prefers to put it, "Help me. Don't hurt me. Be nice to me."

Milak points out that all three elements must be present together to create quality care. "It's not enough to just be nice to your clients or to just provide them with best practice care," he says. "It's like small children at breakfast – you can make them happy with Fruit Loops and chocolate milk, or you can give them a nutritious breakfast of oatmeal, but ideally you find a balance between the two."

Based on results from the 2010-2011 Performance Measurement Framework (PMF), Milak says staff should "... feel confident about what we're doing, and at the same time be spurred on to continuous improvement and innovation." The PMF, which is posted on the public website, shows that the CCAC achieved or exceeded its goals on almost every measure.

After reviewing the 2010-2011 PMF, the Board and senior

leaders decided to make some changes to reflect the emerging definition of quality. Under "Provide Effective High Quality Client-Driven Care," the goal statements are now:

- We deliver effective care: "Help me"
- We deliver safe care: "Don't hurt me"
- We engage clients and caregivers: "Be nice to me"

The other three strategic directions – "Work well with partners," "Be a great place to work," and "Use resources wisely" – are relatively unchanged.

When it comes to measures, Milak says it's best when communicating with the Board and the public less is more. The CCAC will be tracking and sharing measures such as:

- The number of daily visits for wound care, to reflect "Help me"
- The number of adverse events per 1,000 clients, to reflect "Don't hurt me"
- Percentage of overall client satisfaction, to reflect "Be nice to me"

The 2011-2012 PMF has specific targets for each performance indicator. For example, the organization will continue to strive for a client satisfaction rating of more than 90%, and an adverse event per 1,000 client average of less than 1.1%. The PMF has also been published on the public CCAC website, a reflection of the CCAC's commitment to transparency.

The new framework helps prepare the CCAC for accreditation, which asks the organization to evaluate itself along similar lines. Watch the September issue of *Staff Bulletin* for information about the accreditation process, which begins this fall and will culminate in the accreditation team visit in fall 2012.

Performance Measurement Framework 2011/12

Strategic Direction	Goal Statement	Performance Indicator(s)	Target	Results	
				2011/12	2010/11 Final
1.0 Provide Effective High Quality Client-Driven Care	1.1 We deliver high quality care: 'help me'.	% Daily/BID for 3 Wound Care types: a) Pressure Ulcer b) Leg Ulcer c) Foot Ulcer	A ↓ ≤24% ≤14% ≤26%		24% 14% 26%
	1.2 We deliver safe care: 'keep me safe'.	# of Adverse Events per 1,000 clients	Q ↓ ≤1.1		1.1
	1.3 We engage clients and caregivers: 'be nice to me'.	% Overall client satisfaction	Q ↑ ≥90%		90%
2.0 Work Well With Partners	2.1 We effectively connect clients with appropriate services.	% Priority Initiation of services: a) Nursing b) Personal Support c) Therapy			98% 90% 92%
	2.2 We respond to our partners' needs.	Home First - % where contact hours			

Go to www.sw.ccac-ont.ca, About Us, Quality & Transparency to download PMF 2011/2012 targets and PMF 2010/2011 results.





A Message from
Sandra Coleman, CEO
South West CCAC

Telling the Story of Quality

Years ago Ford Motor Company used the slogan, “Quality is Job One.” It was a message that resonated with employees and customers alike. After all, we all want to drive a high quality car – the comfort and the safety of our families depend on it.

Quality is job one at the South West CCAC, as well. Providing high quality care and support ensures the comfort and safety of our clients and their families, and helps them stay well and get better. It makes our work meaningful.

We are ably assisted in our quest for quality by the group of dedicated volunteers who make up the Board of the South

West CCAC. Our Directors “hold our feet to the fire” when it comes to quality – they ask us to clearly define, measure, report and improve on the quality of care we deliver.

At our Board Retreat in May, the day was spent discussing quality issues and many good ideas emerged. At each Board meeting, Directors now review two true stories provided to us about our clients’ experiences. One story describes a situation where high quality care led to positive outcomes and a good experience for clients and families. The second story illustrates a situation that could have been improved, and leads to fruitful discussion.

Why stories? Because stories remind us that we are talking about real people who are deeply touched by the work we do. Statistics are important too, which is why we collect and communicate them in our Performance Measurement Framework (see story page one).

Health care is probably the most complex system on the planet. Improving the quality of health care is much more difficult than improving the quality of cars. Yet it is the goal we must pursue, day in and day out.

WHAT’S THE BUZZ?



South West CCAC Annual Report NOW ONLINE

The CCAC’s 2010-2011 Annual Report, entitled *Quality through Partnership*, is now available for viewing at www.ccac-ont.ca/

Upload/sw/General/SWCCACAnnualReport10-11.pdf.

Three of the stories in the report – the High-Risk Seniors Project, Partnerships for Health, and eShift – are brought to life through online videos. Read the report and join us in celebrating the achievements of the past year!

New Community Care Report from The Change Foundation

In 2008 the Change Foundation did a study of patient experiences in health care that revealed concerns about coordination and communication among health care providers. This year, the Foundation followed up with a study based on the perspectives of providers who deliver home care and support services in the community.

Among the findings:

- 99% of respondents reported that they were able to establish a good working relationship with their last client.
- 27% were not satisfied with the information they were given for their first visit with a client.

- 28% were not informed in a timely manner when a client was moved from/to hospital or another care facility.
- 93% felt they worked well with other providers, but 24% reported they did not feel part of a team.

Four major recommendations emerged from the study:

- A human resource strategy for the community care sector is urgently needed to ensure that the workforce is valued, supported and sustained.
- The operational design of home care and community support services needs to better reflect the needs of clients.
- Information flow and communication among providers and with individuals and their caregivers must be improved.
- Linkage between home and community services and primary care must be improved.

To read more, visit:

www.homecareontario.ca/documanager/files/news/integration-of-care--the-perspectives-of-home--community-providers-jun-2011.pdf





Celebrating Superwomen and Supermen

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

— Christopher Reeve (Reeve is famous for depicting Superman. He later became a quadriplegic after being thrown from a horse. He spent the rest of his life lobbying on behalf of people with spinal cord injuries.)

Superman was a hero with amazing powers, but he was also Clark Kent, an ordinary person living an ordinary life. When someone needed saving, Kent stepped into a phone booth and came out transformed.

Every year, the South West CCAC, in partnership with thehealthline.ca, celebrates Heroes in the Home. Like Superman, our heroes are ordinary people who step up when someone needs care and support. They too have amazing powers. The power of persistence. The ability to empathize. The strength to keep smiling even when times are tough. Like Superman, they go about their work, 24 hours a day, seven days a week, largely unrecognized.



AWARD CEREMONIES (3:30 pm – 5:00 pm)

October 20, 2011

for London/Middlesex and Elgin

Counties, Greek Canadian Community Centre,
965 Sarnia Rd, London

October 27, 2011

for Grey and Bruce Counties, Stone Tree Golf and
Fitness Club, 318087 Hwy 6 & 10, Owen Sound

November 3, 2011

for Perth, Huron, Oxford and Norfolk Counties,
Rotary Complex, 353 McCarthy Rd, Stratford

View 2010
Heroes in the Home
video at
[www.youtube.com/
user/swccac](http://www.youtube.com/user/swccac).



If there's a hero you work with – a colleague, partner, client or caregiver – Heroes in the Home is your opportunity to say thank-you in a very special way. All nominees receive a Certificate of Recognition and are honoured during special awards ceremonies held across the region. It's easy to make a nomination – just go to www.heroesinthehome.thehealthline.ca and submit online.

Then join us in London, Owen Sound and Stratford to celebrate the supermen and superwomen among us!

*** No miNaT io N De a DI iNe : September 23, 2011**

Wellness Series Selected by Employees

The results are in.

After last fall's *Employment Engagement Survey*, the CCAC made a commitment to focus on employee wellness. In May and June the first sessions, Challenging the Stigma of Mental Health, were held at sites across the region. At the sessions, staff members were asked to indicate what other topics they wanted to tackle in the coming months.

Based on the top three choices,

- ✓ Balancing Work and Home will be held in the fall,
- ✓ Managing Stress in the winter, and
- ✓ Dealing with Difficult People in the spring.

The sessions will be led by experts from the CCAC's Employee Assistance Program. They will be evaluated to ensure that they're meeting employees' needs, and then participants will be asked what topics they'd like to pursue for the next year.

Seaforth Prepares to Move

As part of the CCAC's strategy to create service delivery hubs, the Seaforth access, placement and short stay teams will move to Stratford this fall.

"It's good to have one area of intake for new clients. That way we have a better understanding of what services are available from community services and from the CCAC, and we can get them the right care quickly."

That's Seaforth CSA Jenna Prouse talking about her upcoming move from the Seaforth office to Stratford. The move is part of an overall restructuring that will see intake and placement functions consolidated in Owen Sound, Stratford and London.

For Prouse the move means a commute of 45 minutes, instead of her current 10 minutes. She will have lots to learn, too. "Right now we're focused on the Seaforth area, so we know all the community partners and services," she says. "When I go to Stratford, I'll be learning a whole new set of geographic locations and community partners."

But Prouse is confident that her colleagues in Stratford will be supportive. "We've always worked closely with Stratford, so we already have the relationships. It's clear that they're open to us coming and ready to help us adapt."

Her colleague Eleanor Devereaux agrees. She worked at the Stratford office in the past. "They're just a fantastic group to work with and we all get along really well," she says, adding, "Sometimes a change is good because it freshens you up a bit." Devereaux's commute will be longer too, but she calls it her "winding-down time."

Sheila Rolph, a CSA in the Stratford office, looks forward to welcoming her new colleagues. "I feel that we have huge respect for our colleagues from Seaforth, and understand where they're coming from and what their feelings are. This is an uprooting for them. We have to be there for them and help them through the process." She is already planning a special event to mark the move that she promises will include good things to eat.

"It's a huge learning curve," Rolph says, "but we'll all work on it together."

ON A PERSONAL NOTE...



FLOWER POWER

The Flower Fountain in Tillsonburg joined in a national Teleflora florists campaign for the Make Someone Smile Week 2011 (July 17 through 23) program. Teleflora donates its keepsake 'Be Happy' mugs and Mex Y Can Trading Inc. fresh-cut flowers to the effort. Local Flower Fountain staff used the donated items in

creating a total of 36 bouquets for appreciative clients of CarePartners (contracted to provide service by the Community Care Access Centre) in Tillsonburg on Wednesday, July 20, 2011. Supporting the effort, were CarePartners (front row, left to right) Renee Cattyrsse, RN; Celena VandeBrink, RN; Kaitlyn Droogers, RN; and Regional Manager Beth Byrnes, RN. In the back row, are Brenda Louws and Nancy Neukamm of The Flower Fountain.



Barb Clendenning and her daughter Alison stand before their cruise ship in Icy Strait, Alaska while on holiday in June.

Welcome New Staff

Elgin Patricia Pol, Case Manager
Grey Bruce Beverly Dedman, Case Manager

Huron Alisa Frayne, Case Manager
London Ryan Booker, Service Desk - Tier 2; April Caro, Stacey Foster, Amy Harrison, Kristina Miller, Ruth Plinke and Leah Smith, Client Services Assistants; Weiwei Liu, Data Analyst; Mary Stover, Client Services Manager; Andrea Knowler and Karen Lugarich, Case Managers
Oxford Joy Betsch, Mary Mayoros, and Brenda McCurdy, Case Managers
Perth Patricia Bader, Case Manager



WHAT DID YOU DO THIS SUMMER?

GOT ANY PICTURES?

Share photos with your colleagues in upcoming issues of the staff bulletin. Send your summer photos, special announcements, wedding and baby photos and other celebrations to your staff bulletin representative and tell us your story.

Staff Bulletin Representatives

London Barb Clendenning, Cate Patchett and Megan Allen-Lamb

London/Strathroy Jan Sewell

Woodstock Gail McMillan and Julie Harde

Seaforth Jenna Prouse

Owen Sound Jennifer Lobban

St. Thomas Nancy Tolman

Stratford Leanne Baird

IT News Amy Masse

Walkerton Diane Becker



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