



COMMUNITY CARE *Currents*



Meet our New CEO

On April 1, 2009, Cathy Hecimovich joined the Central West CCAC as our new Chief Executive Officer. She comes to Central West from the Mississauga Halton CCAC, where she held the position of Senior Director, Client Services.

With over 20 years of experience in health care and a lifelong passion for serving clients, Cathy notes she has long felt her background and the CCAC sector are a perfect fit.

"I was always interested in health care," she says. "Early in my career, I made the transition from a hospital intensive care unit to a community setting. While I enjoyed the challenge of working in the hospital, I loved the community environment so much that I never left. As a practitioner, it was tremendously satisfying to work with clients in their home environments. It gave me such insight into their lives."

Approaching health care with a focus on customer service and both organizational and personal accountability, Cathy's commitment to the field is also reflected in her academic pursuits. She holds Bachelor of Health Sciences and Master of Education degrees and is a Certified Health Executive with the Canadian College of Health Service Executives.

In addition, Cathy maintains an academic appointment with the graduate faculty at McMaster University as an Assistant Clinical Professor in the School of Rehabilitation Sciences. An avid researcher, she has been entrusted with several research projects involving CCACs and external funders.

"We are very pleased to welcome Cathy the Central West CCAC team," says David Lehtovaara, Board Chair. "Cathy brings with her a wealth of CCAC experience, a strong health sciences background, and exemplary leadership skills. We look forward to working with her on the many initiatives underway at the Central West CCAC."

Cathy is also enjoying her new role. "The government is starting to realize the broader potential of our sector," she says, citing Health Care Connect and 310-CCAC as two recent examples of an expanded role. "Our strength and potential are being recognized. We've been able to deliver and produce results across the province, particularly in our Emergency Room - Alternate Level of Care (ER-ALC) initiatives. That's exciting." •



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Every CCAC in the province now has a shared Vision and Mission:

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.

Our logo and tagline:



Our logo represents:

- The teal “C” represents the collective history of CCACs
- The green “C” represents our partners and service providers
- The “heart” represents our clients as the heart of our business, being embraced by CCACs and the service providers with whom we work

Our tagline, “Connecting you with Care,” connotes two things:

- We connect people with the care (i.e. services and supports) they need, and
- We connect people carefully, with compassion and respect

A New Brand for CCACs

A Refreshed Image

On April 6, 2009, CCACs across Ontario launched a new, refreshed brand. While our new logo is already becoming familiar to our clients, partners and communities, the real impetus behind the change – work to develop a seamless experience for CCAC clients across the province – is also well underway.

“Our new brand is really a sector-wide articulation of who we are as an organization,” says Cathy Hecimovich, CEO, Central West CCAC. “Community Care Access Centres currently serve more than 200,000 people across Ontario every day. While each of our 14 CCACs develop customized solutions for our own communities, we’re also working together to create an integrated, seamless client experience. We want to help people understand what we offer, no matter where they live.”

A Seamless Experience for Clients

To further support this philosophy, CCACs recently launched 310-CCAC, a new provincial phone number and database that connects all Ontarians with health information, support and resources in their own communities.

“The idea is surprisingly straightforward,” Cathy explains. “Anyone in Ontario can simply pick up a phone and dial 310-CCAC (310-2222) to be connected to their local CCAC. In that single phone call, they can speak to a health professional, arrange for a variety of in-home health services, and get connected to health programs and resources in their communities.”

To further simplify the experience for clients, 310-CCAC is always a toll-free call and no area code is required. The phone number is also supported by a comprehensive online database of health-related services and information, available on the worldwide web at www.310CCAC.ca.

“As this is a provincial database, one call or click into the 310-CCAC system provides access to information about health care services across Ontario,” notes Cathy. “This feature will help enable users to find support for loved ones in other towns or cities.”

Central West CCAC will be promoting 310-CCAC with a “One number. One call.” campaign beginning in late June. If you would like posters, literature or promotional items to help inform your clients about this service, please contact Laura Glynn, Manager of Communications, at 905-796-0040, ext. 2268 or laura.glynn@cw.ccac-ont.ca. ●

“Anyone in Ontario can simply pick up a phone and dial 310-CCAC (310-2222) to be connected to their local CCAC.”



Successfully Matching Residents with Care through *Health Care Connect*

“We’re always looking for opportunities to meet with primary care providers.”

Health Care Connect was launched by the [Ministry of Health and Long-Term Care](#) to help Ontarians without a family health care provider find one. The program refers people without a regular care provider to physicians and nurse practitioners who are accepting new patients in their community.

To register for the program, unattached patients can call 1-800-445-1822 and answer several health-related questions. After they’ve registered with the program, callers are assigned a nurse - called a Care Connector - to help them find a health care provider in their area.

At the Central West CCAC, two registered nurses act as dedicated Care Connectors: [Perri Rossi](#) and [Christine Torres-Molina](#). Since the program began in February 2009, Perri and Christine have linked almost 170 Central West registrants with primary care providers in their communities.

“The response to this program has been just incredible,” says Perri. “We get such satisfaction from connecting people with the care they need, and we always find they are so grateful to be matched with a care provider.”

Unattached patients who register for the program are briefly assessed over the phone and prioritized in a provincial database according to their need for primary care. Care Connectors at each CCAC are then provided with a prioritized list of local unattached patients and work to match those patients with appropriate care providers.

“We’re always looking for opportunities to meet with primary care providers,” Christine notes. “It’s been a pleasure getting to know our partners in the health care system and finding ways to work with them to serve the people of Central West. We’re very encouraged by the success we’ve experienced to date.”

Physicians and nurse practitioners who would like to discuss the *Health Care Connect* program are encouraged to contact Perri and Christine at the Central West CCAC. They can be reached at 905-796-0040, ext. 7796 and 7797. ●



*L-R: Perri Rossi, Christine Torres-Molina
Central West CCAC Care Connectors*

Nursing Clinic Opens at Headwaters Health Care Centre



The Central West CCAC is proud to announce the opening of its first nursing clinic. Located at the Orangeville site of [Headwaters Health Care Centre](#), the clinic treats patients who may have previously received nursing services at home or in the emergency department.

“This clinic provides increased access to nursing services in an efficient and convenient manner.”

“This clinic provides increased access to nursing services in an efficient and convenient manner,” explains Susan Wynes, Client Services Manager, Central West CCAC. “It’s really about service; the clinic is intended for ambulatory, mobile clients, many of whom prefer to have a set appointment time when they know they will be assessed and treated. At the same time, the clinic will also help divert non-emergency, community nursing services away from the emergency department, thereby helping reduce wait times for people in emergency situations.”

Mary Wheelwright, Program Director at Headwaters Health Care Centre, agrees. “The establishment of a nursing clinic at our Orangeville site is an effective means of meeting our patients’ needs while helping manage the volumes in our emergency department,” she says.

“This initiative is a wonderful partnership. Our physicians are able to refer patients in need of nursing services such as IV therapy or wound care to the Central West CCAC, and from there the patient can be connected with the clinic. It’s a great, convenient new option for the residents of Dufferin County.”

CCAC Case Managers may refer clients to the nursing clinic for a number of services, including health counselling, IV therapy, wound management, and catheter removal and insertion. These services are provided by Saint Elizabeth Health Care, the service provider that is staffing the clinic.

“Saint Elizabeth Health Care is very pleased to be partnering with the Central West CCAC and Headwaters Health Care Centre in the establishment of this nursing clinic,” says Sharon Robson, Regional Director, Saint Elizabeth Health Care. “It’s been an extremely positive experience for our staff, who are greatly enjoying their interactions with the clients.” ●

Central West Hospitals and CCAC Partner to Improve Communication

“Reducing emergency department wait times is a key provincial priority.”



Over the past four months, Central West CCAC, [William Osler Health Centre](#), and [Headwaters Health Care Centre](#) have been working together to implement an Emergency Department (ED) Notification System. Funded through the Central West LHIN, the system was created to help improve client care and reduce ED wait times.

“When a CCAC client presents in the Emergency Department, Central West hospitals are now better able to alert us that he or she has arrived,” says Dilys Haughton, Senior Director of Client Services at the Central West CCAC.

“This allows us to begin working directly with the client’s care team to support the client in healing and returning home. We’re able to strategize with the hospital from the outset, to determine if the client’s needs can be met in a setting other than the emergency department. In many cases, becoming involved sooner in the process can help us expedite the client’s transition home.”

That transition home is exactly the type of support that can help keep emergency departments running smoothly.

“The ED Notification System is strengthening our ability to communicate with the Central West CCAC,” says Lori Miller, Program Director of the Emergency Department & ICU, Headwaters Health Care Centre. “When the system flags a patient in our emergency department as a CCAC client, we work with the CCAC to determine if alternate forms of care are appropriate. In some cases, we’re able to discharge a patient knowing that he or she will be connected

with CCAC services at home. This results in fewer repeat visits to the ER and reduced admissions.”

Not surprisingly, the ED Notification System got off the ground as a result of the partnerships between all stakeholders. Lena Louie, Project Manager at William Osler Health Centre, puts it this way:

“This project has been a success due to the commitment, work efforts and collaboration of William Osler Health Centre, Headwaters Health Care Centre, and Central West CCAC.”

Citing “teamwork that included a collection of great minds, skills, talents and agility,” Lena notes that the system was launched expeditiously so it could be put to immediate use. “It was important to get this off the ground quickly to realize the system benefits and the value it brings to all stakeholders.”

Mimi Lowi-Young, CEO of the [Central West Local Health Integration Network \(LHIN\)](#), agrees that both the project itself and the partnerships it leveraged speak volumes about our collective ability to serve the residents of Central West.

“The Central West LHIN is pleased to fund this initiative,” she says. “Reducing emergency department wait times is a key provincial priority, and part of the solution is moving people out of the hospital and into more appropriate care settings, more quickly.”

“The combined efforts of our hospitals and CCAC in Central West are helping us to do just that. This project is a true testament to the strength of partnerships in our community.” ●

About Central West CCAC

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Planning and Integration

Our Values

Our clients come first.

We demonstrate this commitment through active listening, showing compassion, encouraging independence, acting as advocates, and facilitating access to quality care.

Respect is critical to all good relationships.

It underscores all our interactions with clients, staff and community partners.

Learning environments are empowering.

We explore and adopt new ideas to improve our practice.

Diversity is an asset.

It creates a richness of experience and an appreciation of other possibilities.

We are accountable.

We strive for consistency, fairness, and optimal outcomes through the wise use of resources and the measurement of results.

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