



**Bill Innes,**  
NSM CCAC  
CEO

## Welcome to **PARTNERS**

Many of us have an Accountability Agreement with the North Simcoe Muskoka Local Health Integration Network (NSM LHIN), have just completed another budget year and have entered a new budget year with a strong desire to increase our individual and collective ability to serve the residents of North Simcoe Muskoka.

This will be a year of more opportunities and challenges. The status quo way of thinking is over and together we are steadily improving our ability to work together as a system. We will critically review everything we do, constantly improve processes and move closer to being linked electronically.

I wish you all the very best as we go into the future together.

Partners has been designed to assist in our efforts to work together. We trust you will find this issue informative and our new look refreshing. We encourage you to contribute articles for future issues in the spirit of increasing our partnership.

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## A New Look for CCACs Across Ontario



At the beginning of April, all 14 CCACs across Ontario launched our new brand identity—shown to the left along with our new tagline, “Connecting you with care”.

It is important to understand that this rebranding is not just about a new logo or tagline; our brand is how we are perceived by our clients, it's our promise, and it's who we are. We now have a clear and consistent vision and mission across the province (see box below).

The North Simcoe Muskoka CCAC has slowly begun to phase in our new brand identity. First sightings of our new identity will be seen on electronic communications such as this newsletter.

We encourage you to visit our redesigned website at [www.nsm-ccac.ont.ca](http://www.nsm-ccac.ont.ca). Our new, fully integrated website has a more energized look and better demonstrates that CCACs are there to help clients understand their options and make informed decisions.

### Our Vision

Outstanding care— every person, every day

### Our 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

If you have any questions please feel free to contact Jamie Irving at [Jamie.irving@nsm.ccac-ont.ca](mailto:Jamie.irving@nsm.ccac-ont.ca) or 705-726-0039 Ext. 2210.

## First Link™ Program a Success

In the Winter 2008 edition of Partners we announced the launch of the First Link™ Program by three Alzheimer Societies who partnered in the region: Alzheimer Society of Greater Simcoe County, Alzheimer Society of North East Simcoe County, and Alzheimer Society of Muskoka.

The First Link™ Program is funded by the North Simcoe Muskoka Local Health Integration Network (NSM LHIN) through the Aging at Home Strategy and was designed to connect people with dementia, their families, and their caregivers to the Alzheimer Society so they can receive the education and support they require. The goal is to make a connection between the client and the Alzheimer Society from the physician's office as soon as an individual is diagnosed; this is a direct referral. By providing support in the earlier stages of the disease, the Alzheimer Society hopes the client will remain in the community longer rather than being admitted into a hospital or long-term care setting.

"This is an exciting new program" Debbie Islam, Executive Director, Alzheimer Society of Greater Simcoe County says. She continues, "We have noticed an increase in referrals to the First Link™ Program across all three chapters". Additional support counsellors have been hired as part of the First Link™ initiative. These counsellors will build the capacity of the Alzheimer Society to handle the new referrals that are coming their way.

The First Link Coordinator, Mary Perry White, has been hired by the three local Alzheimer Societies chapters to promote the program in the area. Mary is available to present information to your organization on how to use this direct referral system. She also serves as the first point of contact for client referrals.

The Alzheimer Society is the leading, nationwide health organization for people effected by dementia in Canada. Active in more than 140 communities across Canada, the Society is also a key player in Alzheimer's Disease International, an organization at the forefront of the world wide efforts to fight dementia. The core program areas of the Alzheimer Society are Education and Support; supportive counselling is provided to clients, their families, and others affected by the disease. Education Programs are available in various forms to help raise awareness of the disease. Visit the Alzheimer's Society's national website at [www.alzheimer.ca](http://www.alzheimer.ca).

For more information on the First Link™ Program, please contact Mary Perry White at 1-866-971-2462 or via email at [firstlink@alzheimersociety.ca](mailto:firstlink@alzheimersociety.ca).



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## Recognizing the North Simcoe Muskoka CCAC Achievements

On **February 19th, 2009** the North Simcoe Muskoka CCAC welcomed Allan Ebedes, President & CEO, of the National Quality Institute (NQI) to present us with a certificate for achieving Level 1 in the NQI's Progressive Excellence Program (NQI PEP).

NQI's Progressive Excellence Program (NQI PEP) is the implementation model for the NQI Framework for Organizational Excellence that helps nurture a Quality and/or Healthy Workplace focus. The Framework is a comprehensive and practical framework for improvement. The Principles for Excellence permeate the six drivers to form the foundation for long-term improvement, and to achieve sustained organizational performance and results. The NQI PEP consists of four levels as outlined below.

**LEVEL 1—Foundation-** focuses on your organization's approach to excellence. You demonstrate a commitment to continuous improvement and are implementing a long-term strategy.

**LEVEL 2—Transformation-** builds on the foundation of commitment. You show a wide understanding of your approach to excellence

**LEVEL 3—Role Model-** your organization demonstrates wide implementation of its strategic focus on excellence through understanding and applying NQI criteria

**LEVEL 4—World Class-** builds on all levels. Your organization can demonstrate that it has achieved good to excellent overall results

The North Simcoe Muskoka CCAC was acknowledged for achieving Level 1. Given the fact that Level 1 certification is only valid for two years, this will provide us the motivation to work towards Level 2.

As Bill Innes, Chief Executive Officer, North Simcoe Muskoka CCAC says, "We did not seek the certification of this accomplishment simply to have another piece of paper; we live up to these standards as well".

Please enjoy the photos shown below from the awards ceremony.



Left to Right: **Roman Lojko** (NSM CCAC), **Bill Innes** (NSM CCAC), **Al Scarth** (NSM CCAC), **Brenda MacPherson** (NSM CCAC), **Allan Ebedes** (National Quality Institute)

## North Simcoe Muskoka CCAC Ambulatory Care Centres

In partnership with the Bayshore Home Health and St. Elizabeth Health Care, the North Simcoe Muskoka CCAC is pleased to announce the opening of the North Simcoe Muskoka CCAC Ambulatory Care Centres on **Tuesday, April 21st, 2009**. The Ambulatory Care Centres will be managed by the North Simcoe Muskoka CCAC.

Clients who have dressings or who require intravenous antibiotics, injections or central line care will receive their nursing care at these centres. Supplies will be located at the centres, and this will reduce same day delivery costs and supply wastage.

The Ambulatory Care Centres will run out of two locations in Barrie and will serve clients in the Barrie and Midhurst area. Open 7 days a week, the Ambulatory Care Centres will begin hours of operation at 7:30-11:30am and 5:00-9:00pm and will extend to 12 hour day availability as demand grows.

For more information, please contact Marilee Koenderink at [Marilee.koenderink@nsm.ccac-ont.ca](mailto:Marilee.koenderink@nsm.ccac-ont.ca).



## Aging at Home Strategy for Seniors in the North Simcoe Muskoka LHIN

In October 2008, the North Simcoe Muskoka CCAC received base funding from Local Health Integration Network (LHIN) 12 for an Integrated Intensive Case Management Program (IICM) for seniors at risk of hospitalization or admission to Long-Term Care. This is an innovative and collaborative project between North Simcoe Muskoka CCAC, Muskoka Algonquin Health Care, and the Algonquin Family Health Team's (AFHT) Geriatric Care Team (GCT). The IICM program is building upon the success of the Resource Integration for Seniors in the Community (RISC) piloted in Ottawa.

The program goals include:

- Improve client satisfaction
- Reduce inappropriate hospital admissions and delay Long-Term Care admission
- Reduce acute care length of stay and alternate level of care admissions
- Increase use of primary care and community services
- Improve system efficiency

The IICM program is an integrated service delivery initiative that targets frail elders aged 75 and up (65+ will be considered with medical complexities). The program provides comprehensive assessment with focus on geriatric syndromes, and rapid access to specialized services within the rural setting. The IICM program emphasizes links with primary care and encourages cross-sectoral care planning and supports transition of clients between care settings.



The Integrated Intensive Case Management Program provides “intensive Case management” to a maximum of 40 clients. This allows for increased home visits ranging from multiple times a day, weekly or based on the fluctuating needs of the clients. The Intensive Client Care Coordinators provide:

- Education regarding geriatric syndromes where applicable (falls, pain, medication use, polypharmacy, delirium, specific medical conditions)
- Assessments, monitoring, and referral to other services
- Collaboration with the primary care physician and the Geriatric Care Team

The IICM program for North Simcoe Muskoka CCAC is lead by Erin Cunningham and Jane Rieger. Erin and Jane have completed the External Geriatric Assessor Training with the Regional Geriatric Program of Eastern Ontario and continue to be involved in the development and implementation of this program.

Since the programs initiation on **November 11<sup>th</sup>, 2009**, the caseload has achieved its goals and continues to fluctuate around 32 clients with multiple discharged and new admissions to the program. The Integrated Intensive Case Management program, modeled after the Resource Integration for Seniors Living in Community program of Eastern Ontario, is still within its early stages, however it has demonstrated the ability to avoid unnecessary hospitalization and emergency room visits. Further, the program has been able to demonstrate increased collaboration and cross-sectoral care planning as the team can transition with a client into various health care settings to continue collaborative care planning. Future program evaluation will also include identifying cost savings and system benefits while focusing on increasing the use of primary care and community services.

For more information on the Integrated Intensive Case Management Program, please contact Debbie Wight, Manager, Client Services, at [Debbie.wight@nsm.ccac-ont.ca](mailto:Debbie.wight@nsm.ccac-ont.ca) or 705-789-6451 Ext. 3110.