

Reach

Connecting you with care

Summer 2011

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Creating a Culture of Open Leadership Begins with Engagement

Message from Kevin Mercer, CEO

This issue of REACH focuses on the various engagement and outreach activities we initiated. In June, the Board of Directors kicked-off the governance initiatives specific to the annual communication and engagement plan by inviting our community to our annual general meeting.

We encouraged dialogue with two well-respected health care thought leaders who provided their views on the state of the system, and their thoughts on how to tackle the burgeoning cost associated with the aging population and growing incidents of chronic diseases.

We partnered in, or lead, initiatives intended to open minds and deepen the pub-

lic's understanding of the value of home and community-based care. The goal of these initiatives is to create opportunities to adopt a 'shared challenge, shared solution' philosophy, encouraging collaboration to define and solve problems, with the advice of partners and clients.

Spring initiatives included creating opportunities to meet and dialogue with

community groups to address service gaps for children in our community. We also brought together our service provider organizations in a one-day forum focused on building relationships resulting in *"outstanding care – every person, every day"*.

This fall we are pleased to initiate important conversations with our local physicians. We need to hear

from our physicians how our services are working to help them help their patients.

Engaged staff and community is one of our four strategic priorities. We believe this priority is critical for the advancement of our ability to deliver better integrated care to our community, clients and families •



National health care thought leaders advocate for health care system

Our Annual General Meeting took place June 15th and we were pleased to have two of Canada's leading experts – Ted Ball and Dr. Kevin Leonard – give their views on the health care system and the role of patients and their families to over 80 attendees.

Moderated by Dr. Liana Nolan, Commissioner/Medical Officer of Health for the Region of Waterloo, Ball and Leonard offered strong warnings about the

need for change in health care.

Ball – an accomplished writer and leading expert in accountability systems design, cultural transform-

ation, transformational leadership development, and coaching – kicked off the presentations by warning the audience about the 'health care tsunami' anticipated in 2012.

"More than 30% of the money spent on healthcare is wasted," stated Ball. "The system needs to be more efficient. We can't keep throwing money at it."

But how can health care be more effective, efficient and sustainable?

Leonard – whose main area of research is the creation of a National Patient Advocacy Program – believes that the solution lies in patient engagement in their care. "Patients need

to know that they are responsible for their own care – 70 to 80 percent of health care spending is used to treat chronic conditions," he stated. "People with chronic conditions are more likely to want to be involved in their care. Their lives depend on it."

While Leonard and Ball have different opinions on where to start to change the system, they both fundamentally agree that change is needed. Are we ready?

For a summary of the Annual General Meeting and to download the speaker presentations, please visit our website at www.ww.ccac-ont.ca •

Mental health guide connects parents to new resource

Parents concerned about their child's mental health now have a new resource available to help them find supports and services in our community.

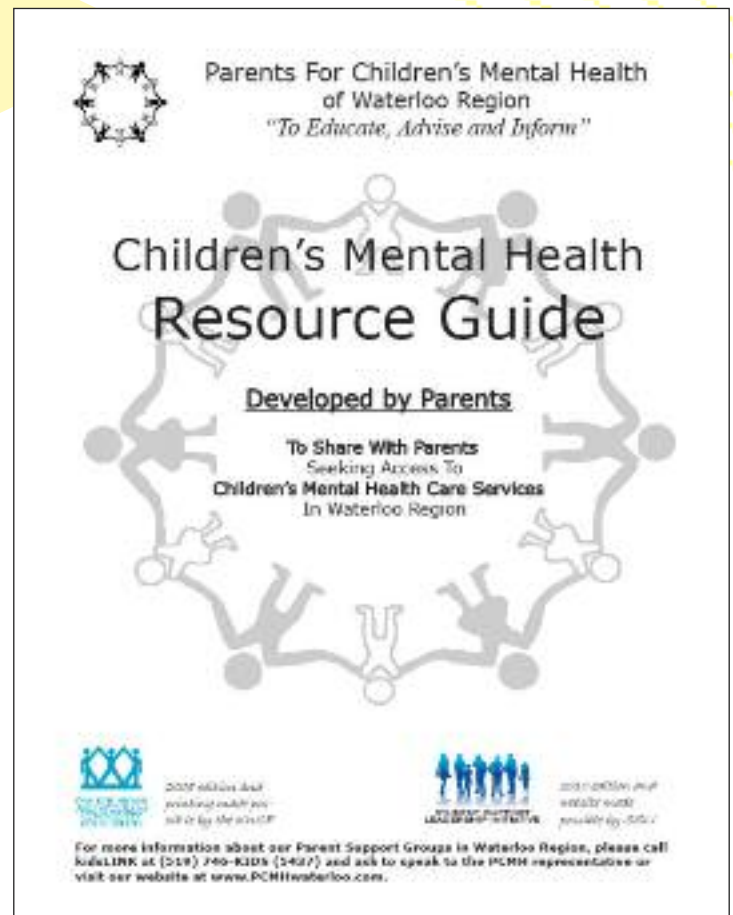
The "Children's Mental Health Resource Guide" was put together by the Waterloo Region chapter of Parents For Children's Mental Health (PCMH), a group of volunteer parents supported by kidsLINK.

In the spring, two of the four parents behind the Resource Guide – Laura Coughlin and Tina Blanchette – spoke to our Pediatric and Intake Teams about the various mental health support services in our community.

"When we assess children for services, we sometimes see potential mental health

concerns," states Helen Ezekiel, Client Services Manager. "As a connector to care in our community, it is very important for CCAC staff to know about other community supports to be able to guide people to those services that would help support parents in the care of their child."

A campaign is now underway to help raise awareness of this resource and more information, including the Resource Guide and a video which can be found at the website <http://kidslinkcares.com/pcmh/home> •



The Resource Guide and a video can be found at the website <http://kidslinkcares.com/pcmh/home>

Getting Connected: KidsAbility, Providers and the WWCCAC Forum

Recently, over 80 staff from KidsAbility, the WWCCAC, and service provider agencies came together to strengthen their existing connections and to learn more about the collaborative work underway to streamline transitions and address service gaps for children in our region.

"There was a lot of support by staff for better communication," states Bea Henry, Manager, Kitchener Programs, for KidsAbility. "Our hope is that we can bring front-line staff together on an annual basis so that important information can be shared and to gather ideas as to

how we can make some of the work we do more efficient."

Highlights of the session included an update on KidsAbility and the WWCCAC, as well as highlighting some of the collaboration that has gone on to assist with role clarification and prevent duplication and provide consistency of

care. A presentation was made by Brent Scott, Manager of Privacy and Risk for the WWCCAC about privacy of personal

health information and to highlight the importance of timely communication between agencies •

"Strengthening relationships among agencies is a key factor in ensuring that the health care system works better for the children we serve in our community."

~ Helen Ezekiel



Connecting with Local Physicians

Working in collaboration with physicians is valuable for both the Waterloo Wellington CCAC and physicians as we develop new, creative models of care delivery, improve system integration and navigation, and achieve health system efficiencies. Coming this fall several exciting opportunities exist for physicians to participate to shape local health care directions:



Local Health Care Conversation Series "Helping You Help Your Patients" 6 to 8:30pm

- **October 5th** – Guelph/Wellington – Cutten Fields Golf Club
- **October 25th** – Kitchener, Waterloo, Cambridge – Waterloo Inn
- **November 2nd** – Rural Waterloo Wellington – Breadalbane Inn, Fergus

Together with the Waterloo Wellington Local Health Integration Network and the Ontario Medical Association, the CCAC will host a physician fall series. Local physicians can join an open discussion on local health care opportunities and challenges and hear updates on Home First, Stroke Care, and local health care priorities.



September 15 Hospice Palliative Physician Forum

WW CCAC

201-450 Speedvale Ave. W., Guelph
The Hospice Palliative Care Physician Forum will bring together local physicians who provide end-of-life care in primary care, acute care, community, long-term care and residential hospice settings to:

- provide an overview of the Hospice Palliative Integrated Client Care Project (ICCP) and CCAC's role;

- define the need for system service improvements in our current service delivery model;
 - identify one or two palliative care physician champions to participate in the Project Advisory Committee and Project Team;
 - define how palliative care physicians can participate in the project and to provide information regarding the progress of the project.
- A physician survey will help inform the design of the Hospice Palliative Care ICCP.



October 12 Physician Leaders Roundtable: Hospice Palliative Care

Invited primary care, hospice/palliative care, long-term care and specialist physician leaders will come together to discuss and recommend solutions for building an *Integrated Regional Navigation System* for patients requiring Hospice Palliative Care.

For more information on the above physician sessions, please call 519-883-5500 ext. 6107 or by email at events.ww@ww.ccac-ont.ca.

Exploring a Chronic Intervention Pain Program in Waterloo Wellington
Waterloo Wellington (WW) Region is in need of a local *Chronic Intervention Pain Program (CIPP)* to address the

4th step in the WHO analgesic ladder, including advanced interventional treatments. Development of a CIPP will ensure that future clients will have access to adequate pain management locally.

The region of WW requires physicians to be involved to enhance client care and ensure effective resource allocation. A physician survey has been developed to identify the level of need of such a program, the barriers that exist and the readiness of the local physicians in the development and sustainability of a CIPP in WW.

Additionally, the data will be utilized for a MBA applied project. "Involving Physicians in a readiness assessment to launch a new regional program: Applying stakeholder analysis theory and physician engagement leading practices."

For further details please contact:

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Medical Advisors

The Waterloo Wellington CCAC planning is underway to recruit physician advisors to focus on helping the CCAC advance its strategic priorities and build stronger linkages with primary care, specialist care and academic research physicians •

Report to the Community

Our Report to the Community for 2010-2011 is now available for download on our website. In it, you'll find short summaries of our key achievements. Here are some quick facts:

\$104,000,000 Total funding for 2010/11

59 percentage of total referrals from hospitals

22 percentage decrease of new long-term care referrals done in hospitals

1,087,300 number of personal support hours delivered to our clients

100 number of information sessions we provided to various groups in our community

Gold the award from the Region of Waterloo's Public Health unit for our workplace wellness initiatives

FAST FACTS

Strengthening Relationships: Open Minds and Opportunities

Over 90 staff and management from the WWCCAC and service providers (SP) representing nursing, personal support services, therapies, medical equipment and medical supplies came together on June 1 to look at ways to better collaborate and to discuss common priorities.

As part of the work plan for the WWCCAC/Services Provider Advisory Committee, the forum is the result of a desire to strengthen connections among agencies and to share challenges. "What I came away with today was that it was an excellent opportunity to appreciate what our partners experience on a day-to-day basis," states Lori Strauss, Case Manager for the WWCCAC. "We sometimes want things immediately, and I learned why it's not always realistic."

It was the first time that front-line staff participated along with management in this half-day session.

"The Advisory Committee felt that this forum was an

opportunity to connect – not just discuss the issues," states Leah Gibson, Senior Manager, Contracts and Relationships. "A face-to-face meeting, is a great way to discuss opportunities, strengthen partnerships and share experiences."

The session started with an overview by WWCCAC CEO, Kevin Mercer, then moved into a panel session whereby staff from various organizations shared "A day in their life" and then

concluded with break-out session discussions. Spokespeople reported back to the larger group their top three priorities. Among those priorities was a strong desire to improve the use of technology so that information can be streamlined and made more efficient.

The feedback from participants was very positive, and the resulting report will be used to inform the work of the Advisory Committee •

"The Service Provider Forum provided an opportunity to strengthen the collaborations between CCAC and Service Providers and to share information and knowledge important to the provision of superior quality health care to the communities, clients and families we serve."

~ Kelly Bruels – Co-Chair Service Provider/WWCCAC Advisory Committee

Launch of the Guelph Independent Assisted Living Program

Senior residents of Guelph will now have increased access to personal support services and other community-based programs through the expansion of an innovative initiative called the Integrated Assisted Living Program (IALP).

In Guelph, the service area includes buildings and surrounding neighbourhoods of Woodlawn Road, Woolwich Street, Waterloo Avenue, Burns Drive and Marilyn Drive.

The grand opening of the program was officiated July 12 with remarks provided by WWLHIN, WWCCAC and MPP Liz Sandals. Program staff attended celebrating

the launch of the program.

The Integrated Assisted Living Program is to support seniors who want to, and are able to, continue living in their own home with access to supports over a 24-hour period. This aging in place model has proven to prevent premature placement into long-term care, and eliminates unnecessary emergency

department visits and hospitalizations by helping clients enhance their health status, well-being and quality of life. Through a community approach, the IALP provides personal support services to older adults with complex health needs who have limitations with activities of daily living •

Contributors



Kelly Bruels
Marchese Home
Healthcare &
Co-Chair of the
WWCCAC/Service
Provider Forum



Helen Ezekiel
Client Services
Manager,
WWCCAC



Leah Gibson
New – Director,
"Excelerated"
Response team;
Past – Senior
Manager,
Contract Mgmt &
Relationships,
WWCCAC



Bea Henry
Manager,
Kitchener
Program,
KidsAbility



Lori Strauss
Case Manager,
WWCCAC

**Year One
Evaluation Complete**
The Year one evaluation for
the Independent Assisted
Living Program is now
complete and can be found
on the WWCCAC website
www.ww.ccac-ont.ca/IALP



Waterloo Wellington

Connecting you with care
Votre lien aux soins

CCAC CASC

Community
Care Access
Centre
Centre d'accès
aux soins
communautaires

Reach is published quarterly by the
WATERLOO WELLINGTON CCAC

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information please contact:
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Reach:

What's in a name?

- to reach a destination, either real or abstract
- to reach a goal
- the act of physically reaching out
- moving forward or upward
- to be in or to establish communication with

**Now it's your turn
to reach out!**

Email us your questions,
comments and story ideas to
newsletter@ww.ccac-ont.ca