

SUMMARY OF WHAT WE LEARNED

WHAT WE KNOW

TO REMAIN RESPONSIVE PROVIDERS OF CARE, WE MUST EVOLVE, GROW AND STAY CONNECTED WITH THE COMMUNITY WE SERVE AND THE CURRENT AND FUTURE LANDSCAPE OF HEALTH CARE.

-  *Our population continues to age, so we will need more hospice palliative care services.*
-  *The community we serve is growing in numbers and in diversity – we need to be ready to serve people who speak different languages and who come from a broader variety of cultures.*
-  *We need to evolve with the province's plans to change health care. That includes becoming part of integrated care teams in our region (Ontario Health Teams).*
-  *We need to meet the increased need for French-language hospice palliative care services, especially in eastern Ottawa.*
-  *Most people are still dying in hospital, even though they want to die at home. Access to coordinated hospice palliative care has the potential to accommodate their wishes.*
-  *It is a significant, ongoing challenge for us to meet the government's requirement to raise 40% of our operational costs. We still must raise \$2.2 million annually to run our services and programs.*

HOSPICE CARE OTTAWA PROPOSED STRATEGIC DIRECTION 2020 - 2025

-  PROVIDE EXCEPTIONAL CLIENT AND CAREGIVER EXPERIENCE
-  INCREASE ACCESS TO HOSPICE SERVICE
-  STRENGTHEN COMMUNITY INVOLVEMENT
-  ENSURE FINANCIAL SUSTAINABILITY

WHAT WE HEARD

TO SHAPE OUR PLAN WE ENGAGED WITH OUR COMMUNITY. WE COLLECTED AND SYNTHESIZED WHAT WE HEARD THROUGH OUR ENGAGEMENT EFFORTS. THIS INCLUDED SIX SMALL-GROUP DISCUSSIONS, 20 INTERVIEWS AND AN ONLINE SURVEY THAT RECEIVED 525 COMPLETE SUBMISSIONS.

-  *Keep up the good work and focus on what you do well.*
-  *Remember and reinforce your community roots.*
-  *Increase your public profile.*
-  *Better support the rights of those eligible to choose medical assistance in dying.*
-  *Ensure your staff and volunteers feel well-supported and satisfied.*
-  *Press harder for more government funding to support our services.*
-  *Offer services that meet peoples' needs and values.*

For more information about our programs, services and/or to learn more about our strategic plan, please visit www.hospicecareottawa.ca

Our Proposed Strategic Direction: 2020-2025

Hospice Care Ottawa supports people living with a progressive, life-limiting illness with services at home or with 24-hour care in one of our residences.

Priority	Provide Exceptional Client and Caregiver Experience	Increase Access to our Services	Strengthen Community Involvement	Ensure Financial Sustainability
Goals	<i>Goals: Our clients and caregivers will ...</i>			
	<ul style="list-style-type: none"> Receive exceptional hospice care. Receive care that is centred around their personal needs, values and wishes. Receive care from competent, well trained and compassionate volunteers and health care providers. 	<ul style="list-style-type: none"> Represent all cultures and communities. Receive hospice care where and when they need it. Experience a seamless transition to hospice services. 	<ul style="list-style-type: none"> Recognize and value the contribution of our volunteers and community partners. Advocate for the support and funding needed to provide hospice care. Hold us accountable for providing excellence in care. 	<ul style="list-style-type: none"> Continue to receive our services at no cost because of ongoing government funding and ongoing community donations. Know they will receive efficient, effective care today and in the years to come.
Future State	<i>What this looks like by 2025 ...</i>			
	<ul style="list-style-type: none"> Clients and caregivers continue to be actively involved in their personal care planning and decisions. A Circle of Caring Client Advisory committee is formed, providing ongoing input to improve care. Data is continually collected and monitored for continuous quality improvement. Clients and caregivers will give our services a satisfaction rate of at least 95%. All our programs are accredited by Hospice Palliative Care Ontario. 	<ul style="list-style-type: none"> More people from diverse communities are served including Francophone, multicultural and LGBTQ individuals, and our staff and volunteers are more representative of these communities. Hospice residence services are established in eastern Ottawa. Eligible people are supported in their right to access medical assistance in dying if they choose. We are part of a coordinated care system through links with others, by shared digital health records and through Ontario Health Teams. 	<ul style="list-style-type: none"> Our relationship with key partners and donors remains strong. We continue to honour and recognize our community volunteers and partners. Our public profile increases because of strategic advertising, partnerships, and social media. Our community endorses hospice as a quality, cost effective solution to hallway medicine. 	<ul style="list-style-type: none"> Government funding increases from 60% to 80% of our costs and is ongoing. Our employees and volunteers are retained and satisfied. We fulfill all our annual financial and fundraising goals. We pay off our mortgage for the Ruddy-Shenkman build. A balanced budget is achieved annually.