

Strengthen wellness through inclusive community partnerships / capacity-building

- Develop new programs that reach out to under-served seniors. This will involve new partnerships and funding.

Collaborate with other providers to advance health system integration

- Play a leadership role with the community support services sector by successfully implementing shared information and system navigation systems.
- Align with health system priorities improving hospital emergency wait times, chronic disease and mental health management, and access to health services for isolated seniors.
- Plan in the context of the wider Integrated Health Service Plan. Continuously align CHATS' strategy with system priorities and the unique interests and abilities of partners.

Build financial sustainability and independence

- Increase revenue through fundraising initiatives.
- Achieve MEDlchair CHATS revenue targets.
- Increase size of PSW program.
- Ensure client affordability.
- Ensure funds are spent in the most efficient manner.

Enabling goals that will provide a strong foundation in achieving our objectives:

- ✓ Staff and volunteers who live our values and achieve excellence
- ✓ Expanded revenue sources and well-managed expenses
- ✓ Consistent, effective communications
- ✓ Effective business processes and information systems
- ✓ Wellness framework guiding our approach

**Thank you to all who were involved in the planning process
and who contributed to the Strategic Plan.**



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CHATS
Community & Home
Assistance to Seniors

**strategic plan summary
2010 - 2013**

Building Community Capacity – Together





New Strategic Plan – 2010 to 2013

Overview

CHATS' new strategic plan is true to the values that have guided our work over the past 30 years -- flexibility and caring, volunteer engagement, inclusivity, innovation, and collaboration. These values remain as strong today as they were in the past. They represent the essence of CHATS as heard from our clients, partners and stakeholders and are the foundational pieces of our mission: "To support the health and well-being of seniors and caregivers at home and in the community."

We considered our new vision and strategic directions within a very dynamic environment of shifting priorities and health system realignment. Consultations with our partners and stakeholders helped integrate our strategy with system priorities and the unique interests/abilities of our partners.

Some of CHATS' strategic directions have not changed. We will continue to reach out and support as many seniors and caregivers as possible with the services that they need, to ensure quality care and seniors' safety, and to sustain a strong financial future, diversifying our funding and developing our MEDchair CHATS home medical equipment business.

In fulfillment of our new vision, CHATS will "step-up" as a health system leader in areas where there is a good match between community needs and our unique ability to contribute. We will apply our experience and knowledge in information systems, training, and system navigation to lead integration within the community support services sector. With our health partners, we will initiate community-based, integrated strategies that improve hospital emergency wait times, chronic disease and mental health management, and access to health services for isolated seniors.

We will play a leadership role in ensuring that seniors' wellness and prevention are addressed. This is an important role for CHATS within a health system that is increasingly pressured to focus resources on higher risk seniors. Our success in soliciting funding for community capacity building will ensure that underserved seniors in the community have access to information, social/recreational, and other cost-efficient community wellness programs.

CHATS' strategic plan is not about "CHATS" – it's about our "family" of seniors, caregivers and volunteers...how we work to ensure that our community's values and aspirations are realized with regard to supports for our senior residents.

"Innovative leadership that promotes optimal health and wellness for seniors and caregivers"...this is the vision to which we dedicate ourselves in 2010 through 2013.

Richard Kinch
Board Chair

Wyn Chivers
Executive Director



Our Mission: To support the health and well-being of seniors and caregivers at home and in the community.

Our Vision: Innovative leadership that promotes optimal health and wellness for seniors and caregivers.

Our Values: Volunteer Contribution
Inclusivity
Healthy Workplace
Collaboration
Leadership and Innovation
Flexibility and Caring
Client Safety

Key Strategic Priorities and Objectives

The following priorities and objectives are key to CHATS achieving its new mission and vision. Priorities and objectives were identified through interactive communications with the CHATS community -- surveys, focus groups, and interviews with funders, partners, stakeholders, CHATS volunteers, staff and clients. Over the next three years, CHATS will monitor how well these objectives are being met to ensure they support the new Strategic Plan.

To achieve its mission and vision, CHATS will:

Reach and support more seniors and caregivers living at home

- Ensure adequate support for moderately health-challenged seniors being diverted from Community Care Access Centres (CCAC) to community support services. Funding and monitoring will be required.
- Pursue funding for the increasing number of seniors and caregivers facing more serious health issues. This can be achieved by establishing a service contract with the CCAC.
- Build Personal Support Worker (PSW) capacity by developing a customized PSW training program and securing new funding.

Demonstrate continuous improvement in seniors' care through quality, safety and efficiency

- Achieve successful accreditation in 2010.
- Regularly evaluate our client and program results for continuous improvement.
- Engage clients and the community to ensure their needs are met. Examples include client satisfaction surveys and partnerships.
- Meet funders' expectations in demonstrating our success.