

# PRESENTATION TO CANADIAN ASSISTIVE DEVICES ASSOCIATION

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ONTARIO HOME CARE ASSOCIATION

# ONTARIO HOME CARE ASSOCIATION

- ⦿ The Ontario Home Care Association (OHCA) is organization of home health and social care service providers and serves as *'the voice of home care in Ontario'*<sup>TM</sup>
- ⦿ OHCA members deliver nursing care, home support services, personal care, physiotherapy, occupational therapy, social work, dietetics, speech language therapy and medical equipment and supplies in the home.
- ⦿ Ontario Home Care Association members are contracted by all three levels of government, Community Care Access Centres, insurance companies, institutions, corporations and private individuals

# WHO WE ARE - WHAT WE DO

The membership of OHCA is comprised of 46 regular members / 20 associate members, including CCACs.

Based on OHCA's 2009 member survey, OHCA members:

- ⦿ Employed 35,000 staff serving 300,000 Ontarians
- ⦿ Served approximately 160,506 publicly-funded clients on any given day
- ⦿ Provided service coverage to every LHIN in the province
- ⦿ Represented nursing, personal support, therapy, case management services; and many community support services (meals, transportation, friendly visiting)
- ⦿ Served a full range of clientele, including CCACs, insurance companies, institutions, private individuals and others such as Veterans Affairs Canada, employers, pharmaceutical companies, private schools

# ONTARIO HOME CARE ASSOCIATION

## Our Goals

### ***Advocacy***

Represent Members interests to  
Government, Media, Stakeholders,  
General Public

### ***Knowledge Transfer***

Build and develop the home care sector

### ***Resource***

Strengthen Support Provided to  
Members

## Our Vision

‘The Voice of Home Care  
in Ontario’

## **Advocacy** - Promote member interests

- ⦿ Procurement
- ⦿ Securing additional funding/opportunities for sector
- ⦿ HST tax exemptions – tax rebates for purchase of care

## Knowledge Transfer - Building the home care industry

- ⦿ Articulate the value proposition of home care sector within the health care system to a broad range of government and non-government stakeholders
- ⦿ Promote and celebrate the innovations of members
- ⦿ Engage in home care branding initiatives

## **Resource** – Strengthening support to members

- ③ Communication to members
- ③ Education and information for members

# OHCA'S UNIQUE ROLE

## The OHCA plays a unique role

- ⊙ Independent voice and name, 'www.homecareontario.ca'
- ⊙ Broad constituency (diversity of membership in tax status, size and scope)
- ⊙ Different perspective than 'direct transfer payment agencies' in Ontario's LHIN structure (CCAC, Community Supports, Long Term Care Homes, Mental Health and Addictions, Community Health Centres)



# GOALS ACHIEVEMENT

## Goals Achievement:

- ⊙ Monitor political, government and stakeholder activity
- ⊙ MPP campaigns, meetings with key stakeholders,
- ⊙ Visibility - OHCA Position Papers and Reports, Letters to the Editor, Website, HouseCall Emailer (over 1,000 subscribers) Formal Presentations, Commentary and Outreach to Media
- ⊙ Poll our members and publish results
- ⊙ Provides a valuable service to the public (5,000 requests from public for home care services in November/December, 2010)

## Short term

- ⊙ Continued struggle for recognition at the system level (structural, funding, policy)
- ⊙ Impact of Election
- ⊙ Procurement and shifts in the sector
- ⊙ HR challenges

## Long Term

- ⊙ Growth of the home care sector (publicly/privately)
- ⊙ Accreditation/Regulation
- ⊙ Equal to the institutional sector (nursing homes and acute care) in importance
- ⊙ Home Care as an Entitlement - people will be able to make a true choice to stay at home and live safely and independently to the end of their lives

# OHCA POSITION PAPERS

- ⊙ Valuing Home and Community Care (November 2010)
- ⊙ Report on OHCA Roundtable on Rehabilitation in Home Care (November 2010)
- ⊙ Choosing Excellence....Choosing Home Care (November 2010)
- ⊙ Home Care in 2010 (November 2010)
- ⊙ Private Home Care – a vital component of the health care continuum in Ontario (September 2010)
- ⊙ Bill 16 Impact and Consequences within Ontario’s Home and Community Care Sector (June 2010)
- ⊙ Achieving Value in Home Care Through the Interdisciplinary Team (May 2010)
- ⊙ Today’s Home Care – Contributing to the Health of Ontarians (April 2010)

# POLLING QUESTIONS

- ⊙ Are you aware of the risks of directly hiring individuals to provide home care privately as opposed to work through an OHCA member?
- ⊙ Having just ended Canadian Patient Safety Week, please tell us what you believe in the number of one client safety concern in home care?
- ⊙ Are you seeing an increase in the tendency for purchasers of private home care to directly employ individuals as opposed to working with a provider organization?
- ⊙ The Bill 168 amendments to Ontario's Occupation Health and Safety Act (OHSA) will come into force on June 15, 2010 including Workplace Violence – are you ready?
- ⊙ Are you providing home care services to individuals with H1N1 Influenza?
- ⊙ What is the extent of your organization's social philanthropy?

# OHCA SYMPOSIUM

MAY 25, 2011 - INTERNATIONAL CENTRE, MISSISSAUGA

## 'Showcasing Our Best!'

The goal of the Symposium is to share excellence in home care practices and to show how those services integrate with, and support best care practices within the broader health care system.

***EXHIBITORS:*** Take advantage of the opportunity to spend a day with the OHCA Board and membership!

There are a limited number of exhibitor spaces within the Symposium lecture hall - so plan to secure your space for this all day event right away.

Register at [www.homecareontario.ca](http://www.homecareontario.ca)



# Ontario Home Care Association

[www.homecareontario.ca](http://www.homecareontario.ca)

## THANK YOU

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