



# Strategic Plan 2020–2023

Delivering on our Vision:  
Innovating community-based health care together



## STRATEGIC DIRECTION

# 1

### Deliver exceptional quality and safety

#### Priorities

- Build on our strengths and maintain a high client satisfaction rating
- Explore opportunities to implement innovative practices
- Leverage technology to extend client care and increase efficiency

# 2

### Create the strongest team

#### Priorities

- Continue to be a leader in training
- Assess a range of strategies to retain our employees
- Prepare for future turnover through regularly reviewed organization-wide succession planning

# 3

### Sustain organizational vitality

#### Priorities

- Strengthen stakeholder communications
- Seek opportunities to expand our service solutions and for capital projects to broaden our impact
- Investigate social enterprise as a way to support our core charitable purpose

# 4

### Inspire tomorrow's care in the community

#### Priorities

- Forge and nurture partnerships that will enhance our services
- Advance data-driven decision-making and pursue opportunities to participate in research to advocate for system-level change
- Maximize our corporate structure to profile our approach to integrated care
- Align with evolving health system priorities while being true to our mission, our values, and the clients who rely on us

## VISION

To innovate community-based health care together.

## MISSION

To advance compassionate, safe, community-based health care, supporting people to live with independence and dignity.

## VALUES

- Client-focused care
- Safety
- Accessibility
- Quality
- Collaboration
- Learning & Growing
- Innovation
- Accountability