



Advocating service excellence for seniors

2010 - 2011
ANNUAL REPORT



BC CARE PROVIDERS
ASSOCIATION

A message to members from Mary McDougall, President of the BC Care Providers Association Board of Directors, and Ed Helfrich, Chief Executive Officer

Ongoing Consultation with Members Critical to Association's Success

Dear members,

While the last few years have been challenging for all sectors of the economy, our BC Care Providers Association (BCCPA) continues to maintain a strong membership base, sound fiscal health and an ambitious advocacy agenda.

Thanks to the ongoing support of our members, and the tireless work of our active Board of Directors, our Association is moving into our 34th year of representing seniors home support, assisted living and residential care providers in each region of our province.

We pride ourselves on making sure the issues BCCPA champions reflect the real concerns of our membership. To achieve this we are committed to an ongoing cycle of consultation, communication and action. Over the past year we have taken steps to enhance these services even more.

This Annual Report is an opportunity for us to be accountable to you. In addition to summarizing our many successes over the past year, it captures progress on the policy resolutions approved at the 2010 annual meeting and identifies our goals for the coming year.

Health care is facing critical challenges in the decade ahead. The aging of our society is putting new pressures on our health care system and represents one of the most significant threats to Canada's fiscal sustainability.

Without the contributions of you and our members across British Columbia, these challenges would be impossible to solve. Now more than ever, we understand the value of your vital service must be appreciated, sustained and celebrated.

With your ongoing support and dedication, we will achieve our goals together.

Yours truly,



Mary McDougall, President,
BC Care Providers Association



Ed Helfrich, CEO,
BC Care Providers Association



OUR VISION

Deliver effective leadership and valued resources that support progressive change and promote the success of our members who provide the best possible care services for seniors.

OUR MISSION

- advocate for and respond effectively to industry trends including health policy and funding issues
- actively support the provision of the best possible seniors care standards
- enhance the profile of members as providers of service excellence for seniors in care
- educate the public about complex nature of seniors care and growing challenges associated with an aging society
- serve as an effective and constructive voice on behalf of the seniors' care sector
- facilitate special projects, timely communications and networking opportunities for members and other seniors care stakeholders

BCCPA NEW MEMBERS IN 2010-2011

Residential Care & Home Support:

Harmony Court, Burnaby
 The Harrison at Elim Village, Surrey
 We Care Home Health Services, Vancouver
 Drake Medox Health Services, Vancouver
 Broadacres Care, Grand Forks

Commercial:

Axiom News, Kelowna
 David Torrison HR Management Solutions, Vancouver
 Genesis Integration
 Graphic Office Interiors Ltd, Saanichton
 Guardian Specialty Bathing Systems, White Rock
 Manrex Limited, Winnipeg

MEDe-care Healthcare Solutions Inc, Toronto
 Novartis Canada, West Vancouver
 Orca Healthcare, Vancouver
 Royal Canadian Institute of Technology, Vancouver
 Stonebridge Financial Corporation, Toronto
 Sysco Vancouver, Port Coquitlam
 Wilson & Associates, Peachland

2010 ANNUAL BCCPA CONFERENCE

- Over 250 people attended the 33rd annual BCCPA General Meeting and Conference in Whistler June 6-8
- The theme was *Harmony: Managing Needs and Demands*
- Speakers included BC Ombudsperson Kim Carter, BC Alzheimer's Society CEO Jean Blake and representatives of the Disney's Institute for leadership training
- Policy resolutions were passed to promote safety of staff and accountability of the Healthcare Benefit Trust
- Zion Park's Tom Crump of Surrey was named BCCPA Member of the Year



MLA John Les addressed delegates at the 2010 BCCPA Convention on behalf of BC Health Minister Kevin Falcon

2010-11 FACTS & FIGURES

- Number of BCCPA member organizations: **222**
- Percentage of members that have joined BCCPA in past year: **8%**
- Revenue generated from advertising: **\$22,140**
- Total investments secured from government agencies for special projects since 2008: **\$400,000+**
- Total number of articles, radio reports, media interviews and TV reports involving BCCPA: **100+**
- Total number of page views at www.bccare.ca: **45,000+**
- Most recent patient satisfaction rating for Fraser Health Residential Care facilities: **90%+**

2010-2011 BCCPA Board of Directors

President:

Mary McDougall
 Buron Health Care
 North Vancouver, BC

Vice-President & Vancouver Island Region:

David Cheperdak
 Broadmead Care Society
 Victoria, BC

Treasurer & Congregate/ Assisted Living:

Andre Van Ryk
 H&H Total Care Services
 Surrey, BC

Vancouver Island Health Region:

Barb Stevenson
 Fir Park & Echo Village
 Port Alberni, BC

Vancouver Coastal Region:

Marilyn Slade
 Villa Carital
 Vancouver, BC

Carla Gregor
 Good Samaritan Society
 Edmonton, AB

Interior Health Region:

Al Jina
 Park Place Seniors Living
 Kamloops, BC

Kevin Svoboda
 Kaigo Retirement Communities
 Vernon, BC

Fraser Health Region:

Lisa Kachur
 Chartwell Reit
 Burnaby, BC

Elaine Price
 Eden Care & West Shore Laylum
 Chilliwack, BC

Residential /Chronic Care:

Azim Jamal
 Retirement Concepts
 Vancouver, BC

Community & Home Support:

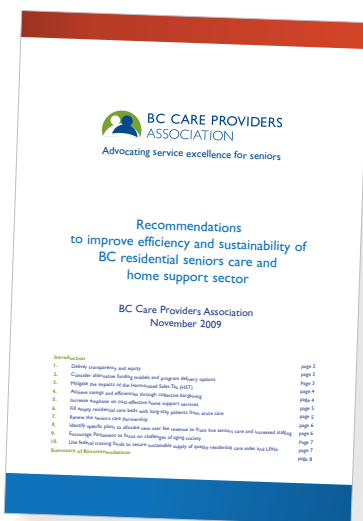
Bob Attfield
 We Care Health Services
 Vancouver, BC

Director At Large:

Will McKay
 Baltic Properties
 Langley, BC

LEADERSHIP: ADVOCACY & POLICY DEVELOPMENT

BC Care Providers Association Action Plan: One Year Later



In support of our mission to promote excellence and top quality seniors care, the BCCPA submitted an updated “Action Plan” last year to the Minister of Health that included 10 specific recommendations focused on improving the safety, efficiency and sustainability of our seniors care sector.

These recommendations reflected feedback from BCCPA members in a series of regional workshops and individual meetings with care providers.

Some recommendations were immediate measures that required no government funding. Some were designed to save tax dollars – or increase services for the same investment. Others were longer term ideas that required strategic investments which would ultimately

result in savings and improved quality. All were designed to be constructive and renew BC’s seniors care partnership.

In December - one year after the Action Plan was submitted – BCCPA released a report card that measured which recommendations the government and health authorities have responded to – and which ones they have not. It also identified next steps for the year ahead. A full copy is available at www.bccare.ca

ACTION PLAN REPORT CARD

<p>Significant progress on:</p> <ul style="list-style-type: none"> • HST Mitigation • Allocation of new client user fee revenue • Securing funds to address future labour and skills shortages • Collective bargaining <div style="text-align: center; border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; line-height: 40px; font-size: 24px; font-weight: bold;">B</div>	<p>Moderate progress on:</p> <ul style="list-style-type: none"> • consideration of alternative funding models • filling residential care beds with seniors in acute care • engaging federal MPs • renewing care partnership • improve home care <div style="text-align: center; border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; line-height: 40px; font-size: 24px; font-weight: bold;">C</div>	<p>Little progress on:</p> <ul style="list-style-type: none"> • disclosure of Health Authority funding levels for residential care and home support • improved operation of Healthcare Benefit Trust <div style="text-align: center; border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; line-height: 40px; font-size: 24px; font-weight: bold;">D</div>
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2010 BCCPA CONFERENCE: POLICY RESOLUTIONS AND RESULTS

BCCPA members unanimously approved two policy resolutions at the 2010 Annual General Meeting in Whistler. Since then BCCPA officials and Board members have worked to advance these policies – with significant success.

Personal Security of Care Providers and Appropriate Placement of Residents

Resolution: IT IS HEREBY recommended that BCCPA invite the Ministers of Health and Healthy Living to:

- review staff training
- increase awareness of staff safety problem and improve dispute resolution options
- create a broader set of living options - particularly community mental health
- develop a more effective admission/eviction procedures
- educate families and advocates
- celebrate the contribution of care aides, nurses and health care managers
- assess cost pressures associated with increased complexity of care and case mix

Results:

- BCCPA officials met with Ministers and WorkSafe BC
- WorkSafe BC released guide to better understanding risks associated with caring for dementia patients and preventing violence
- over \$40 million in new multi-year funding for “Health & Safety in Action” fund
- staff safety considered with recommendations associated with seniors care human resources strategy - particularly related to retention
- more than \$2 million to enhance training programs for care aides and LPNs from BC Health Education Foundation
- initiated review of lessons learned from tragic 2008 Gibsons shooting

Health Care Benefit Trust (HBT)

Resolution: IT IS HEREBY RECOMMENDED that BCCPA work with other stakeholders and urgently ask the provincial government to initiate a full operational review of HBT and its mandate. The review would assess:

- financial and actuarial viability
- current benefit delivery model and possible alternatives for care providers
- appropriateness of subjecting HBT to *Financial Institutions Act*
- operating effectiveness of helping employees return to work and reduce incidences of injury

Results:

- independent review of HBT completed and released
- new HBT CEO appointed with mandate to improve stakeholder relations
- request for proposals issued by provincial government for HBT alternatives
- Labour Board complaint submitted regarding introduction of new HBT exit fees
- Provincial government initiated positive negotiations with care providers to address outstanding liability issues
- BCCPA supporting care providers in exit fee legal disputes with HBT
- Media relations

SUMMARY OF KEY ACCOMPLISHMENTS

Year in Review

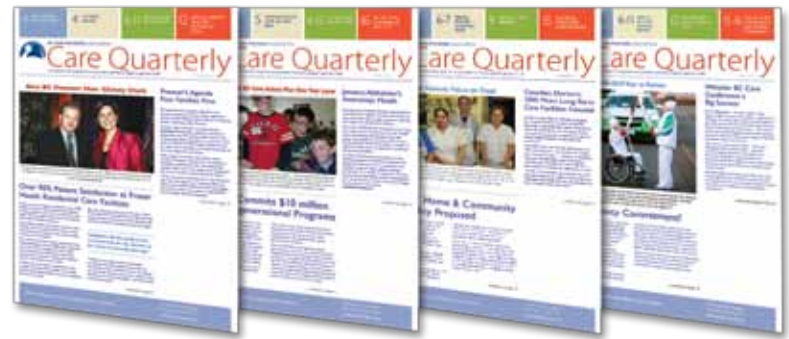
The BC Care Providers Association provides a variety of services to members including policy development, ongoing consultation, advocacy, media services, outreach to health authorities and labour relations. Here is a summary of successes and positive developments over the past year:

Mitigation of Harmonized Sales Tax for seniors' care providers:

- 87% rebate for non-profit facilities
- 100% rebate for private provider services that were contracted out before July 1, 2010
- Additional \$0.21/residential care bed/day
- Additional \$0.12/assisted living unit/day for non-contracted services

“Yes, we did make a commitment in government that the care providers, both residential and assisted-living providers, would be made whole for any HST impact...If the HST cost was, for example, borne out to be \$200,000, then they would be reimbursed that \$200,000. How they get reimbursed is still a subject of some discussion that we're having with the Care Providers Association.”

– Health Minister Kevin Falcon, June 2010



Commitment from Government of Canada to invest \$10 million in Intergenerational Programs to connect seniors and youth in communities across Canada

Helped secure million dollar settlement for care providers in dispute with provincial government over payment of enhanced severance funds – further to the terms and conditions of established collective bargaining agreements

Improvements to proposed province-wide care provider contract and commitment to establish “oversight committee” with participation of the Minister of Health to review and monitor implementation and cost pressures facing the sector

Actively supported and developed strategies with home care providers to address recruiting and retention challenges facing the sector

Public tender for more than 530 new residential care beds for seniors in Interior Health Authority

BCCPA secured over \$300,000 from provincial government to complete the most comprehensive labour market analysis of non-health authority residential care, assisted living and home support sectors in the history of province. Here are some conclusions:

- There are 14,000 people employed in BC's private/non-profit seniors care sector - and growing
- Care providers are operating on very lean budgets
- Many sector employers are offering training, skills development and innovative approaches to improve quality of their employees lives - and they should be recognized
- Close to 25% of all home care workers in sector are over the age of 55
- A significant portion of employees in the sector are retained on a casual basis - particularly in home support (58% of all new hires over past 12 year)
- British Columbia's home care sector is most vulnerable to labour retention challenges in the future
- The cost of staff turnover is estimated at \$4,100/person and could present a potential safety threat in the future if action is not taken now to promote meaningful collaborations

A full copy of the report and list of over 20 recommendations is available at www.bccares.ca. Bookmark the site for project updates.



SUMMARY OF KEY ACCOMPLISHMENTS

Year in Review

Initiated regular meetings, with Ministers of Health, Minister of Healthy Living, Minister of Finance, BC Ombudsperson, MLAs, health care unions and health authority executives

Secured mitigation for care providers in response to new measures being proposed in updated home and community care policy manual

In November, BCCPA co-hosted a Western Canada roundtable on pandemic preparedness with frontline health care workers and emergency responders. BC participants included WorkSafe BC, Good Samaritan Society, BC Professional Firefighters Association, Revera and Park Place Seniors Living. In addition to reviewing lessons learned from the 2009 H1N1 pandemic, the meeting focused on preparing for a larger event in the future. BCCPA made recommendations to the BC government following meeting:

- improve communication between health care professionals during a crisis
- stockpile medical equipment and supplies in advance of a crisis - particularly surgical masks
- improve training of front line workers
- modernize safety standards and regulations based on H1N1 lessons learned



BCCPA had successfully encouraged federal BC MPs from all parties to get seniors care onto the national health agenda (pictured BCCPA Director Al Jina (left) with Richmond MP Alice Wong and Immigration Minister Hon. Jason Kenney)

\$1.7 million commitment from the province to create over 200 new training spaces for LPNs, health care assistants and office professionals at Camosun College, North Island College, Vancouver Community College, Nicola Valley Institute of Technology and College of New Caledonia

Successfully encouraged health authorities to publically disclose how new provincial client user fees were being reallocated to care providers to improve staffing levels – except Vancouver Island

“Health authorities will be required, as I mentioned, to use the increased revenues raised to directly improve care. Those will be things like increasing the hours of client care provided to clients, hiring more nursing and care aide staff to provide more care to residents, addressing higher care needs of clients now being admitted to facilities, or providing rehabilitation staff to support the more complex care needs of clients now being admitted.”

– Health Minister Kevin Falcon, June 2010
on reallocation on new provincial client user fee revenue

EXPANDED MEMBER SERVICES FOR CARE PROVIDERS

Over the past year BCCPA has expanded our member services. In addition to distributing regular Action Plan updates, the *Care Quarterly* newsletter, regularly updated www.bccare.ca and organization of our annual conference, BCCPA has introduced a number of new measures:

- quarterly regional conference calls to make consultation more regular and convenient for members
- introduction of policy resolutions at annual conference
- preparation of access to information requests on behalf of care providers
- extended sector appointment opportunities for BC Care Aide Registry, BC Academic Health Council and BC Seniors Care Human Resources Committee to individual members
- increased participation in national advocacy and Canadian Alliance for Long Term Care (www.caltc.ca)
- focussed regional advocacy
- defend integrity and effectiveness of public tendering process



WHAT OTHERS ARE SAYING...

“A report released today identifies worker retention as the biggest challenge for employers in the private and non-profit stream of elder care. Turnover among nurses, residential aides and community workers is a costly problem affecting the well-being of seniors and workers, according to a draft of the report by the B.C. Care Providers Association.”

– Province Newspaper, April 2011

“Construction should begin immediately on additional long-term care facilities...in order to simply maintain the same occupancy rates we will need roughly 2,500 new homes by 2031.”

– Canadian Medical Association Report: Health Care Transformation, August 2010

“The Care (Providers) Association of B.C. is concerned with the increasing trend by the provincial government to house clients with addictions combined with mental illness in seniors facilities across the province... That concern helped prompt a resolution approved by the association at its 2010 annual general meeting, which includes recommendations to review staff training and increase dispute resolution options.”

– Vancouver Courier, December 2010

“The B.C. Care Provider Association is asking the provincial government to implement training programs to help its 10,000 employees deal with potentially difficult or violent clients. A resolution calling for the government to develop more effective admission and eviction procedures for people in assisted living facilities was approved by the association at its recent 2010 Annual General Meeting in Whistler.”

– Vancouver Sun, June 2010

“Kamloops Liberal MLA Terry Lake admitted Friday the province lacks the inventory to transfer people who need residential care. They're better suited in a care facility, which costs Interior Health \$175 per patient a day, than a hospital at \$850 a day, he said. 'It continues to be a challenge throughout facilities across B.C.,' said Lake, parliamentary secretary for health promotion.”

– The Okanagan, December 2010

“Good timing helped save hundreds of lives in H1N1 pandemic...according to a new analysis of the 2009 outbreak...The study will be presented today at (a) Western Canada H1N1 roundtable in Edmonton.”

– Vancouver Sun front page story on Pandemic Roundtable co-hosted by BCCPA, November 10

“BC Care CEO says collaboration key to sustainable seniors care.”

– Burnaby News headline, September 2010

“A spokesman for a major provider of seniors care in BC said Clark's Families First campaign theme has many anticipating a major emphasis on health care, especially regarding the elderly. BC Care Providers Association spokesman David Hurford said his organization, which represents private, public and denominational seniors facilities, is watching Clark closely. 'There's a lot of goodwill there for the Family's First theme. What many people are worried about is their aging parents and themselves. This is an issue that families are talking about.' He said the care providers support Clark's plan to form a health-care sub-committee to monitor and oversee capital projects like seniors facilities.”

– Canadian Press, March 2011

“City Council Supports North Island Care Providers and Seniors Waiting in Acute Care Hospital.”

– Campbell River Courier-Islander Newspaper headline, November 2010

“We have 11 empty beds in our community that are not funded by VIHA and we still have 25 people in hospital waiting for placement. We have people waiting in our hospital, in very much less than desirable circumstances, and not receiving the quality of care we're all entitled to.”

– Lee Rumley, Campbell River Seniors Advisory Committee Commissioner, November 2010

DISCLOSURE OF HEALTH AUTHORITY FUNDING RATES

Exchange between Health Critic Adrian Dix and Health Minister Kevin Falcon at BC Legislature Budget Estimates committee in May 2010:

Dix: What would be wrong in publishing per-diem rates and the very hours of care standards that the minister has referred to?

Falcon: Our goal — in fact, the clear objective of the ministry — will be that upon the full implementation of the residential care rate changes, all the per-diem rates and the hours of care and the standards of care at facilities will be made public.

BC CARE PROVIDERS ASSOCIATION: 2010-2011 GOALS AND OBJECTIVES

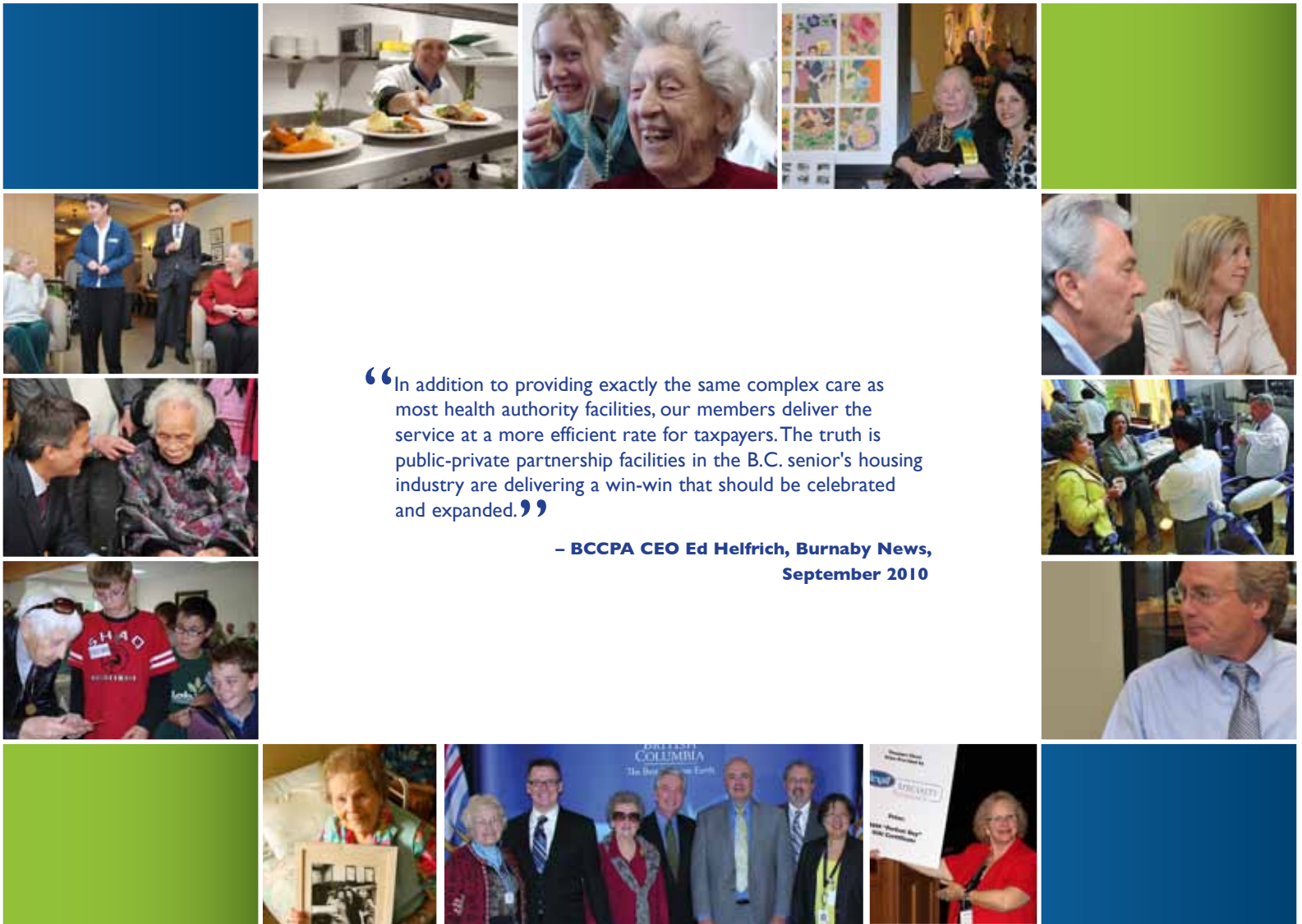
The BC Care Providers Association (BCCPA) has been serving private and non-profit care providers for over 30 years. In addition to employing more than 7,000 British Columbians, BCCPA members care for over 10,000 seniors each day in residential care/assisted living and an additional 4,000 each year through home support.

To help meet the needs of members, the BCCPA Board of Directors has identified five general goals for 2010-2011:

- **Foster Standards and Quality of Care:**
Advocate & enhance quality of life for seniors
- **Sustainability of Services:**
Ensure adequate funding to enhance quality care
- **Relationship Building:** Focus on government, health authorities and key stakeholders
- **Membership Services:** Provide services to members to foster quality of care
- **Human Resources/Labour Relations:** Provide support and effective responses to meet staffing and training needs



BCCPA Board of Directors



“In addition to providing exactly the same complex care as most health authority facilities, our members deliver the service at a more efficient rate for taxpayers. The truth is public-private partnership facilities in the B.C. senior's housing industry are delivering a win-win that should be celebrated and expanded.”

– BCCPA CEO Ed Helfrich, Burnaby News, September 2010