



**PEEL SENIOR LINK** - helping seniors needing supports for daily living.

**VISION** - Leading in the expansion of services for seniors in need of support in our community.

**MISSION** – Quality and valued assisted living services by helping seniors live independently with dignity and respect.

**Annual 2019-2020  
Business Plan**

STRATEGIC IMPERATIVES	SUSTAINABLE <u>ORGANIZATIONAL GROWTH</u>		LEADING PRACTICES FOR <u>SERVICE EXCELLENCE</u>		SUSTAINABLE <u>SERVICE GROWTH</u>		SECTOR STAKEHOLDERS/ <u>GOVERNMENT ENGAGEMENT</u>
MEASURES	<ol style="list-style-type: none"> <li>Board approved Fundraising Strategy</li> <li>Facilitate Community Fundraising events</li> <li>Build Service Partnerships</li> <li>Capital and Service Partnership Evaluation</li> <li>Add new spoke in CW LHIN</li> <li>Develop an HR readiness plan</li> <li>Manage and mitigate risk</li> </ol>		<ol style="list-style-type: none"> <li>Publication in Peer Reviewed Journal</li> <li>Medication Mngt. Business Case</li> <li>Achieve 90%+ Client experience utilizing quality improvement plans</li> <li>Achieve &lt;5.0% Composite Client Care Metric</li> <li>Increase FCCAP participation to 60%</li> </ol>		<ol style="list-style-type: none"> <li>Grow Creditvale Mills Wellness Centre</li> <li>Pilot new Fee for service program</li> <li>Social/recreational program offered at all PSL sites</li> </ol>		<ol style="list-style-type: none"> <li>Lead the formation of an Ontario Health Team(s)</li> <li>Continue to acquire stakeholder buy-in on PSL strategic plan and partnership opportunities</li> <li>Advocate for CSS inclusion in Health System Transformational Plan</li> <li>Determine Potential for Municipal and City partnerships</li> </ol>
STRATEGY	Partnership & Collaborative Relationships	Fund Generation e.g. Capital, Grants, Donations	Research & Innovation		Regional Growth	Fee-for-Service/ Social Enterprise	Influence Key Stakeholders
TACTICS	Effective partnerships through use of partnership framework	Secure community event sponsors	Leverage client feedback from town halls and client surveys to identify quality improvement initiatives	Lead the ongoing development and evaluation of hub & spoke model	Lead the development of a comprehensive seniors service model	Assess new revenue streams through market analysis and identification of services beyond PSL's core offering	Extend processes to ensure stakeholder engagement and leadership on strategic direction and key program initiatives
	Lead discussions to create partnerships to service current gaps and opportunities		Share research and best practices with community partners and stakeholders to support continuous learning & improvement	1.	Expand service offerings in Community Hubs	Leverage Schulich Business School strategy report and board generative discussion for fee-for-service delivery	Participate on: <ul style="list-style-type: none"> <li>Metamorphosis Network</li> <li>Ontario Health Team collaborative</li> </ul> List and report all community & government participation related to service recognition



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