



**Peel Senior Link**  
*helping seniors live independently*

Enabling community-based independent living for seniors who might otherwise require more institutional settings, such as Long-Term Care homes or hospitals.

**2019 - 2020 Annual Report**

# Board Chair and CEO Annual Report 2019-2020



## **'Congratulations – 89% Client Experience Survey Result and 95% Achievement of Agency Business Plan Goals in 2019-2020'**

It takes an excellent team working together with a common vision to fully achieve 17 of 19 goals. This is the result of our work (clients/caregivers, staff and Board) in moving year five of the five-year strategic plan forward and achieving the goals and measured outcomes set out in our annual business plan (highlighted at our Client Service Team meeting, annual training & education all staff days, and Family Caregiver & Client Advisory Panel)

Major achievements include:

- 84% family caregiver and 89% client satisfaction survey ratings
- successful community engagement Town Hall sessions with the CEO
- enhanced representation of clients/caregivers on the Family Caregiver & Client Advisory Panel - 64% of all service locations
- Met all funder compliance & performance obligations
- Vision, Mission, Values and Strategic Plan Refresh

- New & enhanced partnership - THP and MHLHIN Home & Community Care joint proposal for Targeted Investment Program to support hallway medicine with hospital to community transitions
- Senior Leadership support for local Ontario Health Team development
- Clean financial audit
- Board annual survey result of 4.1% out of 5 – 82% satisfaction
- Board established Working Group on Health System Transformation
- Overall revenue growth from \$7.7M in 2018-2019 to \$8.2M in 2019-2020 (5.6% increase)
- Grants & proposals of \$824,098 a 5-year comparative high (113% increase over previous year)
- Reduced reliance on LHIN funding by 7% since 2016

One of our key strategies is to improve the utilization of technology for enhanced service provision and client/caregiver experience. We are in the process of transitioning our client and staff management software to EasyCare, in partnership with Circle of Care/Mount Sinai Hospital.

These outcomes will serve us well in current and future partnerships, and enhanced relationships with stakeholders as we launch the Board approved 2020-2021 Business Plan.

The Board of Directors in partnership with the CEO has provided excellent governance oversight from continuous improvements to measurement tools, to ensure that business plan goals and tactics are in alignment with and driving forward the five-year Strategic Plan. Board committees have been hard at work addressing workplans and have provided the Board with excellent reports and recommendations to enable required and productive oversight. Board members have been engaged in governance learning opportunities sponsored by the LHINs, Volunteer MBC, Ontario Community Support Association, Institute of Corporate Directors, etc.

We continue to serve seniors through our partnerships with Seniors Life Enhancement Centres bathing program for Adult Day Program clients as well as Community residents, and the Integrated Seniors Team program in partnership with SHIP and Punjabi Community Health Services.

The Family Caregiver & Client Advisory Panel has expanded its reach and number of client and caregiver representatives this past year. They have actively participated in several meetings and provided excellent input and decision making support through the Quality & Community Engagement committee e.g. review and input for the family and client satisfaction surveys, and input on caregiver and client satisfaction surveys and analysis of the summary results.



The FCCAP played a significant role in decision making on the development of social and recreational programs introduced through our approval of a Seniors' Active Living Centre, which provided programming to over 1,000 individuals this past year.

The Board of Directors held its Annual General and Board meetings on June 25th, and elected one new Board member for a total of 12 Board members to serve in 2019-2020. These community volunteers provide critical strategic and policy direction and governance oversight for the organization in partnership with the CEO as the sole employee reporting directly to the Board. Senior Management Team members serve on Board committees in a resource capacity. We wish to thank Board committee chairs and members (Finance, Audit & Risk Management, Quality & Community Engagement, Governance, and the Working Group on Health System Transformation) which provided excellent leadership, reports and recommendations for Board policy decision making in carrying out its critical governance role.

The agency has continued to focus on quality service and excellence and was recognized as such through various presentations at provincial conferences and also submitted a draft paper version to the British Medical Journal Open Quality to showcase the shift exchange checklist.

We serve as a committee member with the CSS Knowledge Exchange with OCSA and Inter Rai Canada which is based at the University of Waterloo. This work over the next year will further our skills and knowledge in the enhanced utilization of Inter-Rai CHA assessment and care planning data for client and service decision making and integrated care plans. The committee will also utilize outcomes of our work to better educate the LHINs on the role of CSS within the broader health system, and capacity to maintain at risk seniors with complex needs independently in the community to avoid emergency and hospital visits, and LTC placement, as a highly cost-effective and enhanced quality of life solution.

Existing and new partnerships and collaborations were further developed and initiated this year along with the approval of a partnership policy and criteria to provide for improvements to integrated service provision & awards:



- Presentation at the 1st National Summit on Integrated Care Creditvale Mills Community Wellness Hub space and service expansion with 5 new program offerings, and Design Analysis Plan in collaboration with 12 service partners
- Seniors' Active Living Centre enhanced partnership with Visual Arts Mississauga and ETAC for virtual programs
- 'Best Work in Seniors' The International Peace Awards
- Presentation at the IoT Big Data & Healthcare conference
- Participation in the Grand Parade fundraising walk
- Designated as a leading practice by Health Standards Ontario for the Medication Management Program and Checklists in Community Care
- Celebrated National Seniors' Day kick off



We hosted several local politicians for discussion on community support services as a critical health system partner in addressing hallway medicine. Sara Singh, MPP, Brampton and Deputy Leader joining us for an excellent discussion at our Knightsbridge service location. We also presented a paper to the Minister of Finance and local M.P.P.'s for the Ontario Budget Consultation.

We participated with OCSA in several policy discussions with the Ministry of Health to provide a local context for Ministry staff and politicians.

At the end of the fiscal year, in mid-March COVID-19 was declared as a global pandemic. Immediately following this emergency health crises announcement, we formed a COVID-19 Task Force to manage business continuity, and direct required decisions on health and safety and support for our staff, clients and caregivers, and ensure that the Board of Directors was kept well informed in a timely basis. We wish to thank clients, caregivers, staff, and volunteers for your support and assistance over the past few months.

We wish to acknowledge and thank our funding and housing partners for their generous support, particularly the Mississauga-Halton and Central West LHINs, Region of Peel - Community Investment Program, Ministry of Health & Long-Term Care, Wisma Mega Indah, Wawel Villa, Blue Sea Foundation, Corporate and individual Donors. Looking forward to working with our employee team, clients/caregivers, Board of Directors, health and social system partners, funders, and the community to achieve the 2020-2021 business plan goals together!

Derek Rodrigues,  
Board Chair

Raymond Applebaum  
Chief Executive Officer

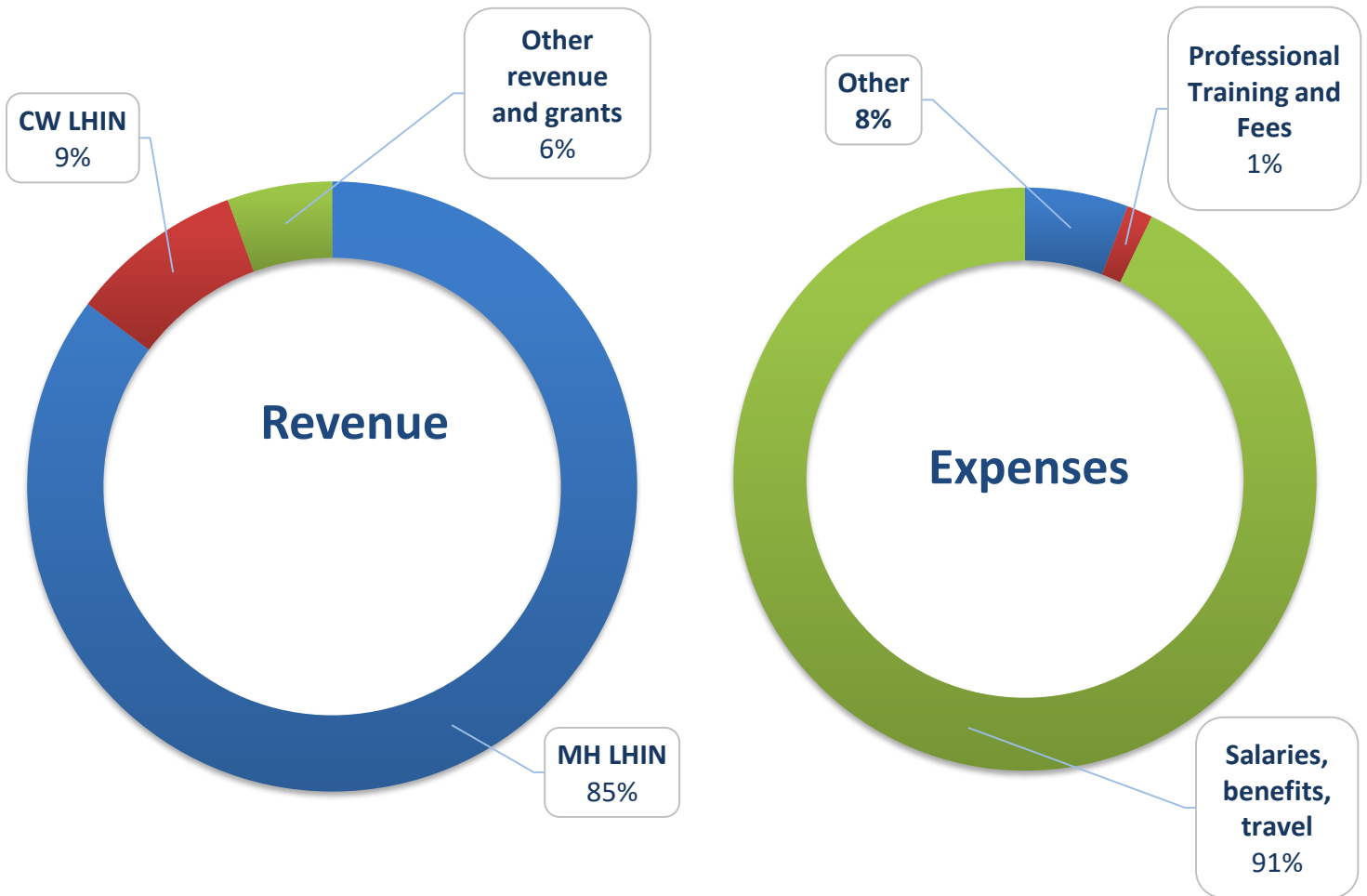


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# Audited Financial Statement 2019-2020



To view the entire financial statement, please [click here](#).



# Our Impact 2019-2020



Total 24/7  
Clients Served  
**399**



New 24/7  
Clients Served  
**62**



Total Resident  
Days per Year  
**118,169**



ER Visits  
Diverted  
**116**



Savings from  
diverted ER  
**\$97,672<sup>1</sup>**



LTC Diversions  
**121**



Satisfaction  
**89%**

1. [Seniors' Use of Emergency Departments in Ontario, 2004-2005 to 2008-2009.](#)  
February 2010. Canadian Institute for Health Information

Peel Senior Link  
Board of Directors  
2019-2020



**Derek Rodrigues**

Chair

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Vice-Chair

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Board Director

**Salima Neek Gilani**

Board Director

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**Applebaum**

Board Secretary &  
CEO