

STRATEGIC REFRESH

PRIORITIES FOR 2024-2025



SUPPORT CLIENTS' INDEPENDENCE AND QUALITY OF LIFE

- More supports and services for persons living with dementia are needed (social recreation and volunteer services need to be reviewed)
- Transportation services - build qualifying criteria and implement a transportation support program



PROVIDE SERVICES AND SUPPORT TO HIGH RISK POPULATIONS

- Health equity plan and strategies need to be in place to guide this work
- Be mindful of the language we use (i.e. at risk versus equity deserving)
- Need resources dedicated to expanding this work



EXPAND CAPACITY OF COMMUNITY CARE PARTNERS TO SUPPORT PLWD

- Primary care needs to be clearly defined (physicians, nurse practitioners, pharmacists)
- Improve engagement with a communication strategy
- Launch social prescription program in two communities



EMBRACE NEW APPROACHES AND PARTNERSHIPS FOR FUTURE SUCCESS

- Continue strategic partnerships with OHTs
- Expansion of DREAM Team to new communities/hospitals
- Participate in integrated care models (i.e. Eva Rothwell)



CONTINUE TO EXPAND AWARENESS OF DEMENTIA AND THE ROLE OF THE AS

- Create brand awareness in the communities we serve
- Implement brand guidelines for consistent use across the organization

ACROSS ALL STRATEGIC DIRECTIONS

Focused Outreach:

Use geomapping data to identify priority areas and develop/implement outreach plan

Dementia Friendly Communities:

Create a framework and implement the work plan

Health Equity:

The ability for all people to reach their full health potential and receive fair and appropriate care.

Measuring Impact:

A robust evaluation plan is implemented that includes analysis and reporting (client experience)

Human Resources:

We attract and retain top talent through fair compensation and skill development opportunities