



Circle of Care
Sinai Health



IT'S GOOD TO BE HOME

ANNUAL REPORT 2019-2020

Circle of Care's focus on excellent care for older adults, at home and in the community, is more important than ever.

This past year, over 16,000 clients were supported in healthy, independent living thanks to Circle of Care employees and programs.



SERVICES AT HOME

Personal Support
Homemaking
Hospice Care
Friendly Visiting
Phone Pals



SERVICES IN THE COMMUNITY

Meals on Wheels
Transportation
Seniors' Social Groups
Exercise & Falls
Prevention



SPECIALIZED SERVICES

Holocaust Survivor
Services
Adult Day Program
Elder Abuse Prevention
& Intervention
Information & Referral



CLIENT & CAREGIVER SUPPORT

Caregiver Respite
Client & Family
Counselling
Bereavement Support
Support Groups
& Sessions

A YEAR OF IMPACT, AT HOME
AND IN THE COMMUNITY



16,197 Clients

745 Volunteers

1,152 Employees



18,519
Caregiver
support
visits



1,617
Holocaust
survivors
served



1,472,724
Hours of Personal
Support



227,962
Meals Delivered



124,687
Rides for Seniors
in 46 Vehicles

MESSAGE FROM LEADERSHIP



This past year began like all others at Circle of Care, with plans to improve, grow and expand our programs, and to develop new and innovative ways to keep older adults out of hospital and long-term care. It also marked the last year of our ambitious strategic plan, giving us just twelve months to complete the work we had set out for ourselves back in 2017. As you'll read in this report, Circle of Care made excellent progress against that plan.

However, January 2020 brought news of a growing viral infection and worries of a possible pandemic. Just weeks later, by the end of the fiscal year, Circle of Care had remade itself into an entirely remote workforce, working at capacity to care for our clients and caregivers in new ways.

This fundamental upheaval required a new way of working. The pandemic, and the need for physical distancing, brought an array of challenges for our clients and their caregivers, for frontline staff providing care, and for administrative staff managing it all. It forced us to adapt quickly and implement quickly, with the wellbeing of our clients top-of-mind in every choice and decision. Fortunately, thanks to an ongoing focus on digital tools and support, and the professionalism and commitment of staff and volunteers, Circle of Care was prepared and equipped to make this enormous change.

To our employees and volunteers, client and family advisors, board members and community partners, a heartfelt thank you for going the extra mile. To our clients and caregivers, our commitment to your health and happiness continues despite the challenges of a pandemic.

Thank you for trusting us with your care.

Allan Rudolph,
Chair, Board of Directors,
Circle of Care,
Sinai Health System

Carey Lucki,
Chief Executive Officer,
Circle of Care and Vice President,
Sinai Health System



ADULT DAY PROGRAM CELEBRATES 10 YEARS

10
years

In 2009, when Circle of Care opened what was then known as the Day Centre for Seniors, the program had two to four clients who attended each day. Ten years later, ADP serves 20 to 35 clients a day and has added evenings and weekends, giving more flexibility to caregivers.

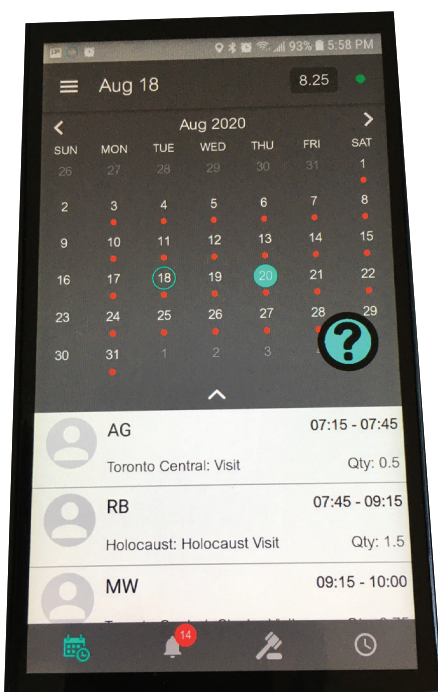
“We are so grateful for everything you did. My mother still lives with her ‘club’ all the time,” says a client’s daughter. “She dreams about it and talks about it, but doesn’t remember anybody or anything. Without the Adult Day Program at Circle of Care, my mother’s illness would have progressed faster and she would have been where she is now, only 7 years ago. Thank you.”

In March, Circle of Care’s ADP celebrated this 10-year milestone with a gala event at The Avenue Banquet Hall. Clients and caregivers enjoyed delicious food and entertainment, including opera and dance.



NEW MOBILE APP FOR PSWS IMPROVES CARE FOR CLIENTS

DIGITAL CARE



A new mobile app for Circle of Care’s Personal Support Workers, built by an in-house team of developers, was rolled out this year to over 900 PSWs.

With an updated look and feel, the new app’s design improves visibility for scheduling, includes client care plans and duties for each visit, tracks hours more clearly, and offers more notes and information about client needs. It also allows PSWs to inform other staff immediately of any sudden changes with a client.

One of the most innovative features of the app is a built-in self learning tool which helps PSWs learn how to effectively use the application in real-time, while interacting with the app’s features.

PSW feedback indicates that the new features are helpful and simple to use, particularly the duties checklist for each client, direct sign-in to the PSW portal, and the ability to order PPE and other supplies easily. They also appreciate that the app pushes them timely and important memos, especially during COVID-19.



MEALS ON WHEELS OFFERS MORE CHOICE FOR CLIENTS

Already one of the largest and longest-running Meals on Wheels programs in Canada, Circle of Care provided over a quarter of a million meals in 2019-20, delivered by over 200 volunteers.

To offer more choice for clients, the program began offering “Kosher style” meals this year, in addition to certified Kosher meals. This option has been very popular with clients and demand doubled within weeks of their introduction.

The pressure of COVID-19 inspired staff to quickly pivot the program early in 2020. Knowing that some of the 200 volunteers would be unable to make deliveries, and aware that the pandemic would make at-risk clients more vulnerable, Circle of Care staff joined the programs’ volunteers to personally deliver meals. The program quickly switched to deliver frozen meals in bulk to clients once per week, cutting back on delivery frequency and ensuring that all clients could continue receiving their meals.



2017-2020 STRATEGIC PLAN HIGHLIGHTS

QUALITY AND GROWTH



At the end of March, Circle of Care’s 2017-2020 strategic plan came to a close. For three years, Circle of Care has focused on redefining quality care, realigning for operational excellence, reinvesting for growth and innovation, and reconnecting with partners and the community.

Among the successes and milestones, Circle of Care received Exemplary Standing from Accreditation Canada for a perfect score, 100% increase in revenue and programs, almost 100% growth in staffing, and 200% growth of our volunteer base. The Holocaust Survivor Program (HSSP) has grown from a \$3M initiative to over \$20M. The organization has made extraordinary progress in developing technology to enhance care, including advances in EasyCare© and other mobile apps. Employee engagement and staff development have seen marked improvement.

PUTTING OUR H.E.A.R.T.® INTO CARE

As part of our commitment to excellent care, Circle of Care adopted an exclusive training model already being implemented across the US and throughout Sinai Health. Created by the renowned Cleveland Clinic, Service with H.E.A.R.T.® create positives client experiences by helping frontline staff develop rapport with clients so they can better understand their needs and concerns. The training provides a framework for managing difficult situations, and demonstrates how personal accountability sustains a culture of empathy.

Training was led in partnership with Sinai Health’s Organizational Development department and helped employees reimagine their work from the perspective of clients.

“I have a new found appreciation for my role and I understand my clients’ challenges better.” PSW participant



EXCELLENCE IN CARE

CARING FOR HOLOCAUST SURVIVORS WITH UNDERSTANDING AND SENSITIVITY

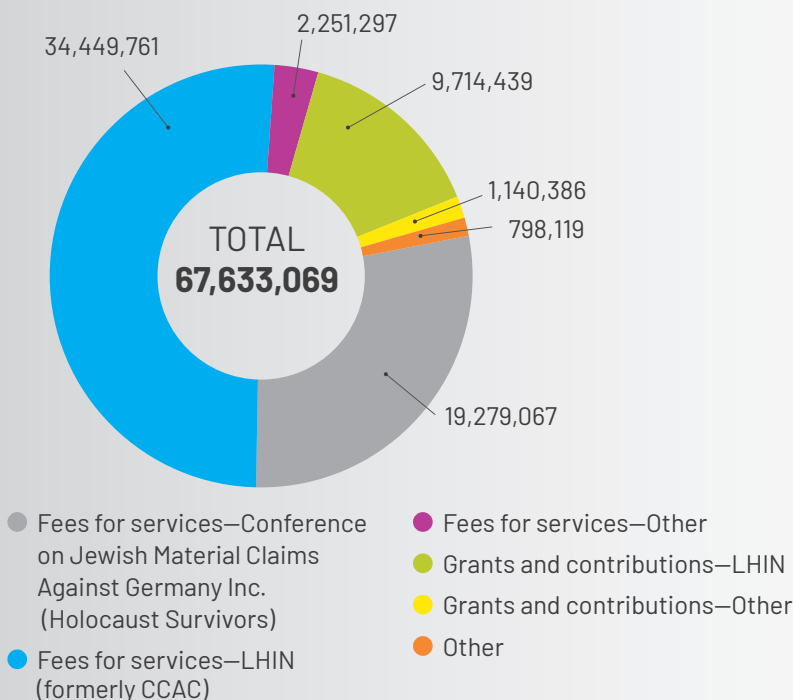
Circle of Care is honoured to provide care and services to over 1600 clients through our Holocaust Survivor Services Program (HSSP), making us the largest Canadian grant recipient of funds from the Conference on Jewish Materials Claims Against Germany. Support for Holocaust survivors requires special understanding, knowledge and sensitivity, and no where is this more important than in case management.

In addition to the struggles of aging, Holocaust survivors often deal with additional and unique issues related to the effects of trauma or caregiving for traumatized loved ones. Circle of Care has supported these clients through language barriers and trust issues, and helps them to navigate the healthcare system.

Circle of Care Case Managers recently supported a HSSP client who had been abused by a spouse—mentally, physically, and financially—for many years. Circle of Care worked with Jewish Family and Child to help the client move to new apartment and offered financial help, groceries, meals and counseling. The client shared that she finally feels like she is “living again”, enjoying her independence and her friends.

FINANCIALS YEAR ENDED MARCH 31, 2020

INCOME



CIRCLE OF CARE JOINS ONTARIO HEALTH TEAMS

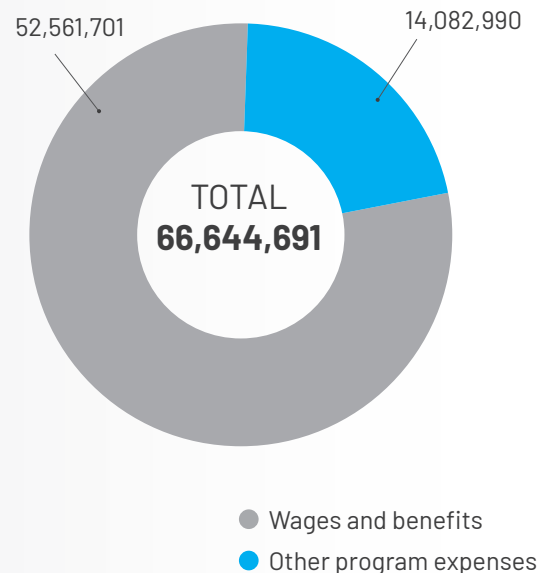
SYSTEM IMPROVEMENT

As part of the ongoing reorganization of healthcare services in Ontario, to strengthen local services and help patients navigate the system, Circle of Care is pleased and proud to be a core member of the North York Toronto Health Partners, one of the first approved OHTs (Ontario Health Teams) in the province.

Joining other core member organizations in the NYTHP OHT, Circle of Care provides input and expertise on home and community care. A number of NYTHP's year-one initiatives will call on the experience of Circle of Care, including a focus on seamless care coordination for seniors and in-home palliative care.

In addition to its status as a core member of NYTHP OHT, Circle of Care collaborates with three other Ontario Health Teams—Toronto North East, Hills of Headwaters Collaborative OHT and Brampton OHT.

EXPENSES



2019-2020

CHAMPIONS OF CARE WINNERS:

SHINING EXAMPLES OF OUR COMMITMENT TO EXCELLENCE

Research shows that demonstrating gratitude and recognition in the workplace is one of the key contributors to winning organizations. Now in its third year, Circle of Care's Champions of Care employee recognition program is centred on showcasing the big and little ways our employees go the extra mile. More than 150 nominations from clients, family members, colleagues and system partners made us proud. These eight employees, in particular, were recognized for the way they live our organizational values each and every day. We couldn't be more grateful for their commitment.

Uliana S.

Intake and Referral Specialist



Winnie V.

PSW



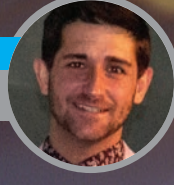
Sherin S.

Social Worker



Dennis M.

Learning and Development Specialist



Claudio G.

Transportation Services Representative



Lisa Grace R.

Service Coordinator Supervisor



Patricia F.

Volunteer Resources Coordinator



Ina I.

PSW



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