



Exceptional People Innovative Care.

Strategic Plan 2020-2025



Circle of Care
Sinai Health

A Message from our Leadership

We are extremely proud to introduce Circle of Care's 2020-2025 Strategic Plan. *Exceptional People, Innovative Care* embraces our culture and our steadfast commitment across the organization and will guide our activities for the next five years.

Since 1974, Circle of Care has been driven to become a leading home and community support services provider. Each and every one of us stands by our collective purpose to helping our clients preserve their independence and live comfortably at home. This purpose drives us to reimagine the future of Circle of Care.

Guided by the input and engagement of our staff, our clients and their families, our volunteers, and our community partners, our strategy and accompanying priorities have been carefully chosen to reflect transformation and integration in a new era of health care.

Looking ahead, our focus will be on advancing three strategic directions: Champion thoughtful design for innovation, efficiency and growth; create joy and pride in everything we do; and enhance excellence and integration in care and

service. Each strategic priority is then aligned with key signature initiatives that will further inform our work.

We look forward to our annual planning that reviews the previous year's commitments as well inform goal setting for future years. Circle of Care takes pride in our exceptional agility as an organization and how we guide our teams with a sense of strong purpose and continual growth.

Complexity is often a challenge for most organizations and yet, Circle of Care sees complexity as a destination for opportunity. We are grateful for our donors, our partnerships and for the broader health care sector that strives to be better every day. We will continue to thrive and lead with passion and we look forward to having you join us on this exciting new journey in the years ahead.



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

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



Strategic Plan 2020-2025

Our Priorities



Champion thoughtful design for innovation, efficiency & growth

Enhance excellence & integration in care and service



Champion thoughtful design for innovation, efficiency & growth

- Maximize the use of resources, stewardship & business development for long term resiliency and transformation
- Strengthen patient well-being through investments & future-focused technologies
- Foster our digital and data analytics capabilities to leverage improvement & transformation
- Optimize operational processes & performance aligned with standards and measurement



Create joy & pride in everything we do

- Foster a culture that promotes healing, well-being, learning, collaboration and social responsibility
- Support and equip our teams with the tools and knowledge they need to enable wellness and excellence in care
- Cultivate inclusivity where respect, equity and recognition of meaningful work are valued



Enhance excellence & integration in care and service

- Advance quality and leading practices in all parts of the organization with a relentless customer focus
- Purposefully engage with patients and partners to support the health and well-being of our communities
- Focus our intentions and creativity on holistic care with emphasis on broad determinants of health

About Circle of Care

Circle of Care, part of Sinai Health, is a leading not-for-profit home care provider for individuals living in the Greater Toronto Area. Our staff and volunteers simplify everyday life for more than 10,000 clients and their families each year, helping them preserve their independence and live comfortably at home.

Circle of Care has a proud, successful history. Our organization launched in 1974 to meet the needs of Toronto's elderly Jewish population. Over time, our mandate has expanded to serve individuals of many faiths and cultures, and Circle of Care has flourished into one of the community's leading providers of home health care and community support services.

VISION

Canada's leading integrated health system, pushing the boundaries to realize the best health and care from healthy beginnings to healthy aging for people with specialized and complex care needs.

MISSION

Sinai Health delivers exceptional care in hospital, community and home, focusing on the health conditions with the greatest impact on the overall health of the population. We discover and translate scientific breakthroughs, develop practical health solutions, educate future clinical and scientific leaders, and lead efforts to eliminate health inequities.

VALUES



PERSON-CENTRED CARE



EXCELLENCE



ACCOUNTABILITY



COLLABORATION



EQUITY



INNOVATION



PROGRAMS & SERVICES



SERVICES AT HOME

- Personal Support
- Homemaking
- Hospice Care
- Friendly Visiting
- Phone Pals
- Social Work



SERVICES IN THE COMMUNITY

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



SPECIALIZED SERVICES

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



CLIENT & CAREGIVER SUPPORT

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