

2023 - 2027

The title 'Strategic Plan' is written in a large, white, elegant cursive script. Below the main title is a decorative white flourish consisting of two overlapping loops. The background of the entire page is a close-up photograph of two hands clasped together, with a blue watch visible on the right wrist. The overall color palette is a soft, muted blue.

Strategic Plan

Our Mission, Vision, and Values

CapitalCare is one of the largest public continuing care organizations in Canada, operating in Edmonton and area since 1963. We believe in person-centred care that recognizes the dignity of our residents and patients and aims to empower people to live more independent lives.

Our staff bring their unique skills to provide person-centred care for more than 1,400 residents of our 10 care centres and supports healthy independent living through our day programs. We provide programs and living options across the continuing care spectrum including long-term care and palliative care, as well as rehabilitative and restorative services, mental health programs and day programs that support healthy independent living.

OUR MISSION

To provide person-centred care with dignity and kindness.

OUR VISION

A community of continuing care excellence where people care for people.

OUR VALUES

- Be yourself
- Be present
- Come from the heart
- Put people first
- Empower others
- Act responsibly
- Work together with purpose
- Balance living with safety
- Grow and learn

CapitalCare Strategy

OUR STRATEGY

This is a transformational plan that meets evolving needs of the continuing care sector. The health care sector is changing, and we are ready. We are leaders in continuing care and in partnership with our families, community and residents, our role is clear: to deliver high quality of life and enhance the care for the people we serve, while being fiscally responsible. This strategy will ensure that quality of life sits firmly alongside organizational considerations in all our decision-making - putting people at the centre of everything we do.

This plan provides a roadmap to ensure our priorities and initiatives create quality, person-centred care into the future. Together, with our community and our neighbors, we are actively pursuing health and wellness, tackling future demand for continuing care by enhancing the services we provide and expanding community-based programs, and creating working environments that attract, retain, and engage talent.



CHALLENGE 1

Healthy and Sustainable Living

The core of what we do and the reason we are here:
At CapitalCare we are dedicated to offering a range of opportunities to promote wellness and build a greater sense of community. Our goal is to foster an environment where the people we partner with and provide care for feel connected, engaged, and can thrive.



IMPROVING QUALITY OF LIFE AND ENHANCING PERSON CENTRED CARE

- Reinforce our commitment to engage residents and family members as partners and collaborators to improve quality of life.
- Optimize wellbeing by incorporating a health enhancing model of therapeutic recreation.
- Support diversity, equity, and inclusion to create spaces where people can be their full selves and feel like they belong.
- Embed choice, build social connections, and prioritize well-being in everything we do.
- Advance the role of volunteers in relational care and resident quality of life.

QUALITY OF CARE

- Maintain a high quality of care.
- Embrace ongoing exploration and use of leading-edge technologies to enhance resident care.
- Improve resident satisfaction and support staff in providing high quality care.

MARKERS OF SUCCESS

- ✓ Residents, families and staff report a greater sense of community, purpose, and belonging.
- ✓ Residents, families and staff report a high quality of care.
- ✓ Quality of care measures at or above that of our peers.



CHALLENGE 2

Healthy Spaces

As community partners and long-term care providers we have an important role to play in ensuring our spaces have a positive impact on people. We commit to the strategic integration of new ideas, the delivery of specialized care, and collaboration with other organizations.

RIGHT CARE, RIGHT PLACE, RIGHT TIME

- Adjust service mix to meet increasing demand by supporting people where they are at, whether living at home, at one of our facilities, or transitioning to another care setting.
- Partnering to improve transitions in care and strengthen integration with community, health, and social services.

SPECIALISTS IN CONTINUING CARE

- Focus on delivering the best care and building expertise in person-centred care, social connections, dementia care, wound management, specialty continuing care programs, behavioral supports, and palliative care.
- Continuously improving assessment and treatment skills to meet increasingly complex needs.
- Creating healthy spaces for people living in continuing care or in the community, family, and caregivers.



MARKERS OF SUCCESS

- ✓ Improved access and more choice in services.
- ✓ More clients receiving care where they live.
- ✓ CapitalCare expertise is leveraged to develop learning opportunities that support health system innovation and ultimately improve quality of life and care of the people we work with.
- ✓ Increased supports for family members and caregivers.

CHALLENGE 3

Healthy Organization

The expertise and commitment of our staff make the exceptional care provided at CapitalCare possible. We commit to strengthening this solid foundation by prioritizing the health and well-being of our staff, introducing technology, and exploring innovative workforce solutions.



WORKFORCE RECRUITMENT, RETENTION, AND WELL-BEING

- Attract staff and grow talent through education, training, and succession planning.
- Increase retention by investing and engaging staff in specialty programs.
- Develop high performing agile teams built on the foundation of accountable leadership, excellent communication, a common purpose, clear roles and responsibilities, effective and responsive processes, trust and respect.

TECHNOLOGY

- Introduction of technology that will directly benefit everyone in the CapitalCare community including: an electronic clinical information system that will house all medical records and information to support care, centralized human resources and financial systems, and updated website and intranet.
- Maintaining a positive, informative social media presence.

INNOVATION

- Innovate to incorporate support from disciplines beyond health – education, management, information technology, business, communication – to support evidence informed transfer of knowledge and training.

MARKERS OF SUCCESS

- ✓ Greater propensity to recommend.
- ✓ Increase in students and casual staff transitioning to permanent positions.
- ✓ Feedback from staff and service providers reflects a high level of satisfaction with the workplace.
- ✓ Implementation of electronic medical charting system, scheduling system, recruitment system, and an updated website and intranet.
- ✓ Integration of evidence-informed and sustainable processes that support change and close the gap between what we know and what we do.



KEY DOCUMENTS

- Alberta Dementia Strategy and Action Plan (2017) and Progress Report (2019).
- Alberta Facility-Based Continuing Care Review Recommendations Final Report (MNP, 2021).
- Alberta Government Continuing Care Act (2024).
- Alberta Government Alberta Health Services Performance Review (Ernst & Young, 2020).
- Alberta Health Services 2023-2024 Business Plan (2023).
- CapitalCare Environmental Scan (2023).
- CapitalCare Communication Strategy (2023).
- Health Standards Organization (2022). *CAN/HSO 1001:2022 (E) Governance*. National Standard of Canada.
- Health Standards Organization (2023). *CAN/HSO 21001:2023 Long-Term Care Services*. National Standard of Canada.