



STRATEGIC PLAN

2022-27

Kelly Hubbard, Executive Director

EXECUTIVE SUMMARY

Hospice Simcoe is an extraordinary organization with a stellar reputation and proud history in this community. We are known to provide high quality palliative care and bereavement support.

Informed by current community needs, regional priorities, and provincial directions, Hospice Simcoe's strategic direction for the upcoming five years was established by the Board of Directors, volunteers, staff and Patient & Family Advisory Council members during externally facilitated sessions. Staff developed measurable initiatives that will guide us towards fulfilling our strategic plan.

The key strategic focuses will underpin decisions we make in the coming years about general operations, programs and services. Hospice Simcoe staff and volunteers continue to have a strong commitment to serve the citizens of our community in providing high quality palliative care and bereavement support. The entire team will work enthusiastically to ensure our success.

PURPOSE, PROMISE AND PRINCIPLES

OUR PURPOSE:

We ease the pain by providing compassionate care and support to the dying and the bereaved in Simcoe County.

OUR PROMISE:

For the dying and the bereaved, Hospice Simcoe provides compassionate, expert care and services to ease the pain – before, during and after their journey.

OUR PRINCIPLES:

Excellence: We are professionals and experts at palliative care bereavement support.

Compassion: We are empathetic and understanding.

Respect: We respect and honour the life of everyone.

Collaboration: We work together to provide compassionate care and support.

Integrity: We are honest, fair and reliable.

STRATEGIC FOCUS

1. Public Education: to reduce the stigma of dying, death and bereavement.
2. Program Expansion: to include our diverse community, have engaged volunteers and staff, and ensure adequate program space.
3. Financial Stability: to raise adequate funds to support our purpose and promise.
4. Quality Improvement, Safety & Research: to improve client/resident outcomes, achieve efficiency in the delivery of care and reduce costs.

REPORTING SUCCESS

The status of our strategic activities will be reported to the Board of Directors and staff through our Performance Scorecard on a quarterly basis.

GUIDING VALUES:

- Diversity & Inclusion
- Community Partnerships
- Embracing Technology