



Our Residents; Our Future

Strategic Plan 2015-20

VISION

Our people connected to our communities; dignity, culture and respect our guides.

MISSION

North Queens Nursing Home (NQNH) will be the model of continuing care within the province and beyond. Our residents will be the focus of everything we do. We will enable our clients to be a part of the community to enjoy life as if still at home.

CORE VALUES

Modelling Care

At NQNH we consider the needs of the resident as a whole and as such take seriously their social, emotional, spiritual and physical wellbeing. Our employees will ensure the following items are a priority to meet these needs:

- **Teamwork.** Staffs will communicate and work together to ensure a pleasant experience for residents. Staffs will consider how their actions will support and affect the care of the resident.
- **Honor the individual.** We will treat residents with dignity. We will respect the rights of residents including the right to choose. Their rights to privacy, and respect for their personal space.
- **Value the home environment.** This is a place of loving and caring. This is the residents' home and we will do whatever we can to create that atmosphere and environment.
- **An active environment.** Our residents will be connected to society. We will provide them with meaningful occupations if they wish. Opportunities for physical activity and stimulations will be ever present.

Human Resources Excellence

NQNH fosters an atmosphere of learning, and a culture of respect. To enable this the focus will be in the following areas:

- **Wellness and respectful workplace.** We will treat each other as we wish to be treated ourselves with dignity and cultural sensitivity.
- **Work life and home life.** We are empathetic to those potential challenges we face at home and where possible will make every effort to enable a balanced and productive work environment and a stable home life.
- **Resource allocation.** A productive employee is one who has the tools to do the job. NQNH understands that the proper education, training, and equipment to do so is paramount to its ability to provide quality care to its residents.
- **Recruitment and retention.** Our geographic challenges force us to be creative in attracting the most talented individuals to provide care. To enable this NQNH will be seen as a great place to work, utilizing the most modern methods, providing care through the use of best practice and innovation.

Expanding our horizons

We operate well in the present but seek opportunity for improvement by anticipating our future. NQNH will keep current. We will be knowledgeable of the environments in which we do business. We will anticipate change and prepare for it to the best of our abilities. We acknowledge community needs and will endeavour to meet the needs of our constituents through the following:

- **Bring the community to our home.** Like any home, it is happiest when it is active with caring and helping hands. NQNH will open its doors to the community and welcome participation in the lives of its residents. We are a community organization, and as such will ensure that we are a part of it as well.
- **Expand our services to the elderly in the community.** In a strained healthcare system services such as foot care, blood pressure monitoring, and glucose readings are not readily available to the elderly members of the community. We will seek out opportunities to partner with healthcare providers to enable these services on-site for both residents and community members.

Branding - our offerings

We are proud of NQNH. It is a clean, and well maintained facility in a beautiful natural setting. We provide a great home atmosphere and a positive environment. We acknowledge however, the lifespan of an aging facility. To mitigate this we will focus our next five years on the following improvements:

- **Keep our infrastructure intact.** Within the confines of our budget we will update where possible our furnishings and assets to ensure patients receive quality environments. Our capital plan submissions will take into account our infrastructure to ensure that safety, comfort and stability are priorities.
- **Stay connected.** In an effort to create a connection with friends, family, and loved ones locally and out of the area, we will improve communications through the use of networking, and available technological resources. We will ensure our web site is up to date and modern so that both potential and existing residents will have the information they need to choose NQNH as their home for the future.
- **Update our brand.** We will revisit our existing brand including logos, imagery and current designs. We will ensure that our reputation is one that both staff and residents can be proud of. We will speak favorably about our environment and challenge misperceptions with information and education.

OUR PLAN

This is our strategic plan. It is borne out of the thoughts feeling and perceptions of our staffs who provide the care and are a part of the lives of our residents; through the approval of the Board whose interests we hold dear, as representatives of our communities.

The lifecycle of this plan is over the next five years to be revisited annually to determine if we are meeting our deliverables and ensuring relevancy. Quality indicators and targets will be established as the plan evolves.

We wish acknowledge and thank all of those who have played a part in creating this and ultimately, making NQNH the best long-term care facility in the province.