

### LTC provider spends a decade reforming CQI practices

Diversicare Canada has been selected as the 2009 winner of the Order of Excellence by the National Quality Institute (NQI). This is the second time Diversicare has received the top honour, which is NQI's highest level of recognition. Diversicare was also awarded the Order of Excellence in 2006.

According to president and CEO of Diversicare Canada Paul Richardson, the accolade highlights staff members' support of the company's journey to excellence.

"This prestigious award reflects the contribution of every employee to the company's continuous quality improvement (CQI) program," said Richardson in a press release.

Since 2001, Diversicare has been recognized by NQI for its implementation of sustainable CQI processes. However, prior to this, the company spent a decade reforming the company.

Karen Kotanko, sales and marketing consultant for Diversicare Canada, said the company had built a quality reputation since its inception in 1980, but by the early 1990s was experiencing discrepancies in the care being delivered in some of the homes in the United States as well as an "underlying movement in the care sector away from quality assurance practices."

Diversicare established a quality committee to investigate the feasibility of establishing a corporate quality program in 1991.

The company's CQI program emerged, focusing on four main elements—creating a scorecard of 16 indicators to indicate processes that require correction, a more responsive human resource management system, a cheerleading-style management and staff empowerment.

The program was launched in 1993 during a kick-off conference but continued to languish for several years.

At this point, Kotanko said Diversicare implemented several new measures to bring everyone in the company on-board and using the CQI process.

These efforts included annual goals for all staff members in management or supervisory positions.

Diversicare also honoured early adopters of the program and increased education and participation rates by developing an annual CQI conference.

It was in 1996 that Kotanko said the company experienced "the breakthrough" in which a majority of staff members began to adopt the practices.

Since then, Kotanko said the program has grown in strength and magnitude. It has also undergone refinements, including the company publishing a book

that includes problem-solving tools for staff. Every staff member has also undergone customer service training designed by Diversicare. "We have continued to evolve and grow," said Kotanko. **LTC**

For the full story visit <http://www.oltca.com/axiom/DailyNews/2009/September/September24.html>

## The Morning Report



Making A Difference in LTC

### National recognition demonstrates long term care is a great place to work

OMNI Health Care has been named one of Canada's Top 100 Employers for 2010 in a competition that recognizes companies and organizations leading their industries in providing exceptional places to work.

"It is a great honour to be on the list," said OMNI president and CEO Patrick McCarthy.

"This award recognizes the degree of innovation and teamwork throughout OMNI that creates the culture of a Top 100 Employer." This is the third

year OMNI applied for the list, each year making the competition's short list, which is an achievement in itself, said chief operating officer Candace Chartier. "We strive to set the standard of excellence in providing long term care in Canada," she said. "With dedication, hope and compassion, our employees work with residents, families and communities to celebrate life every day."

Employers completed an extensive application process with a detailed review of operations and HR practices. "We've made a lot of changes strategically to align with our culture and it just proves that what we are doing is right and we are moving in the right direction," said Chartier, adding the company is also committed to providing opportunities for growth and development. McCarthy and Chartier said the recognition will foster pride among OMNI team members. "I have to give thanks to all my managers and our people because without the level of transparency and belief in what we do as a group I don't think we would have gotten here," said Chartier.

"It reflects a desire I see across our membership to be the best that they can be for the benefit of the residents they serve." Through the Top 100 Employers process Chartier said she is now thinking a year ahead and has already started her 2011 file.

"It puts you in a proactive state of mind where you are always thinking and looking around the corner at what's coming and how can I make these changes beneficial to my staff and our people," she said.

Now in its 10th year, the annual list is organized by Mediacorp Canada Inc. and published by Maclean's magazine and The Globe and Mail. The recruitment histories of more than 75,000 employers across Canada were reviewed and 16,000 invited to apply, plus another 8,000 companies in industries Mediacorp wanted to examine more closely. **LTC**

For the full story, visit <http://www.oltca.com/axiom/DailyNews/2009/October/October08.html>

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