

Speaking Notes
For
Christina Bisanz
CEO
To
OLTCA Applied Research Day
November 27, 2009

Wow, give yourselves a pat on the back.

You have made this an amazing day, an outcome that speaks to the enthusiasm, commitment and collaboration of everyone to foster the development and application of applied research in long term care for the benefit of those to whom it matters most, the resident.

It might be redundant to tell this group that long term care is changing. It helps to repeat it however because in that reminder lies a recognition of the exciting potential for further change and to shape this change.

OLTCA believes that collaborative applied research can play both a leadership and a supportive role in this process.

We have seen many examples of this potential here today – everything from the importance of leadership, to the benefits of vitamin D for osteoporotic residents, to the exciting things already occurring in long term care homes from the poster display.

In fact, the story of what is really happening on the ground is the most exciting discovery of the past six months for me. Everywhere I have gone I see and experience things that I would have had no idea existed without that direct experience.

Today was no exception. And, today reaffirms two commitments that we have made as an association in recognition of this.

The first is that through our Public Confidence Plan initiatives we will help you tell your story to a bigger audience.

We have already made significant progress in this area. Every day we publish a new story about long term care on our web site. Over the past few months we have been seeing some of these stories are being picked up by other web sites and in the mainstream media.

Twice a week we send an e-News summary of those stories to a targeted audience that now exceeds 2,200 and continues to grow. If you are not getting our e-News and would like to try it out, all we need is for you to provide us with your email address.

We are also making progress with telling your story through the traditional media. Since mid-summer we have placed some 40 stories on long term care that have reached an audience of some 1.3 million Ontarians.

We will be continuing and enhancing this effort in 2010. This will include using the new social media.

Our second commitment is to support your efforts to enhance the things that you are doing that give us the good news stories to tell.

Today is an example of this. We will help foster and build on what you have accomplished here today over the coming months.

In that context I would like to reference two specific initiatives.

The first is the introduction of OLTCA's Quality Awards. These awards will be presented to: a home or homes for quality innovation and leadership; to individuals or teams for demonstrating significant quality improvement; and for an innovative product or service. I am pleased to advise that the panelists for the awards are now in place. They are

- Dr. Ben Chan, CEO of the Ontario Health Quality Council

- Dr. John Hirdes, Professor of Health Studies and Gerontology at the University of Waterloo
- Donna Fairley, Executive Director of the Ontario Association of Residents' Councils
- Veronika Litinski, Practice Lead, Healthcare and Life Sciences with MARS; and
- Emily O' Sullivan, Manager Performance Improvement Implementation with the Ministry of Health and Long Term Care; and
- John Perry, Senior Advisor and Vice President Chair of Adjudication, Canada Awards for Excellence with the National Quality Institute will act as a special advisor to the panel.

I will chair the panel. I am confident that I can say on behalf of the rest of the panelists that we are looking forward to making the awards a reality in 2010 and will be releasing more information on the criteria and selection process shortly.

The second initiative that I want to highlight relates to the Beers List of Potentially Harmful Drugs in the Elderly.

There is no question that research has placed the Beers List on the long term care agenda. We also believe that research is key to leading the way in finding the solutions to the issues raised.

To support that process we have formed an Advisory Panel under the auspices of our Quality and Risk Committee to advise on how we can narrow the risk of dangerous drugs in the context of the realities of our sector and to develop a collaborative campaign to reduce the incidence of use of these drugs among LTC residents.

I want to express my appreciation to the following individuals who have agreed to serve on this advisory panel:

- Kris Wichman with the Institute for Safe Medication Practices Canada
- Dr Chaim Bell, Chair in Patient Safety & Continuity of Care at St. Michaels Hospital and Stacey Brener, also from St. Michael's Hospital
- Dr. James Edney & Dr. Norman Flett from the Ontario Long-Term Care Physicians
- Dr Ben Chan and Eileen Patterson from OHQC
- Rebecca Comrie, Epidemiologist with the Institute for Clinical Evaluative Sciences
- Joan Lee, Director of Drug Information and Education with the Ontario Pharmacists Association
- Margaret Ringland, with the Ontario Association of Non-Profit Homes and Services for Seniors; and
- Sharen Wilson-Carr, Vice President, Quality Management with Revera

The Advisory Panel will be supported by Paula Neves and the team at OLTC.

I am very encouraged with the spirit of collaboration that exists in the cross section of expertise. I believe it augers well for the outcome potential of their work.

In closing, I want to extend my thanks and appreciation to those who undertook the same type of collaborative approach that made this such a rich and rewarding day.

- Our partners: The National Institute for the Care of the Elderly and the Ontario Long Term Care Physicians
- Our great presenters and their sponsoring organizations including the MA in Leadership Program at the University of Guelph
- Everyone who contributed to our poster display and resources tables, particularly the SHRTN Communities of Practice

- OLTCA's Applied Research, e-Health, Quality & Risk and Resident Care & Services Committees
- Chris Dalglish, our Host and Emcee, and our moderators
- Paula Neves, Jennifer Langston and the OLTCA team for their leadership and work required to make this happen; and, last but not least,
- To each and every one of you for being here today and making this the beginning of something I feel will make an ongoing contribution to this sector.