



OLTCA Strategic Plan 2023-2026

Vision

To help create the conditions for excellent and sustainable long-term care in Ontario.

Goals

A sustainable funding model to support the appropriate level of care for every resident.

A dynamic and thriving workforce

Sufficient and variable infrastructure to meet the needs of Ontario's seniors.

An essential part of the health care system trusted by our partners and the public.

A leading health care advocate, focused on short- and long-term solutions for seniors.

Enabling factors Major enhancements in 2022-23

Strategically focused task forces and committees to support evidence-based advocacy on key issues

Data and policy analysis and research to support evidence-based advocacy on all key issues

Strategic communications and integrated GR/PR focused on changing the narrative about LTC

Member communications, engagement, education, and supports, including for local advocacy

Thought leadership in the seniors' care space (podcast, partnerships, seniors' care coalition)