

White Rapids Manor

Strategic Plan

2014-2019



DETAILS

Name: White Rapids Manor Inc.
Address: 233 Sunbury Drive, Fredericton Junction NB E5L 1S1
Web address: www.whiterapidsmanor.nb.ca

PROFILE

White Rapids Manor, which opened in 1978, is a licensed nursing home for 40 residents. Our supportive community includes Fredericton Junction, Tracy, Hoyt, Werral, Enniskillen, Tracyville, French Lake, Geary, Oromocto, New Maryland, Rusagonis, Beaver Dam, Nasonworth and Fredericton.

The nursing home is one of 65 licensed in the province of New Brunswick. It is a non-profit organization governed by a volunteer board of directors. These directors hail from area communities and serve up to nine years.

ABOUT THIS PLAN

This strategic plan has been developed by utilizing a front-line approach. Each department at the nursing home met and went through the SWOT process. Surveys were sent to various stakeholders, including volunteers and families. The New Brunswick Government's Provincial Health Plan, Horizon Health Network, Nursing Home Services and demographics were also examined. This information was then presented to the board of directors who determined the vision, mission, values and goals.

- Strategic planning clearly defines objectives and assesses the internal and external situation to formulate strategy, evaluate progress and make adjustments as necessary
- Being strategic means being clear about our objectives, being aware of our resources and incorporating both to respond to a changing environment

The strategic plan is a general document to guide the organization over the next five years but it will not be static. It will set the goals and annually, operating plans will be developed that will clearly set out the action plans to accomplish these goals. The operational plan will correspond to the fiscal year.

VISION

Excellence in long term care

MISSION STATEMENT

To provide quality long-term care in a professional, safe and caring manner for the people we serve.

VALUES

These values are important for everyone who walks through the doors of White Rapids Manor.

1. Integrity

Having a sense of honesty and truthfulness in regard to the motivations for one's actions.

2. Respect

Esteem for, or a sense of the worth or excellence of, a person or a personal quality.

3. Positive Attitude

A positive attitude causes a chain reaction of positive thoughts, events and outcomes, regardless of circumstances. We commit to choosing to make each day at White Rapids Manor a great one for ourselves and those around us.

GOALS

1. Excellence in Care and Services

Care will be delivered in a manner that works best for residents. Care providers partner with the resident and their family members to identify and satisfy the full range of resident needs and preferences. Communication is central to this goal.

2. Healthy Work/Healthy Life

We will be a magnet organization for the best employees by offering a positive relationship between employee and employer that fosters fairness, respect, accountability and communication. We will focus on employee development, recruitment and retention. Safety will be a key consideration in all decisions as we promote a safe work environment. A concentration on a healthy work/healthy life balance will extend to being good environmental stewards.

3. Community Connection

We recognize the strength of our services depends largely on the community we serve and from which we receive support. We will continue to foster this connection through an active volunteer program and public relations campaign that will incorporate surrounding communities. Communicating with our partners is essential.

4. Maintain and Grow

It is important to have the facilities that allow excellence in long term care. We have maintained our 36-year-old facility through hard work and investment. Over the next five years we will continue to maintain the highest work and living environment possible and work toward a major renovation or replacement of the nursing home. Given the constant change that defines society today, we will endeavour to be ahead of the curve and anticipate the changing long-term care environment. This will ensure our sustainability and allow us to excel.

GOAL 1 - EXCELLENCE IN CARE AND SERVICES

Key Result Areas

- Residents living quality lives
- Maximizing residents' abilities
- Resident & Family satisfaction
- Community outreach enhancements

Strategies
1. Resident-first focus
2. Dietary needs met with home-cooked meals that satisfy residents
3. Resident-Focused Activity Program
4. Enhance Outreach Program

GOAL 2 - HEALTHY WORK, HEALTHY LIFE

Key Result Areas

- Satisfied workforce
- Reduced sick time, injuries
- Reduced turnover

Strategies
1. Safe work environment
2. Ensure full complement of staff
3. Professional education and development
4. Staff support

GOAL 3 - COMMUNITY CONNECTION

Key Result Areas

- Involvement of groups and individuals
- Communication with the public
- Fund-raising/expansion

Strategies
1. Enhance volunteer program
2. Public Relations
3. Establish a "Friends of the Manor" Fundraising Group
4. Expand geographic area

GOAL 4 - MAINTAIN AND GROW

Key Result Areas

- Nursing Home inspection
- Existing facility kept in top working condition
- Seek expansion and renovation
- Fiscal management
- Explore opportunity to add another level of care facility to promote aging in place concept

Strategies
1.Keep existing facility in top condition
2. Ensure operating according to NHS standards
3. Fiscal management
4. Secure major renovation/expansion
5. Add additional services to seniors in our communities