



Ocean View



STRATEGIC PLAN

APRIL 2022

*Bringing
the Future
Into the
Present so
We can Do
Something
About It.*



OUR MISSION

TO PROVIDE COMFORT, CARE, COMPASSION FOR THOSE WE SERVE

OUR VISION

TO BE THE COMMUNITY OF CHOICE FOR NOVA SCOTIANS
NEEDING SUPPORT IN A PLACE THEY CALL HOME

VALUES

I

Innovation

Think outside the box
Be productive and competitive
Be focused on quality and excellent customer service

C

Collaboration

Work with others in ways that promote the sector and issues facing the clients and families we serve
Support the team to strive for excellence

A

Autonomy

Respect the role of clients and families in directing their care
Provide ethical supports
Assure full disclosure and communication with clients and families

R

Respect

Assure non-discriminatory practices in all we do
Speak with kindness and courteously to others in our daily interactions

E

Empowerment

Ensure folks feel confident to make decisions, voice their opinions, solve problems, make requests, and try; even if they might fail





Our People

We invest in our people; they are the essential foundation and future of our success.

Person-Directed Care

We provide a continuum of evidenced-informed, quality care and services aligned with our values, honouring dignity, inclusivity, choice, individual and family experiences.

Sustainable Growth

We build and leverage community, business and government relationships, partnerships and social enterprise for a sustainable future.

Bold and Courageous Leadership

We are innovative, proactive, accountable leaders committed to transforming long-term care services.

O
U
R

P
R
I
O
R
I
T
I
E
S



We Invest in Our People; They are the Essential Foundation and Future of Our Success.

O
U
R

Outcomes

Our healthy, safe, positive work environment supports quality of work and life.

Our workforce is skilled, diverse and resilient with a passion for service and care.

Leadership and empowerment are fostered throughout the organization.

P
E
O
P
L
E

Strategies

Renew and strengthen workforce stability and resilience with a commitment to employee engagement, empowerment and wellness strategies

Develop and implement recruitment, retention and diversity, equity and inclusion strategies

Develop capacity through education and enhanced competency development

Implement a succession plan for senior leadership positions



We Provide a Continuum of Evidenced-Informed, Quality Care and Services Aligned with Our Values, Honouring Dignity, Inclusivity, Choice, Individual and Family Experiences.

Outcomes

People we serve have the most meaningful experience possible within the scope of their interests and abilities.

People we serve receive quality care.

Strategies

Inform design and delivery of services and care with continuous improvement processes

Align philosophy of service excellence with organizational practices, processes and structures to achieve person-directed care

Ensure clinical systems are comprehensive and integrated, embracing the use of technology

Strengthen interdisciplinary, collaborative practices for service



S
U
S
T
A
I
N
A
B
L
E

We Build & Leverage Community, Business & Government Relationships, Partnerships & Social Enterprise for a Sustainable Future.

Outcomes

Our culture supports innovation, creativity, collaboration and risk taking.

Continuous improvement informs services and care models and infrastructure changes.

Strategic partnerships enable the growth of social enterprise, the Foundation and new opportunities.

Strategies

Align organizational structures, processes, education and culture to support innovation, creativity, collaboration and appropriate risk taking

Identify opportunities for resource development and growth

Build capacity through partnerships, coalitions and stakeholder and community engagement

G
R
O
W
T
H



*We Are Innovative, Proactive, Accountable Leaders
Committed to Transforming Long-Term Care.*

Outcomes

We are well known and respected in the community; recognized as leaders.

Our leadership and organizational structure support our priorities.

We build support and alignment for change across our organization.

We attract top talent to our board and senior leadership team.

Strategies

Identify sector or community roles and engagement opportunities where Ocean View can provide leadership or championship of initiatives

Ensure the organizational structure supports priorities and outcomes on an ongoing basis

Renew succession plans for the board's regeneration annually

Access Board training for their own development, effective leadership and strong governance practices