

April 2019

**Retirement Homes Regulatory Authority Response
Regarding the Stakeholder Effectiveness Survey Report 2018**

Introduction

The vision, mission, mandate, and core values of the RHRA are grounded in a **strong commitment to being an effective organization.**

The Memorandum of Understanding (MOU) requires the RHRA to have an independent third party facilitate an effectiveness survey of the RHRA’s stakeholders at least once every three years. In 2018, the RHRA contracted the services of Ipsos to conduct the survey in order to acquire stakeholder views of the organization’s effectiveness. This is the RHRA’s second stakeholder survey. The Ipsos 2018 report is available on the RHRA website. Stakeholder participation included:

| Licensees and Operators | Residents | Seniors and Caregivers | Stakeholder Interviews |
|---|--|---|---|
| <ul style="list-style-type: none"> • 10-minute online survey • emailed to 746 licensees & operators • 157 completed survey; response rate of 21% | <ul style="list-style-type: none"> • In-person surveys • Three GTA retirement homes • 30 surveys were completed | <ul style="list-style-type: none"> • 10-minute online survey • N=250 Seniors 65+ • N=250 Caregivers • Representative to actual population | <ul style="list-style-type: none"> • One-on-one in-depth interviews • 20-30 minutes • Stakeholders identified by RHRA • N=7 |

The RHRA has reviewed the report and considered key findings based on stakeholder feedback. Insights from this survey build on baseline information collected through RHRA’s initial survey conducted in 2015 and contribute an important perspective to the RHRA’s review, evaluation, and planning of initiatives and activities related to our Strategic Plan 2022. In response, the RHRA has developed an action plan that supports continuous improvements. Going forward, the RHRA will review and build on future Stakeholder Effectiveness Surveys, including seeking opportunities to increase resident participation and broaden seniors and caregivers survey to collect more pertinent information.

| Ipsos Report - Key Findings | RHRA Action Plan |
|---|---|
| <p>Overarching</p> <ul style="list-style-type: none"> • Across all stakeholder groups, the RHRA is viewed as an important and respected organization that plays a valuable role for not only residents of retirement homes but those running them. • As with 2015, the RHRA struggles with familiarity among residents and non-residents (seniors and caregivers). | <p>Goal:</p> <ul style="list-style-type: none"> • Increased understanding of RHRA’s mandate and responsibilities • Connect prospective residents to helpful information to enable them to make informed decisions about where to live • Increase awareness of the public value provided by the RHRA |

| | |
|---|---|
| <ul style="list-style-type: none"> • The RHRA is considered to be a good collaborator when it comes to information sharing, however there's room for improvement on educating the public – especially on the difference between retirement homes and LTCs. • The RHRA materials are mostly being used for internal purposes by licensees and operators, not sharing with residents or the public. <p>Strength - All stakeholders agree RHRA plays an important role</p> <p>Weakness – Low awareness among residents and seniors/ caregivers</p> <p>Opportunity – Campaign to raise awareness of the RHRA and the difference between retirement homes and LTCs</p> <p>Threat - Looking at the stakeholder groups homogeneously</p> | <p>Initiatives:</p> <ul style="list-style-type: none"> • Help residents understand their rights • Comprehensive education and awareness communication and stakeholder engagement program to direct people to tools and information so they are able to make informed decisions about where they will live • Promote the tools and education RHRA offers to help Retirement Homes achieve compliance • Awareness campaign developed/launched for prospective residents • Sub-strategy for Broader Health Sector; to support broader RHRA outreach/awareness and to be seen by others in the health care and consumer protection sectors/areas as a collaborative and valued partner • Baseline Key Performance Indicators (KPIs) set <p>Outcomes</p> <ul style="list-style-type: none"> • Increased awareness of RHRA among residents • Increased awareness among seniors and caregivers of RHRA including tools to help seniors choose homes • Greater awareness and use of RHRA compliance education by retirement homes <p>Activities 2019-20:</p> <ul style="list-style-type: none"> • See specific activities for stakeholder groups below • The RHRA will also introduce transactional surveys, to measure regularly throughout the year, those interactions where retirement home staff and/or seniors and their families interact with RHRA. This will assist with continuous improvement and monitor satisfaction trends over time. |
| <p>Licensees and Operators</p> <ul style="list-style-type: none"> • Licensees and operators hold a favourable opinion of the RHRA, are highly satisfied with their roles and responsibilities and the support they receive. • While awareness with RHRA roles is high, it is lower for educational aspects – awareness that the RHRA educates | <p>Licensees and Operators</p> <ul style="list-style-type: none"> • Conduct readership survey and redesign RHRA Update • Continue to build Compliance Assistance Module (CAM) library • Execute Compliance Assistance Modules communication plan |

| | |
|--|--|
| <p>retirement home licensees and operators about the provincial law governing retirement homes and the role of the RHRA has dropped 7 points since 2015, from 96% to 89%.</p> <ul style="list-style-type: none"> • Still, respondents’ access RHRA resources and education materials quite often and find them useful and user friendly. • Respondents are satisfied with the inspection process; however, many say the inspection did not influence them to make any changes at their retirement home(s). | |
| <p>Residents</p> <ul style="list-style-type: none"> • Majority correctly believe retirement homes in Ontario need to be licensed; lower awareness homes must have complaints process, post Bill of Rights and license. • Most have at heard of RHRA – only a few say they know a lot. Generally, the RHRA is seen as important and increases safety. • Respondents unsure how to rate their satisfaction with the RHRA. • Few aware of RHRA public register. | <p>Residents</p> <ul style="list-style-type: none"> • Launch resident communications plan and test resident communications materials to largest possible residence audience <ul style="list-style-type: none"> ○ Seek to engage retirement homes • Assess feasibility of resident communications plan |
| <p>Seniors and Caregivers</p> <ul style="list-style-type: none"> • Half of caregivers have discussed living preferences with the person they care for, and half of seniors have set aside money for future care needs. • Caregivers more proactive in planning for future than seniors. • Few respondents aware of the RHRA, but when explained their role, nearly all think the RHRA is important. | <p>Prospective Residents/Families</p> <ul style="list-style-type: none"> • Complete research to identify target audience characteristics, messaging and optimal opportunities for engagement • Develop education and awareness campaign and test • Launch campaign and measure effectiveness |
| <p>Other Key Stakeholders</p> <ul style="list-style-type: none"> • Overall, stakeholder impressions of the RHRA and levels of satisfaction are high. • Stakeholders offer up suggestions for future success. | <p>Broader Sector</p> <ul style="list-style-type: none"> • Develop communications/engagement strategy and execute |