



 **INNOVATIVE**
RESEARCH GROUP

Retirement Homes Regulatory Authority

2021 Multi-Stakeholder Research

 Retirement Homes
Regulatory Authority

FINAL REPORT | January 2022



Retirement Home Residents Key Takeaways

- 1 Fewer than 30% of retirement home residents in Ontario have heard of the RHRA.**

Even amongst those residents who have at least heard of the RHRA, many don't have a firm opinion on how they feel about the organization. Just above half have a favourable impression; however, more than a quarter "don't know" what their impression of the RHRA is.
- 2 Retirement home residents have an overall Accountability Index Score of 6.8/10.**

As with overall impression of the RHRA, many residents are unsure on many of the dimensions of accountability. In fact, on average, residents said that they "don't know" 32% of the time when asked about individual dimensions. This indicates that despite being aware of the RHRA, many residents don't know enough to provide feedback on specific dimensions.
- 3 For residents, RHRA scores above average on value of oversight, service, ethics and trust, and fairness.**

On average, the RHRA scores highest on measures of practice and outcomes, and lower on measures of access. Measures of access include awareness of rules, ease of access to RHRA staff, and sharing relevant information.
- 4 Among the 29% of residents who have heard of the RHRA, only 9% have ever contacted the organization.**

In line with a general lack of familiarity with the RHRA, only 1-in-10 residents who have heard of the organization have contacted the RHRA. Out of the total "population" of residents (including those who haven't heard of the RHRA), that represents 3% of all residents.
- 5 Among the 71% of residents who have not heard of the RHRA, most feel that more needs to be done to protect seniors.**

Additionally, most feel that there should be a central source of information on all retirement homes in the province. This comes with the fact that around half would contact family/friends or retirement home management if an issue were to arise in their retirement home.
- 6 Retirement home residents are split on whether more regulations are needed to ensure homes follow the rules.**

Just over 1-in-3 current residents feel that more regulations are needed to making sure retirement homes follow the law and regulations. A nearly equal proportion say that there are enough regulations (30%) or don't know whether the balance is right (33%).

Industry Stakeholders Key Takeaways

1

Overall, a majority of industry stakeholders have a favourable impression of the RHRA.

Those with a favourable impression of the RHRA say that they are easily accessible, supportive, and protect the rights of retirement home residents. Only 9% of industry stakeholders have an unfavourable impression of the RHRA.

2

Industry stakeholders have an overall Accountability Index Score of 7.8/10.

Industry stakeholders rank the RHRA consistently high on all three dimensions of accountability, including; *access, practice, and outcomes*. That said, smaller retirement homes (<25 suites) are consistently lower on all measures relative to larger homes.

3

Industry stakeholders most strongly agree that the RHRA provides value of oversight.

Almost all industry stakeholders agree that it's important to have an organization that ensures retirement homes follow the rules and shares unbiased, transparent safety information with seniors and their loved ones. These two measures receive by far the strongest agreement.

4

Industry stakeholders score the RHRA lowest on asking for stakeholder input on important issues and decisions.

Asking for input and providing good value from services provided are the areas that received the lowest level of agreement relative to other measures.

5

76% of industry stakeholders feel that Ontario's retirement home sector is appropriately regulated.

Furthermore, 65% of industry stakeholders say that there is just the right amount of regulation, while 18% feel there should be less and 11% say more regulations are needed.

Methodology

Methodology

Research Objectives: To gauge perceptions of the RHRA among retirement home residents and key stakeholder groups. This first wave of research establishes benchmarks on RHRA perceptions, including a new *accountability index score*.

Methodology: The results of this study are from a telephone survey of retirement home residents between **November 17th and December 4th, 2021** as well as an online survey of key stakeholder groups between **November 17th and December 16th, 2021**.

Sample Frame:

- **Retirement Home Residents:** n=500 (unweighted) Ontarians living in a retirement home. Results are weighted by retirement home size and region to ensure results reflect the actual composition of retirement home residents in Ontario. The margin of error on a sample of 500 is approximately +/- 4.4%.
- **Industry Stakeholders:** n=238 (unweighted) industry stakeholders. The margin of error on a sample of 238 is approximately +/- 6.4%. Industry stakeholders surveyed include:

Stakeholder Type	Completed surveys	Invites Sent	Response Rate
Retirement home	220	775	28%
Community partners – PHUs	7	34	21%
Community partners – HCCSS	4	14	29%
Advocacy and Sector Organizations	5	8	63%
Government organizations and ministries	1	6	17%
Administrative authorities	1	4	25%
Total	238	841	28%

Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

Methodology | Residents Con't



Sample collection: To identify the telephone numbers of residents of retirement homes, we used a list of every retirement home in Ontario. With that list, we collected all of the listed landline numbers based on the postal codes of the homes. Additionally, each respondent was asked to confirm that they currently reside in a retirement home located in Ontario.

Residents who did not understand the purpose of the survey or had concerns about its legitimacy were directed to contact the RHRA directly and were given contact information

Comprehension barriers: Throughout calling, we tracking the number of respondents who were unable to complete the survey due to comprehension or cognitive issues. This determination was made at the discretion of each individual caller on a case-by-case basis.

In total, 83 individual surveys were ended as a result of comprehension issues. This represents roughly 2% of all respondents that were directly contacted as part of this study.

Accountability Index Score

Background

In early 2021, the RHRA commissioned Innovative Research Group (INNOVATIVE) to design and execute a multi-stakeholder survey to gauge perceptions of the organization. This survey is scheduled to be conducted every three years. To measure accountability across stakeholder groups, three dimensions were identified to collect meaningful, actionable feedback on stakeholder perceptions of the RHRA's accountability performance.

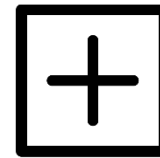
The **three dimensions of accountability** include:



The **Accountability Index Score** is calculated by taking the average of the RHRA's performance on each of the individual measures that make up the three dimensions of accountability. For aspects of dimensions that are measured with more than one question (e.g. Transparency), the average of the questions is calculated before being included in the overall average for the index score.

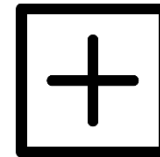
Calculating the Accountability Index Score

Dimension	Measure
Access	Awareness
	Information
	Ease of Access
	Responsiveness
	Transparency
Practice	Fairness
	Leadership
	Involvement
	Ethics & Trust
	Support
Outcomes	Service
	Value Delivered
	Value of Oversight



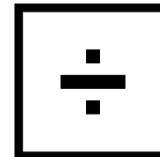
Step 1:

Calculate *mean score* for each measure



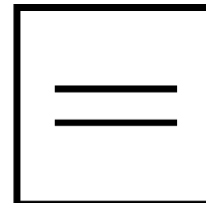
Step 2:

Add all section mean scores = **Cumulative Score**



Step 3:

Divide **Cumulative Score** by 13 measures.



Accountability Index Score

(Bound between 0 and 10)

Note: Where there are multiple questions for a measure, mean scores are added and divided by the number of questions.

Accountability Index Score

Residents 2021 Accountability Index: **6.8**

Overall Index:
7.3

Stakeholders 2021 Accountability Index: **7.8**

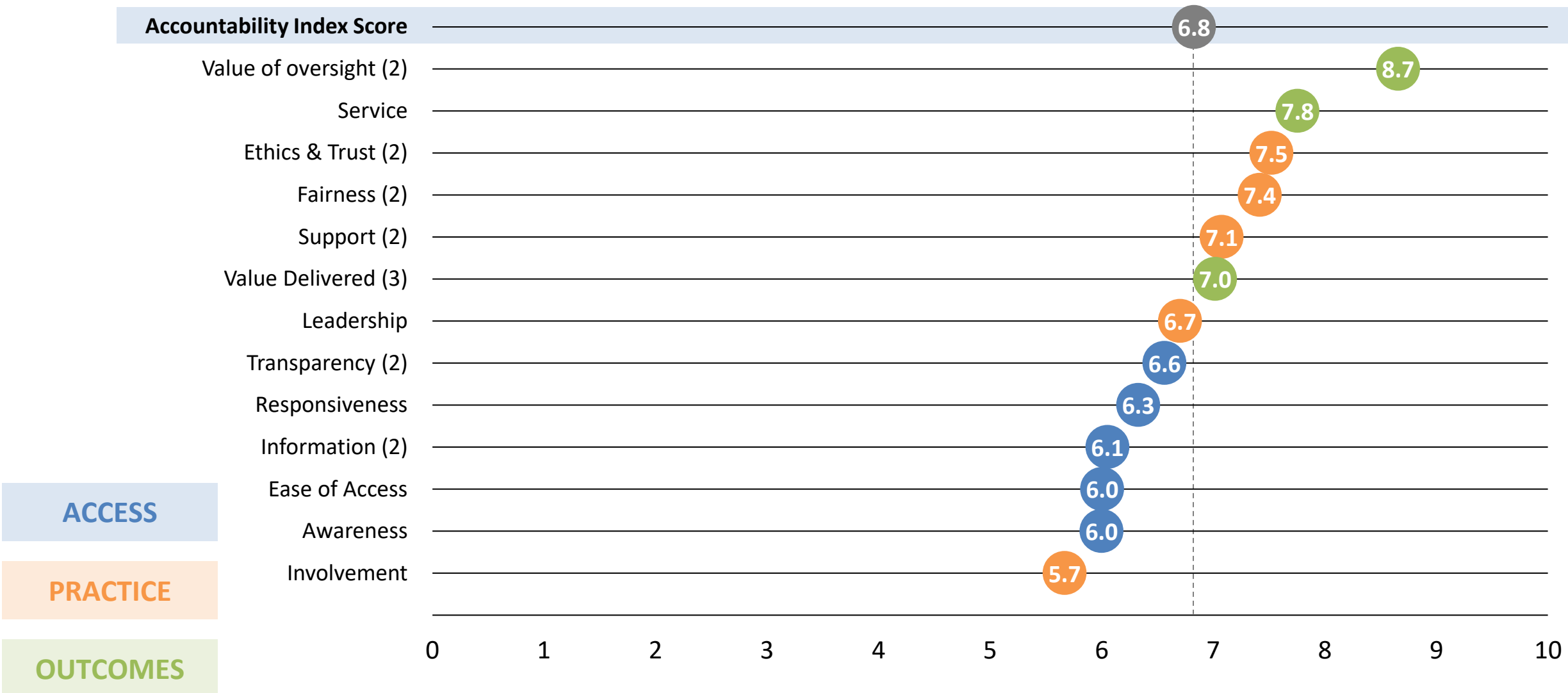
Dimension	Measure	Mean
ACCESS	Awareness	6.0
	Information (2)	6.1
	Ease of Access	6.0
	Responsiveness	6.3
	Transparency (2)	6.6
PRACTICE	Fairness (2)	7.4
	Leadership	6.7
	Involvement	5.7
	Ethics & Trust (2)	7.5
	Support (2)	7.1
OUTCOMES	Service	7.8
	Value Delivered (3)	7.0
	Value of Oversight (2)	8.7

Dimension	Measure	Mean
ACCESS	Awareness	8.0
	Information (2)	7.6
	Ease of Access	7.9
	Responsiveness	7.8
	Transparency (2)	7.5
PRACTICE	Fairness (2)	7.8
	Leadership	7.6
	Involvement	7.1
	Ethics & Trust (2)	7.9
	Support (2)	8.1
OUTCOMES	Service	8.2
	Value Delivered (3)	7.4
	Value of Oversight (2)	9.0



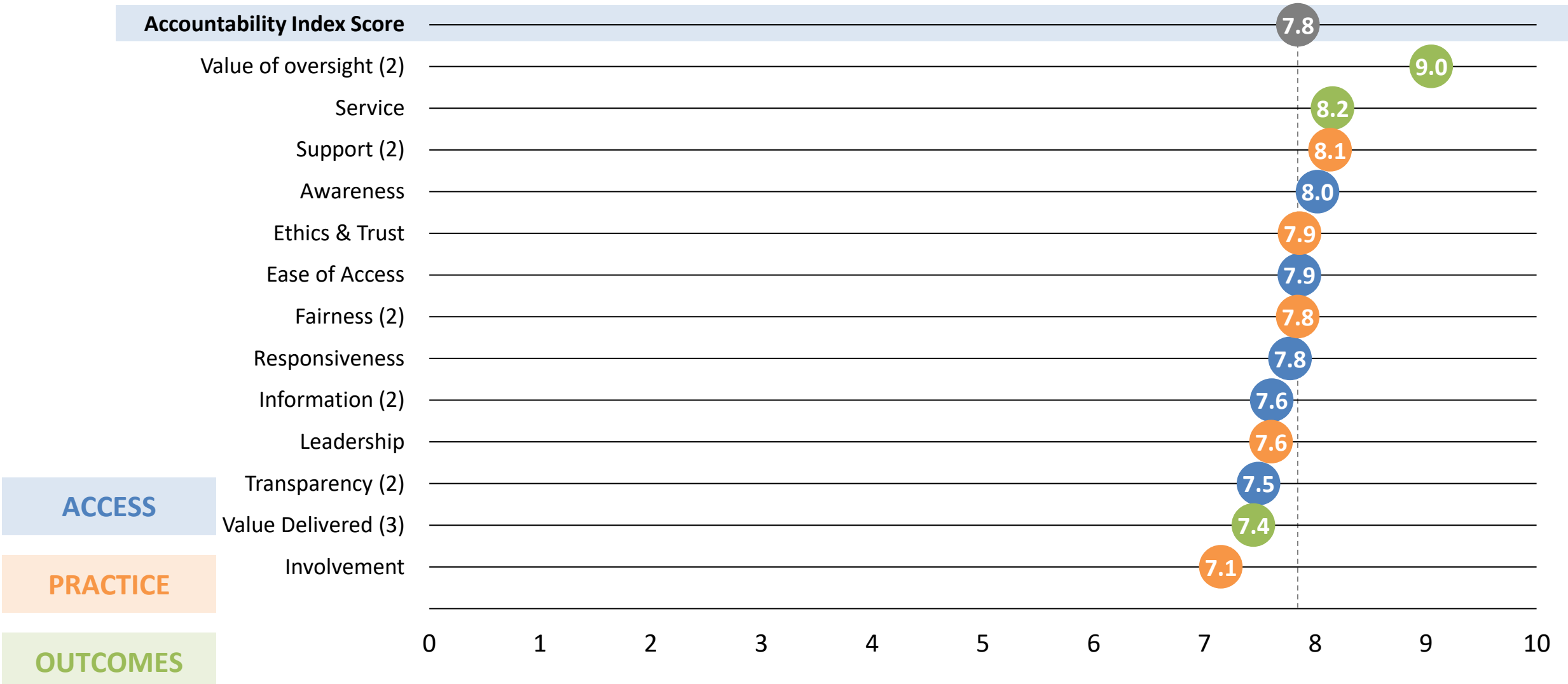
Accountability Index Score | Residents

Average performance on individual measures that make up accountability index score



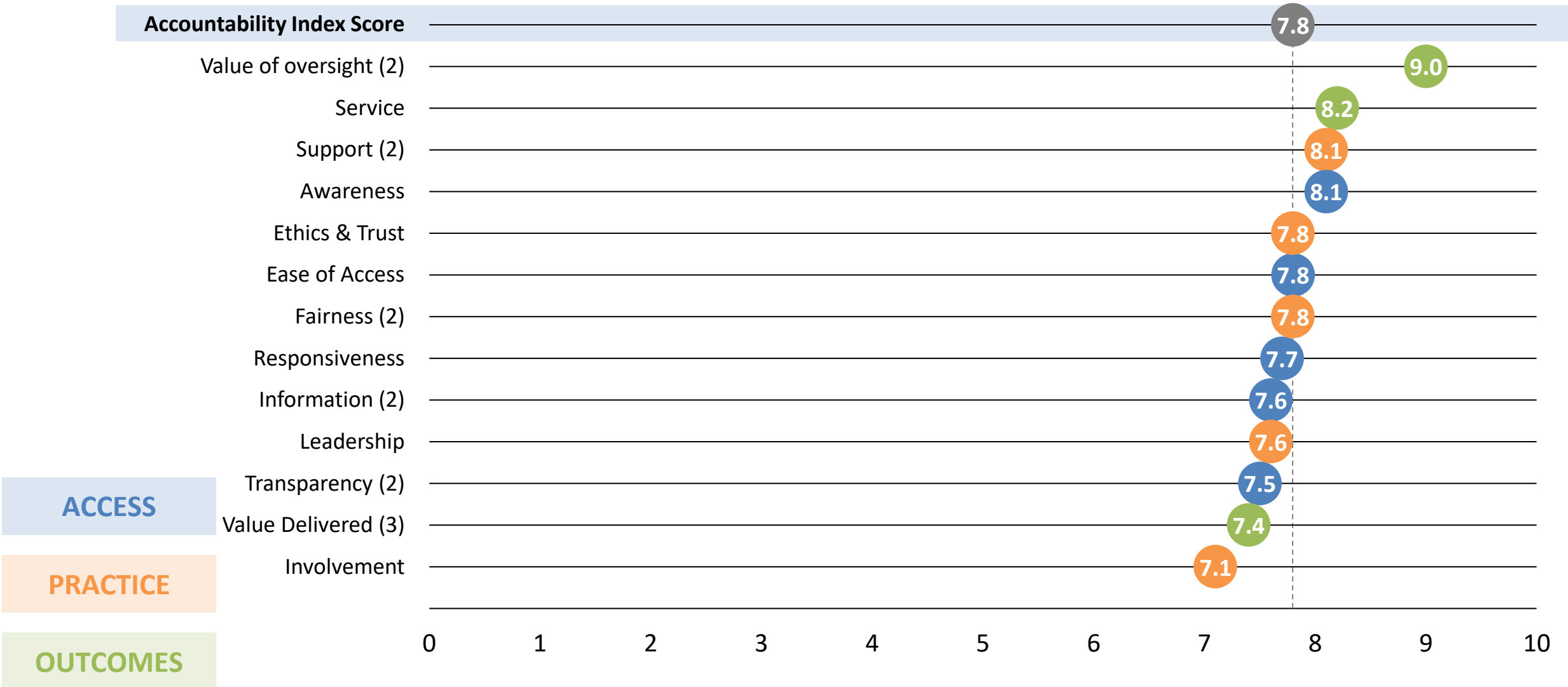
Accountability Index Score | All Industry Stakeholders

Average performance on individual measures that make up accountability index score



Accountability Index Score | Retirement Homes Only

Average performance on individual measures that make up accountability index score

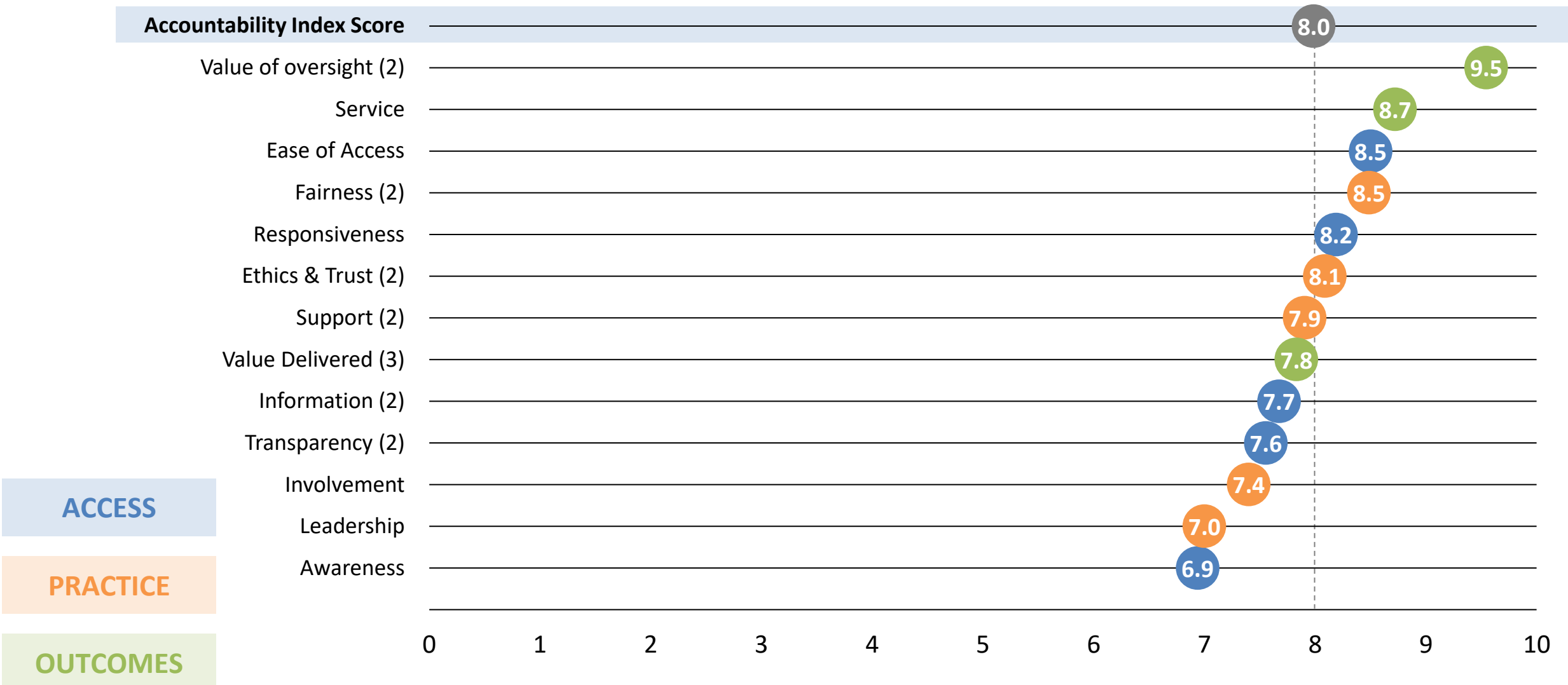


Retirement Home Spotlight

Dimension	Measure	<25 suites [n=27]	26 to 99 suites [n=109]	100+ suites [n=84]	All Retirement Homes
ACCESS	<i>Awareness</i>	7.5	8.2	8.1	8.1
	<i>Information (2)</i>	7.1	7.6	7.7	7.6
	<i>Ease of Access</i>	6.8	8.0	7.9	7.8
	<i>Responsiveness</i>	7.3	7.8	7.7	7.7
	<i>Transparency (2)</i>	6.8	7.5	7.7	7.5
PRACTICE	<i>Fairness (2)</i>	6.9	7.7	8.2	7.8
	<i>Leadership</i>	6.3	7.7	8.0	7.6
	<i>Involvement</i>	6.5	7.0	7.5	7.1
	<i>Ethics & Trust (2)</i>	6.7	7.9	8.1	7.8
	<i>Support (2)</i>	6.7	8.4	8.3	8.2
OUTCOMES	<i>Service</i>	6.6	8.1	8.6	8.1
	<i>Value Delivered (3)</i>	6.6	7.5	7.6	7.4
	<i>Value of Oversight (2)</i>	8.5	9.0	9.1	9.0
ACCOUNTABILITY INDEX SCORE		6.9	7.9	8.1	7.8

Accountability Index Score | Other Stakeholders

Average performance on individual measures that make up accountability index score



RHRA Awareness and Overall Impression

RHRA Familiarity

Less than 1-in-3 (29%) residents have heard of the RHRA before; nearly all stakeholders are very familiar



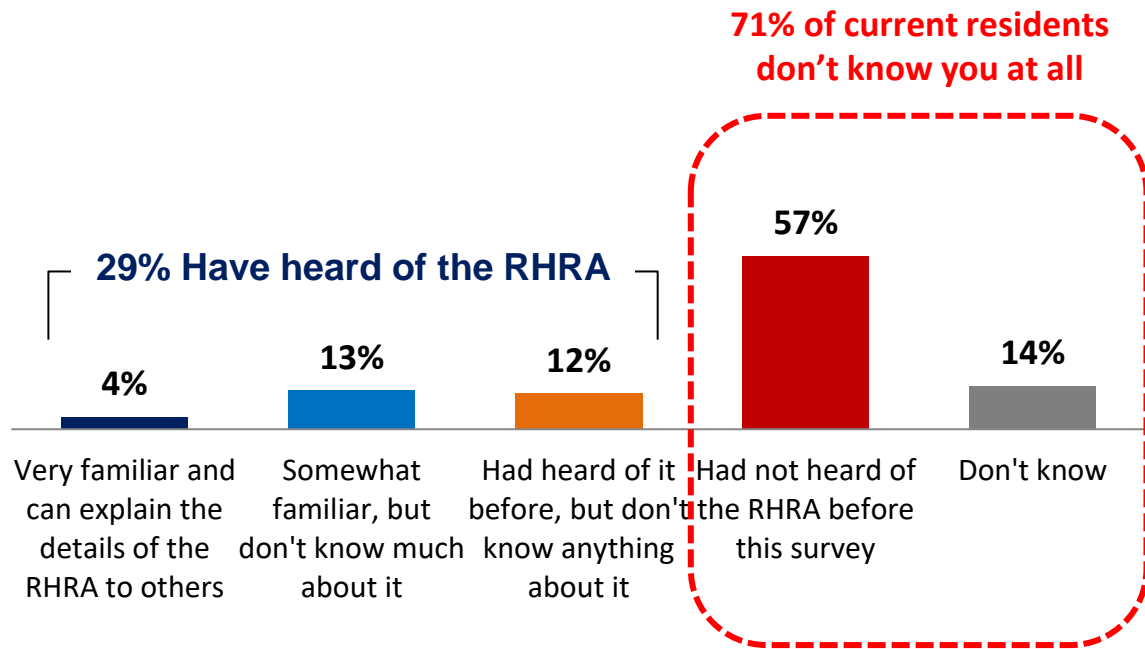
As you may know, the Retirement Homes Regulatory Authority (RHRA) is an independent, self funded, not-for-profit regulator responsible for the protection of Ontario’s retirement home residents under the Retirement Homes Act on behalf of the Government of Ontario.

Its mandate is to put residents first by providing unbiased information on all 750+ licensed retirement homes in Ontario, and to protect seniors once they are in a retirement home by making sure home operators and licensees follow the rules.

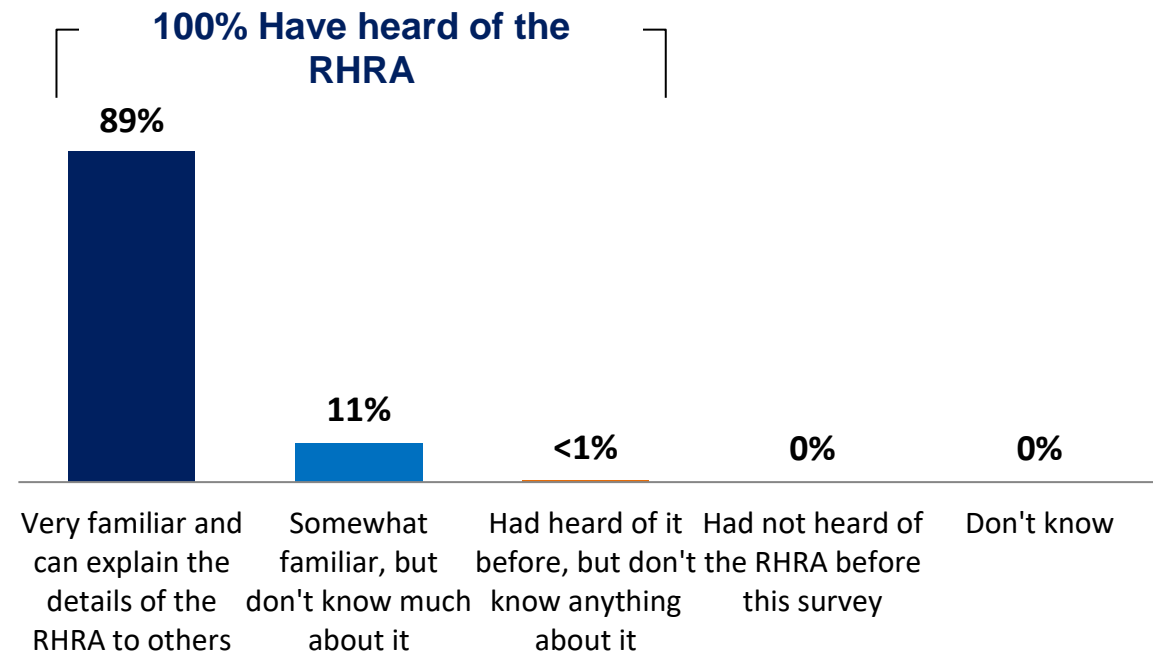
How familiar are you with the **Retirement Homes Regulatory Authority (RHRA)**?

[Asked of all respondents; residents n=500, industry stakeholders n=238]

Residents [n=500]



Industry Stakeholders [n=238]



Overall Impression of the RHRA

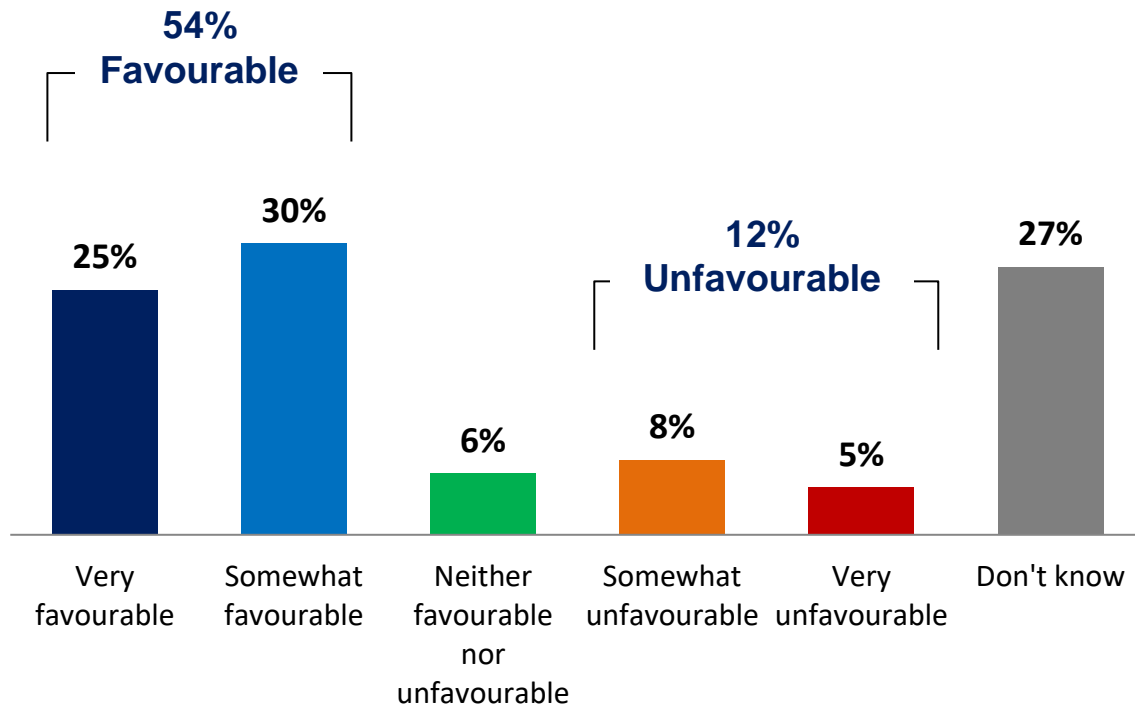
Half of residents who've heard of the RHRA are favourable while 27% 'don't know'



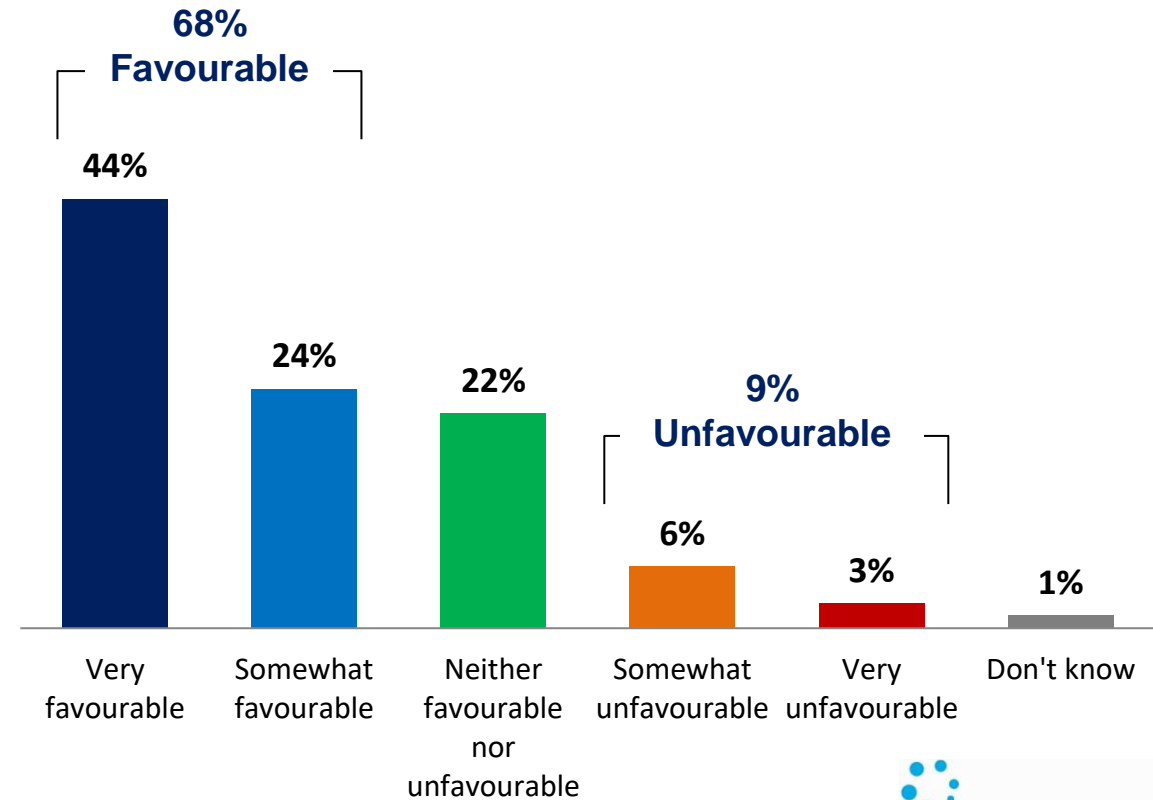
Generally speaking, what is your impression of the RHRA? *Among those who have at least heard of the RHRA*

[Asked only of those who have at least heard of the RHRA]

Residents [n=143]



Industry Stakeholders [n=238]



Reason for Favourable Impression

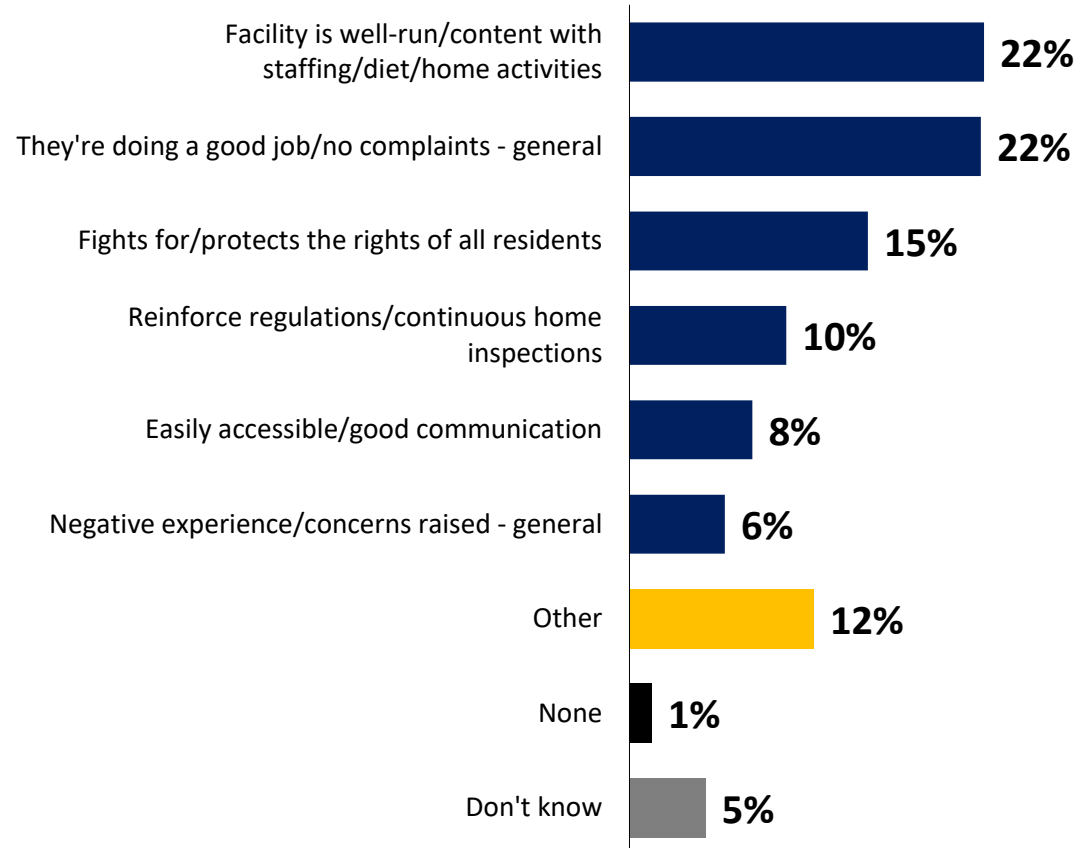
Top reasons for favourable impression among residents is that their facility is well-run and RHRA is doing a good job



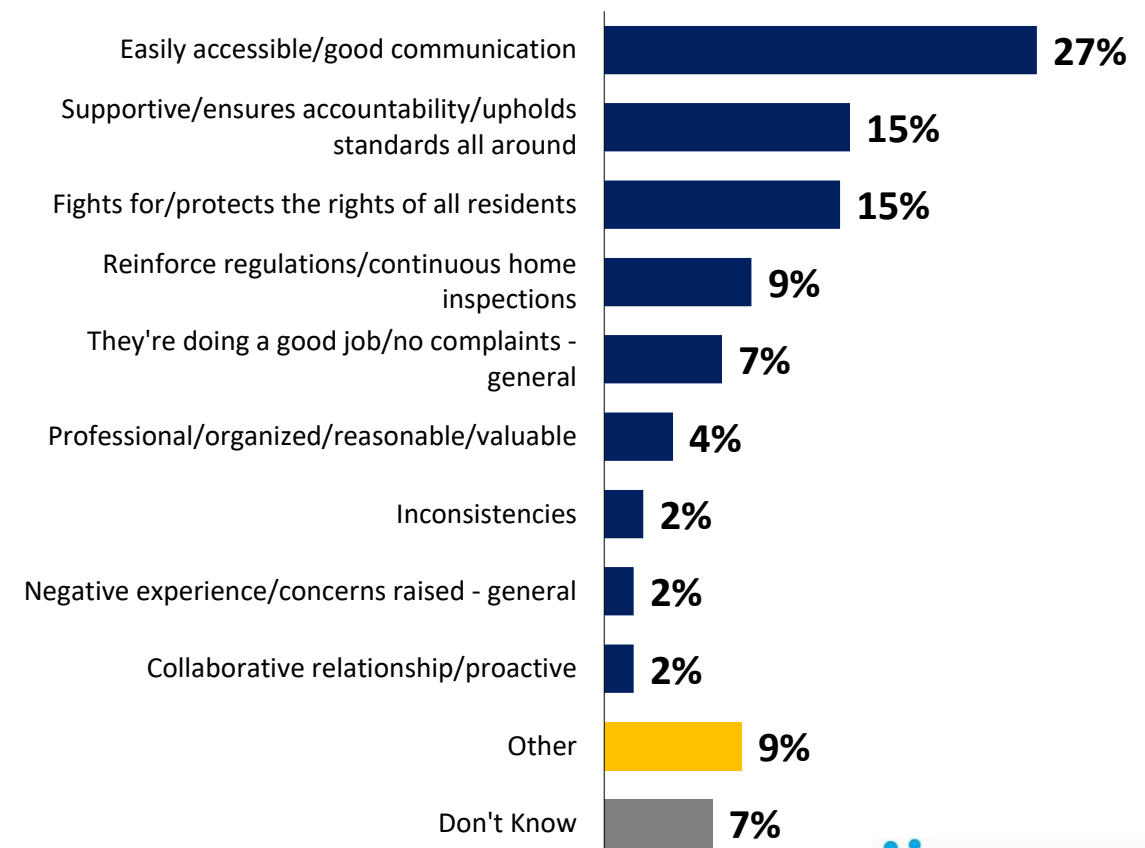
And why do you have a **favourable** impression of the RHRA?

[Asked of those with a favourable impression of the RHRA]

Residents [n=78]



Industry Stakeholders [n=162]

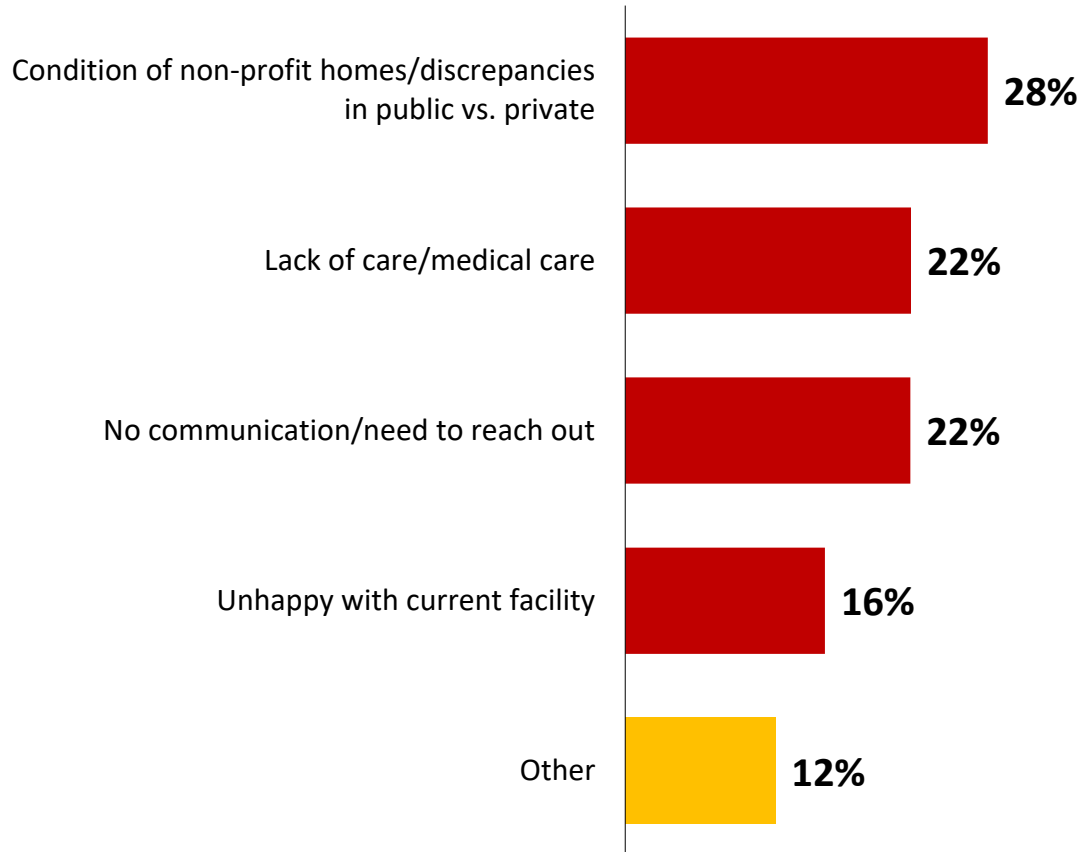


Reason for Unfavourable Impression

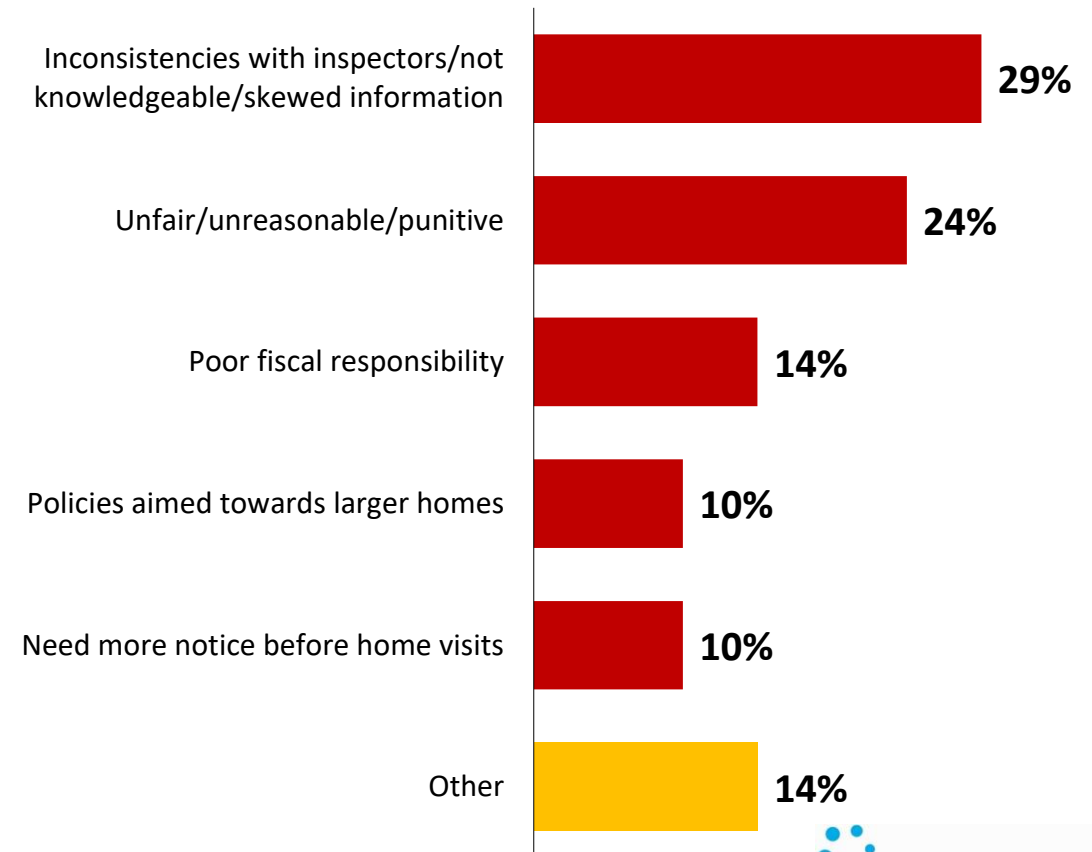
Top reason for unfavourable impression among stakeholders is inconsistencies with inspectors

Q And why do you have an **unfavourable** impression of the RHRA?
[Asked of those with an unfavourable impression of the RHRA]

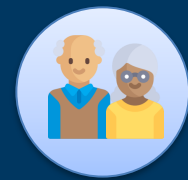
Residents [n=18]



Industry Stakeholders [n=21]



Note: Small sample sizes; interpret results with caution



Contact with the RHRA

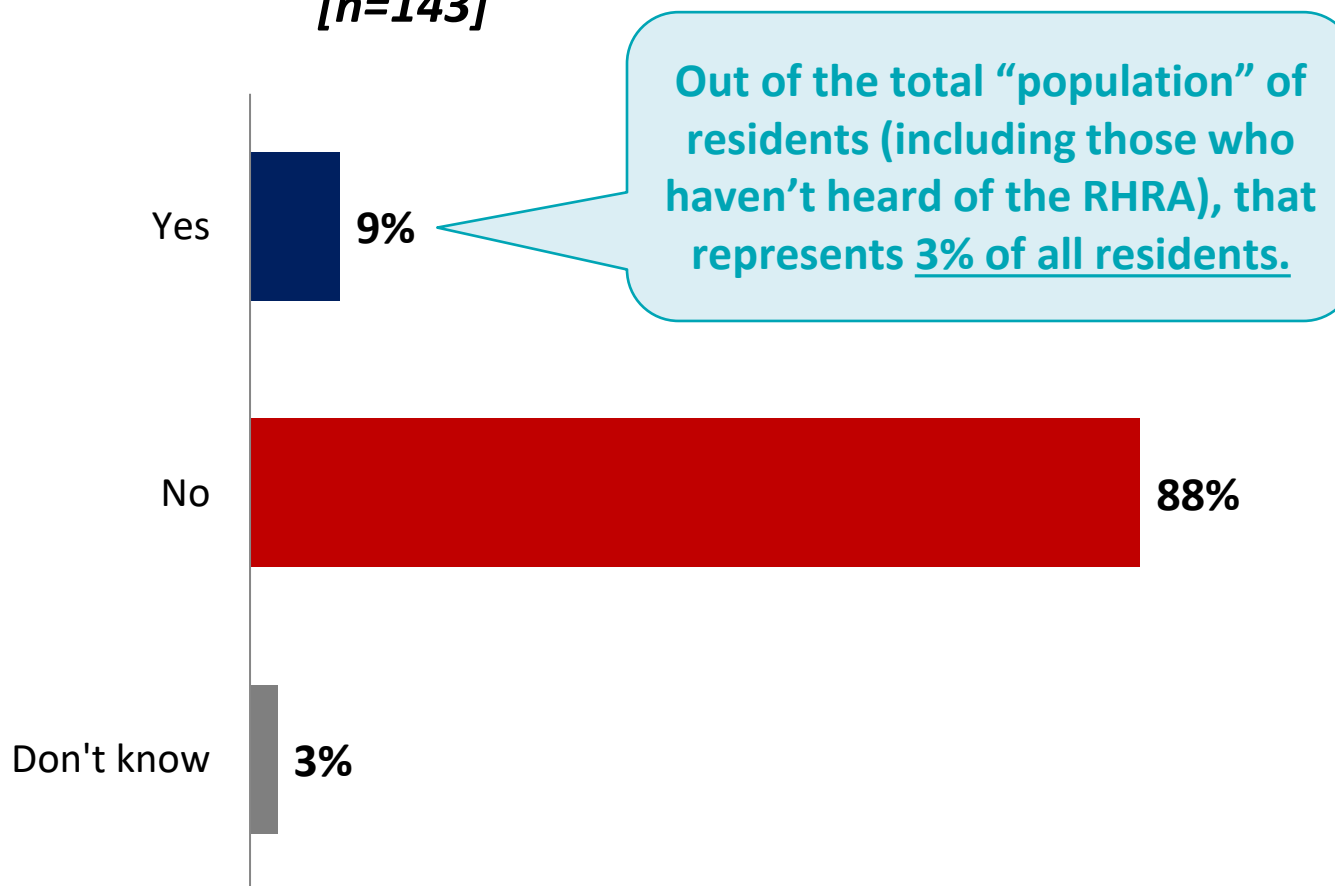
Only 1-in-10 (9%) residents who have at least heard of the RHRA say they have contacted them



Have you ever contacted the **Retirement Homes Regulatory Authority (RHRA)**?

[Asked only of residents who have at least heard of the RHRA]

Among residents who have at least heard of the RHRA
[n=143]



Dimensions of Accountability

Access

Dimensions of Accountability | Access

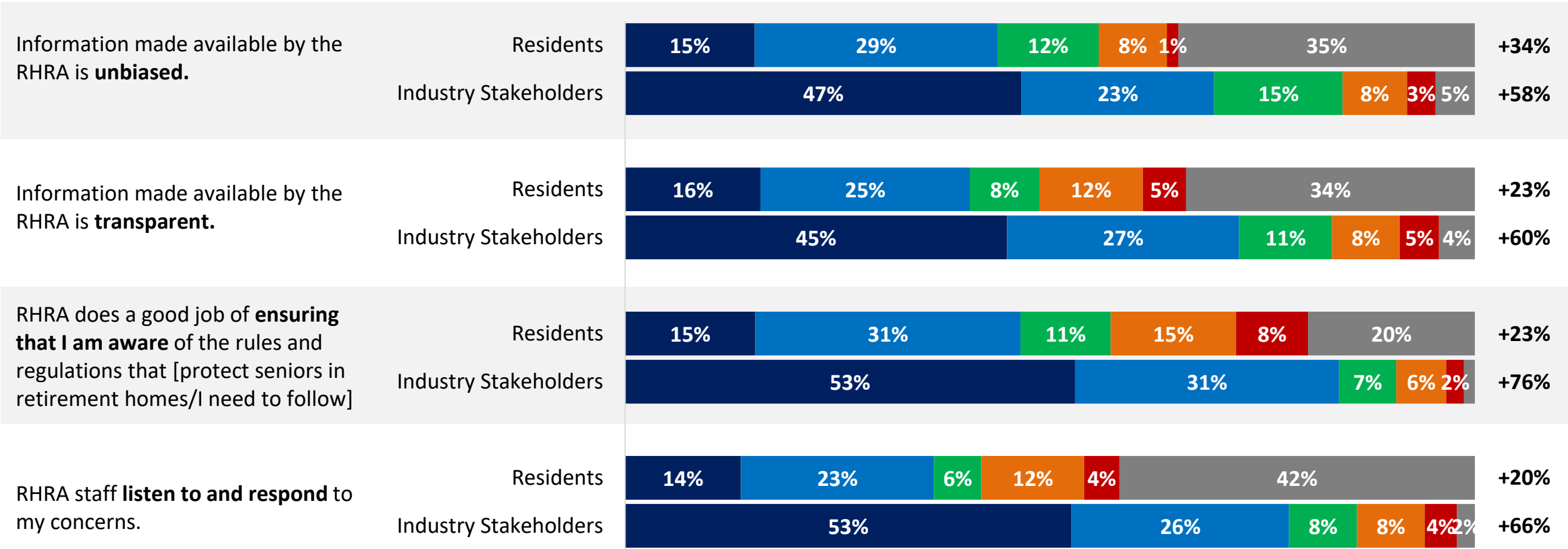
While many residents ‘don’t know’ on access measures, those who agree far outweigh those who disagree



For each of the following statements I am going to read, please indicate if you disagree or agree. Please use a scale from 0 to 10, where 0 means **strongly disagree** and 10 means **strongly agree**. If you “don’t know” or “neither agree nor disagree”, feel free to let me know.

[Asked of those who have at least heard of the RHRA; residents n=143, industry stakeholders n=238]

Net Agreement
[Agree minus Disagree]



■ Strongly agree (10,9)
 ■ Somewhat agree (8,7,6)
 ■ Neither agree nor disagree (5)
 ■ Somewhat disagree (4,3,2)
 ■ Strongly disagree (1,0)
 ■ Don't know

Dimensions of Accountability | Access

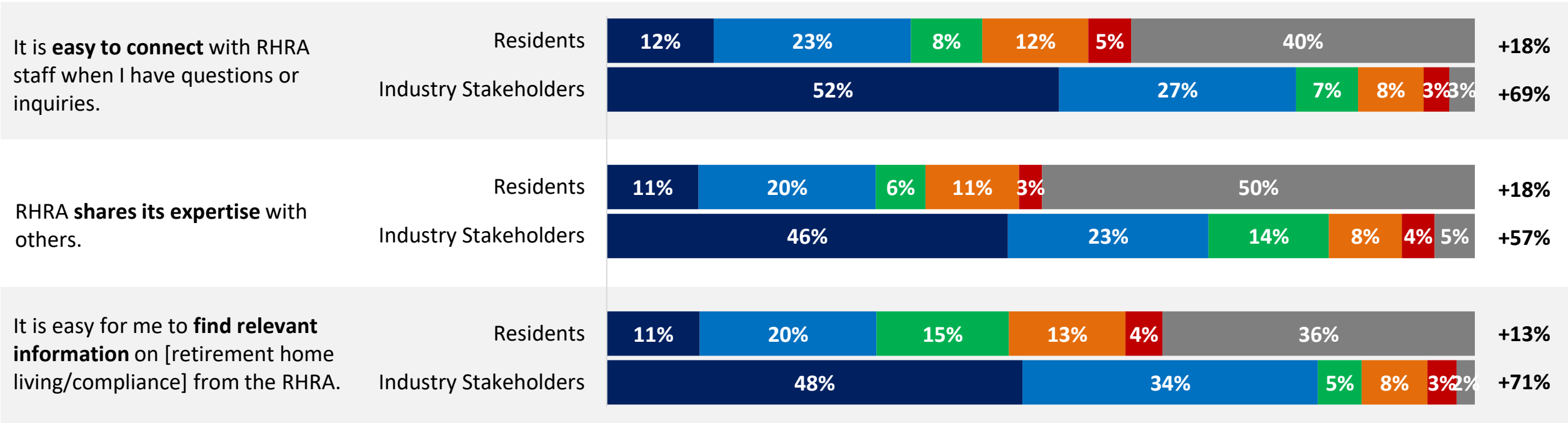
4-in-5 (82%) stakeholders agree it's easy to find relevant information on compliance from the RHRA



For each of the following statements I am going to read, please indicate if you disagree or agree. Please use a scale from 0 to 10, where 0 means **strongly disagree** and 10 means **strongly agree**. If you "don't know" or "neither agree nor disagree", feel free to let me know.

[Asked of those who have at least heard of the RHRA; residents n=143, industry stakeholders n=238]

Net Agreement
[Agree minus Disagree]



■ Strongly agree (10,9)
 ■ Somewhat agree (8,7,6)
 ■ Neither agree nor disagree (5)
 ■ Somewhat disagree (4,3,2)
 ■ Strongly disagree (1,0)
 ■ Don't know

Dimensions of Accountability **Practice**

Dimensions of Accountability | Practice

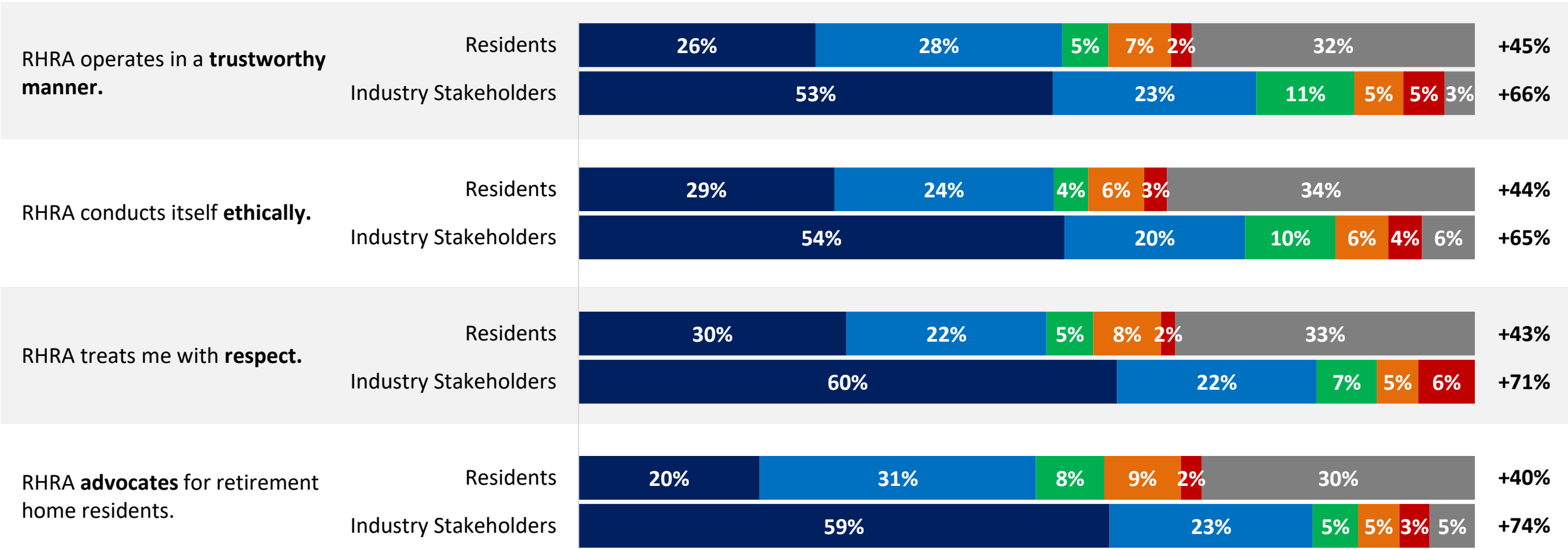
For stakeholders, net agreement is highest that RHRA advocates for residents



For each of the following statements I am going to read, please indicate if you disagree or agree. Please use a scale from 0 to 10, where 0 means **strongly disagree** and 10 means **strongly agree**. If you “don’t know” or “neither agree nor disagree”, feel free to let me know.

[Asked of those who have at least heard of the RHRA; residents n=143, industry stakeholders n=238]

Net Agreement
[Agree minus Disagree]



■ Strongly agree (10,9)
 ■ Somewhat agree (8,7,6)
 ■ Neither agree nor disagree (5)
 ■ Somewhat disagree (4,3,2)
 ■ Strongly disagree (1,0)
 ■ Don't know

Dimensions of Accountability | Practice

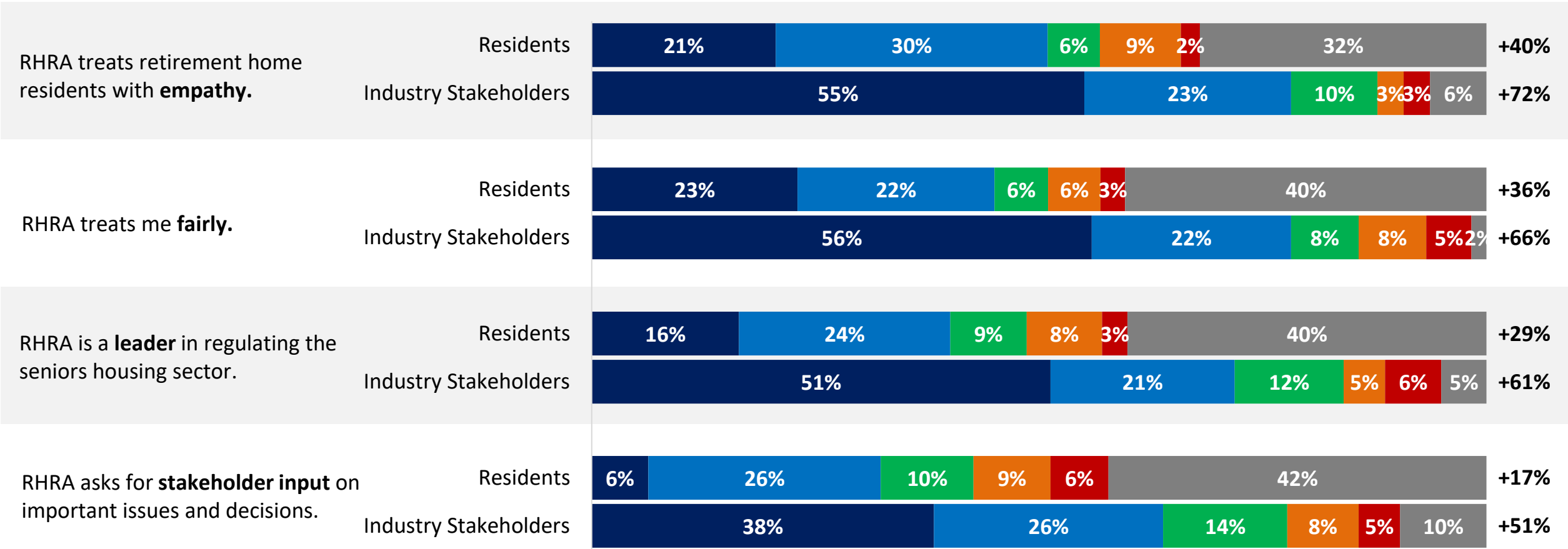
A slim majority (51%) of residents agree RHRA treats retirement home residents with empathy



For each of the following statements I am going to read, please indicate if you disagree or agree. Please use a scale from 0 to 10, where 0 means **strongly disagree** and 10 means **strongly agree**. If you “don’t know” or “neither agree nor disagree”, feel free to let me know.

[Asked of those who have at least heard of the RHRA; residents n=143, industry stakeholders n=238]

Net Agreement
[Agree minus Disagree]



■ Strongly agree (10,9)
 ■ Somewhat agree (8,7,6)
 ■ Neither agree nor disagree (5)
 ■ Somewhat disagree (4,3,2)
 ■ Strongly disagree (1,0)
 ■ Don't know

Dimensions of Accountability

Outcomes

Dimensions of Accountability | Outcomes

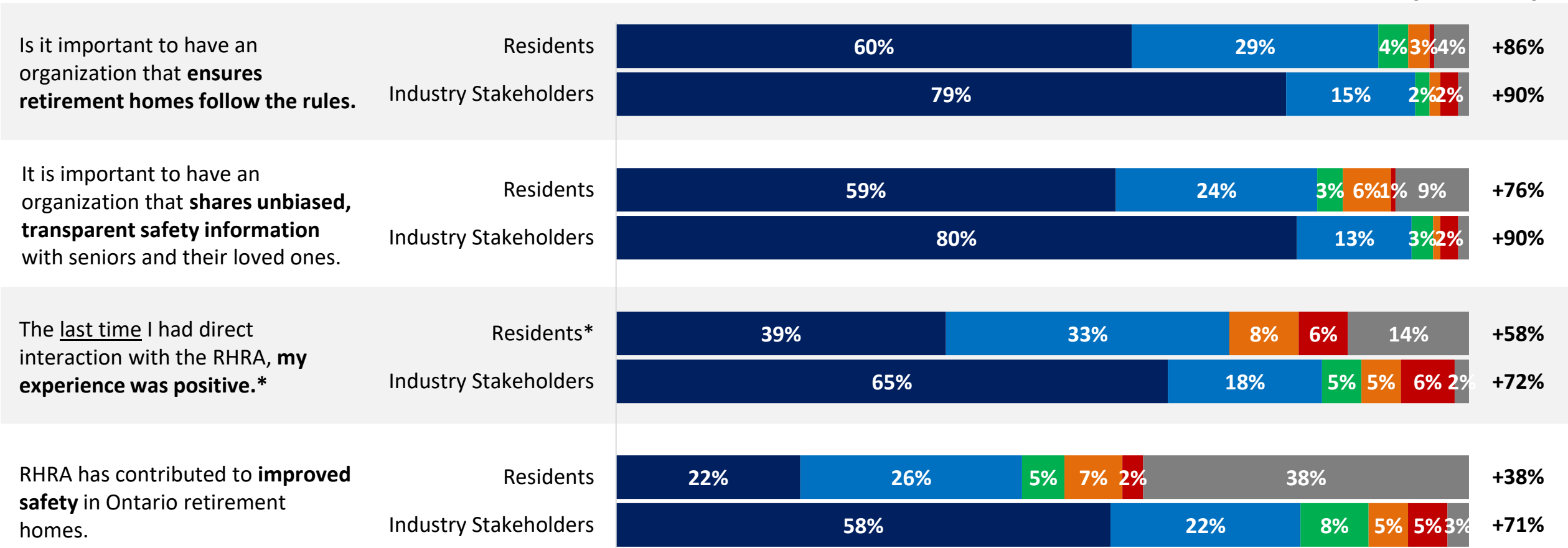
Residents & stakeholders alike overwhelmingly agree it's important to have an org ensure homes follow the rules



For each of the following statements I am going to read, please indicate if you disagree or agree. Please use a scale from 0 to 10, where 0 means **strongly disagree** and 10 means **strongly agree**. If you “don't know” or “neither agree nor disagree”, feel free to let me know.

[Asked of those who have at least heard of the RHRA; residents n=143, industry stakeholders n=238]

Net Agreement
[Agree minus Disagree]



■ Strongly agree (10,9)
 ■ Somewhat agree (8,7,6)
 ■ Neither agree nor disagree (5)
 ■ Somewhat disagree (4,3,2)
 ■ Strongly disagree (1,0)
 ■ Don't know

*Note: For residents, only asked of those who say they have contacted the RHRA; small sample size, results should be treated with caution (n=13)

Dimensions of Accountability | Outcomes

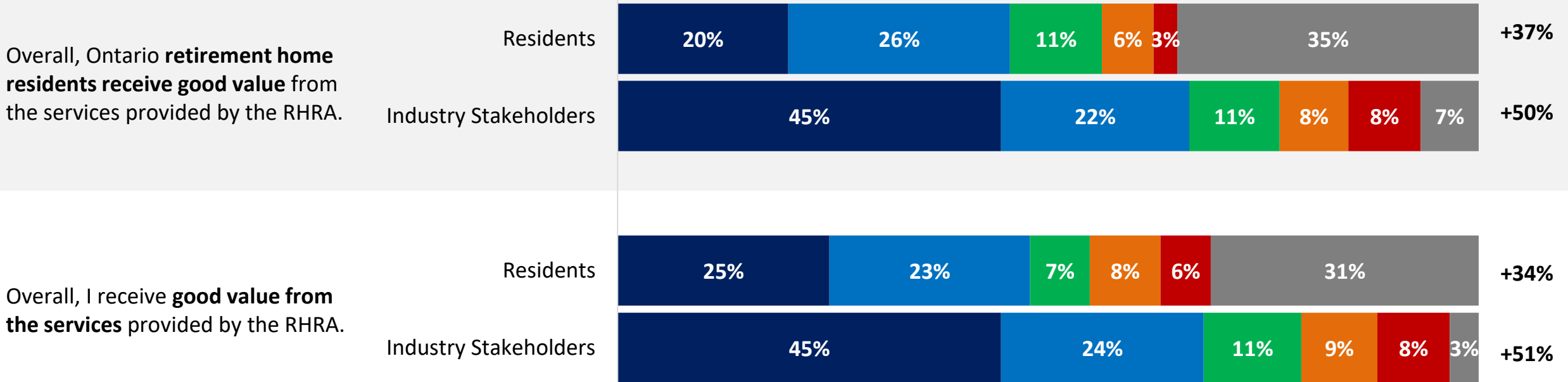
A large share of residents are unsure when it comes to the value that the RHRA provides



For each of the following statements I am going to read, please indicate if you disagree or agree. Please use a scale from 0 to 10, where 0 means **strongly disagree** and 10 means **strongly agree**. If you “don’t know” or “neither agree nor disagree”, feel free to let me know.

[Asked of those who have at least heard of the RHRA; residents n=143, industry stakeholders n=238]

Net Agreement
[Agree minus Disagree]



■ Strongly agree (10,9)
 ■ Somewhat agree (8,7,6)
 ■ Neither agree nor disagree (5)
 ■ Somewhat disagree (4,3,2)
 ■ Strongly disagree (1,0)
 ■ Don't know

Residents Unfamiliar with the
RHRA (**71% of all residents**)

Licence Knowledge

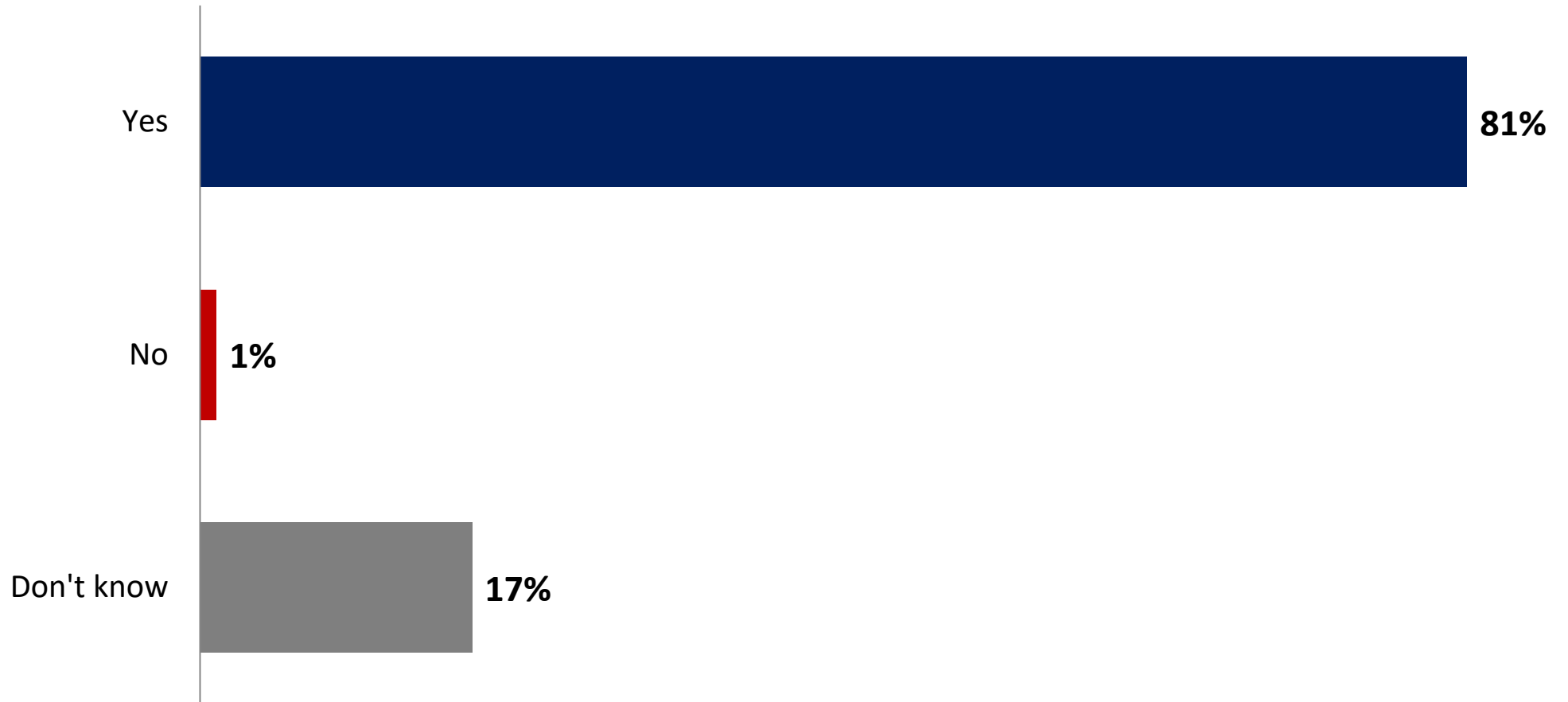


4-in-5 (81%) who have not heard of the RHRA say retirement homes in Ontario have to be licensed



To the best of your knowledge, do retirement homes in Ontario have to be licensed?

[Asked only of those who have not heard of the RHRA; n=357]





Protecting Seniors & Central Source of Information

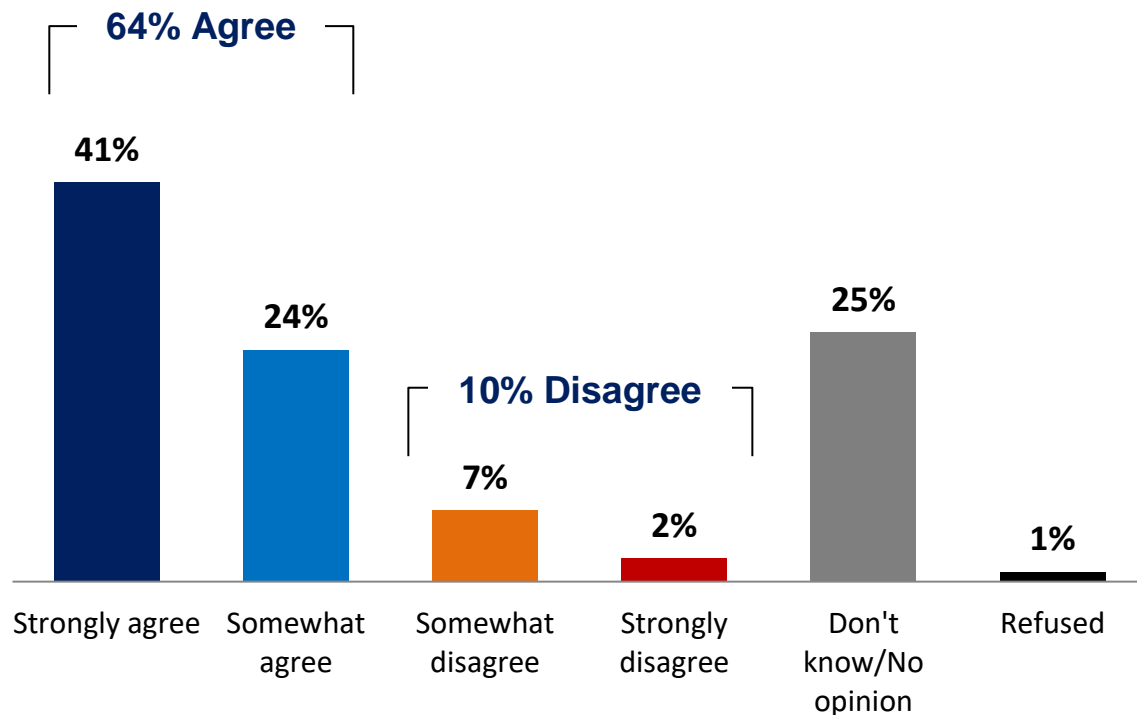
2-in-3 agree more needs to be done to protect residents; 67% agree there should be central info source



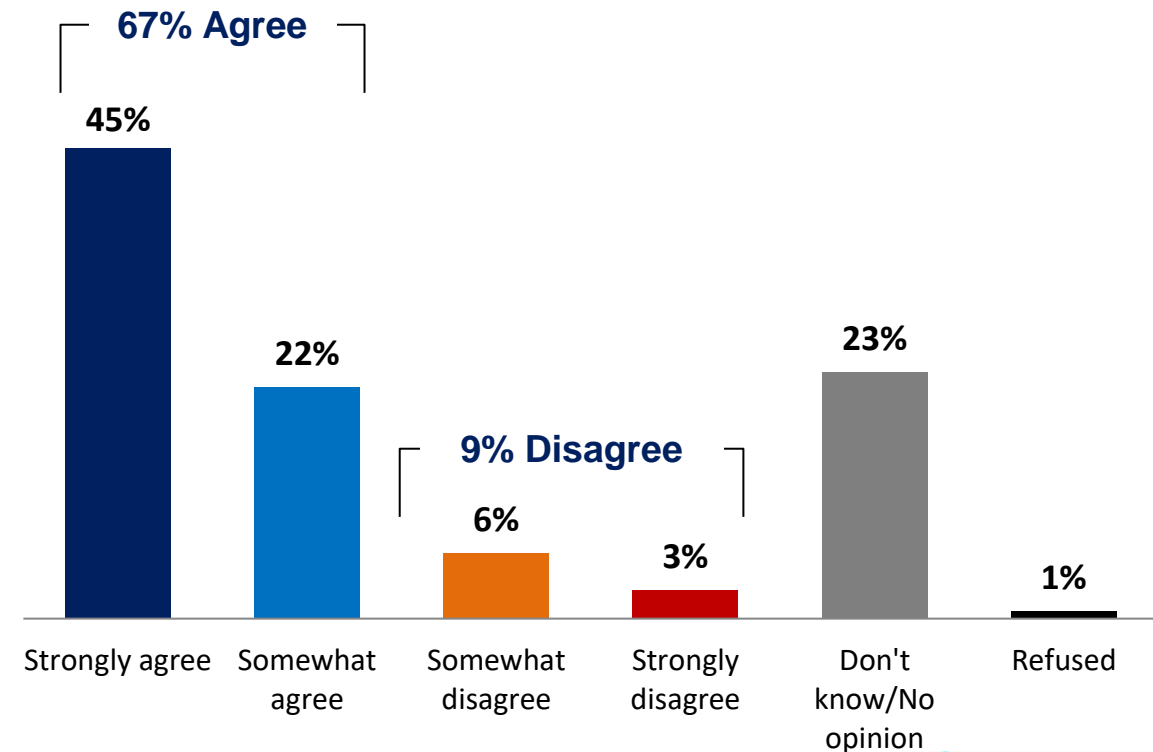
For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree, or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

[Asked only of those who have not heard of the RHRA; n=357]

More needs to be done to protect seniors in retirement homes.



There should be one central source of information on all retirement homes in Ontario.





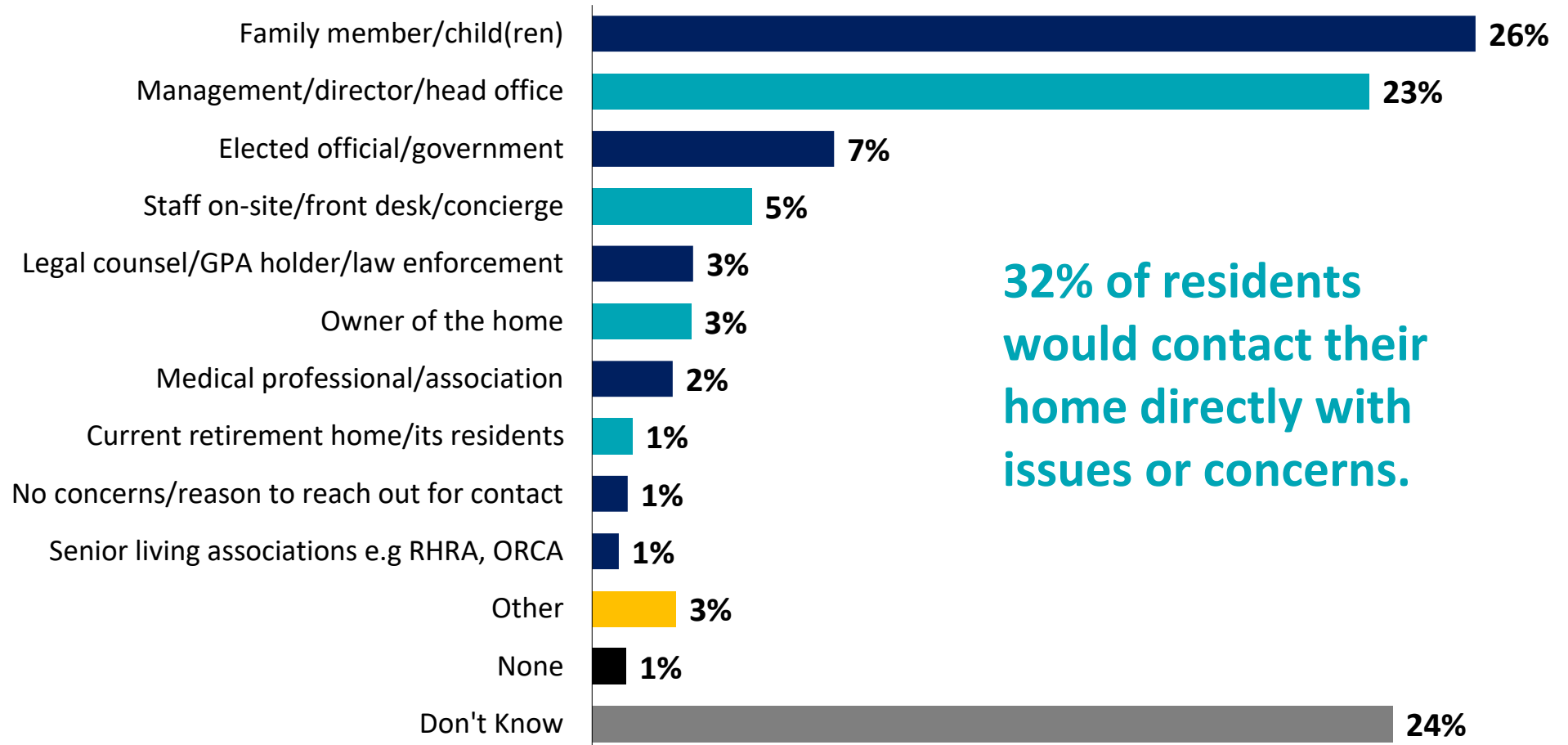
Who to Contact

Top mentions of who to contact are family members or management/director of the home



If an issue or concern were to arise regarding your retirement home, who would you contact?

[Asked only of those who have not heard of the RHRA; n=357]



32% of residents would contact their home directly with issues or concerns.



Building Understanding.

Personalized research to connect you and your audiences.

For more information, please contact:

Julian Garas

Vice President

416-640-4133

jgaras@innovativeresearch.ca

Vanna Ladders

Senior Consultant

236-335-4732

vladders@innovativeresearch.ca