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**TO REVIEW THE FULL
DOCUMENT, PLEASE VISIT
WWW.YEEHONG.COM.**

STRATEGIC PLAN 2016-2021



YEE HONG IS A NON-PROFIT SENIOR CARE ORGANIZATION. IT HAS BEEN DELIVERING HIGH QUALITY CULTURALLY APPROPRIATE SERVICES TO CHINESE AND OTHER ETHNIC SENIORS SINCE 1994. OPERATING 805 LONG-TERM CARE HOME BEDS AND A WIDE RANGE OF COMMUNITY SUPPORT SERVICES, YEE HONG ANNUALLY SERVES OVER 15,000 INDIVIDUALS ACROSS THE GREATER TORONTO AREA.



**Yee Hong Centre
For Geriatric Care**
頤康中心



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VISION

Yee Hong will be the model of excellence in culturally appropriate seniors' care.



MISSION

With strong roots in the Chinese Canadian community, Yee Hong enables Chinese-Canadian and other seniors to live their lives to the fullest - healthy, independent and dignified. We provide a continuum of excellent, culturally appropriate care.



VALUES

Respect, Compassion, Commitment, Excellence, Teamwork, Integrity, Accountability.



YEE HONG CENTRE STRATEGIC PLAN 2016 - 2021

Guided by Yee Hong's vision and mission, the Centre will focus its efforts in the next 5 years from 2016 to 2021 in accordance with FOUR strategic directions and in pursuit of NINE strategic goals.

This plan will guide Yee Hong as it continues to evolve and serve the growing number of seniors in our communities and meet the challenge of finding resources to do so in ever more creative ways.

STRATEGIC DIRECTIONS & GOALS

DIRECTIONS	GOALS
BROADEN SERVICES TO MEET THE EMERGING NEEDS OF AGING SENIORS	<p>Explore new means for delivering services to an increasingly complex client population.</p> <p>Develop organizational capacity to support an expanded range of service offering.</p>
IMPROVE CLIENT EXPERIENCE ACROSS ALL PROGRAMS	<p>Promote a quality culture throughout the organization.</p> <p>Develop a framework for engaging clients of Yee Hong and their families in advancing a quality agenda.</p>
PUT OUR KNOWLEDGE TO WORK IMPROVING THE SYSTEM	<p>Enhance capacity for knowledge exchange enterprises.</p> <p>Make effective contributions to public policy development processes.</p> <p>Build a strong network of partners to meet the organization's goals.</p>
MAINTAIN FINANCIAL SUSTAINABILITY	<p>Balance social impact and sustainability.</p> <p>Develop social enterprise capacity.</p>

PEOPLE AND TECHNOLOGY AS ENABLERS

The successful implementation of this Strategic Plan will be supported by purposeful investment in People and Technology across the organization.

PEOPLE: Support and enable staff, affiliated medical and allied health professionals, and volunteers to be the best they can be through various initiatives.

TECHNOLOGY: Expand the use of technology and digital media and invest in technological innovations.

ACCOUNTABILITY

Yee Hong Centre will publish a Balanced Scorecard to articulate annual goals and objectives approved by the Board of Directors as well as to report on outcomes achieved.