



Press Release

**Expansion, Enhancement and Empowerment:
Yee Hong Embarks on a New Five-year Strategic Plan**

Toronto, ON (September 16, 2016) – After a comprehensive stakeholder consultation with almost 100 focus groups, Yee Hong Centre for Geriatric Care today (Friday) launched a new strategic plan for the next five years.

Building on Yee Hong’s vision and mission, the strategic plan for 2016-21 contains four strategic directions and nine goals. “These directions are a roadmap for our future as we strive to build connections which will accelerate our impact in delivering culturally appropriate quality seniors’ care and education,” said Ms Corinne Wong, Board Chair of Yee Hong Centre.

In developing the plan, Yee Hong Centre focused on understanding current perspectives of the community members in order to anticipate their needs. The 16-page document is the outcome of tireless efforts to engage not only with internal stakeholders but with partners across the healthcare system, government, family caregivers, residents and clients. Under the leadership of the Board of Directors, over 570 individuals from 53 distinct organizations were interviewed.

The new strategic plan will continue to address the long wait list of the four Yee Hong Centres. “This plan will guide Yee Hong to meet the challenge of finding resources to serve the growing number of seniors in ever more creative ways,” said Eric Hong, CEO of Yee Hong Centre.

The four directions and nine goals are as follows:

DIRECTIONS	GOALS
I. Broaden services to meet the emerging needs of aging seniors	<ul style="list-style-type: none"> ○ Explore new means for delivering services to an increasingly complex client population ○ Develop organizational capacity to support an expanded range of service offering
II. Improve client experience across all programs	<ul style="list-style-type: none"> ○ Promote a quality culture throughout the organization ○ Develop a framework for engaging clients of Yee Hong and their families in advancing a quality agenda
III. Put our knowledge to work improving the system	<ul style="list-style-type: none"> ○ Enhance capacity for knowledge exchange enterprises ○ Make effective contributions to public policy development processes ○ Build a strong network of partners to meet the organization’s goals
IV. Maintain financial sustainability	<ul style="list-style-type: none"> ○ Balance social impact and sustainability ○ Develop social enterprise capacity





The implementation of this strategic plan will be supported by investment in people and technology across the organization. It includes supporting and enabling staff, affiliated medical and allied health professionals, and volunteers through various initiatives; and expanding the use of technology and digital media as well as investing in technological innovations.

The full strategic plan document and the summary brochure are available on www.yeehong.com.

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About Yee Hong Centre for Geriatric Care

Yee Hong is a non-profit senior care organization. It delivers high quality culturally appropriate services to enable seniors to live their lives to the fullest -- in the healthiest, most independent and dignified ways. Operating 805 long-term care home beds and a continuum of community support services, Yee Hong annually serves over 15,000 individuals of diverse ethno-cultural backgrounds across the Greater Toronto Area.

