



Nursing Homes
of Nova Scotia
Association

OUR VISION:

Creating the Very Best
Long-Term Care for
Nova Scotians

OUR VALUES:

Courageous – We empower our members to challenge the status quo, address shared issues and develop actionable plans and measurable outcomes to create meaningful system changes that advance world-class nursing homes.

Innovative – We are an Association of professionals who are committed to research, best practises and innovation that improve the quality of care and service in long term care

Accountable – Our work is grounded in integrity and trust with a forward-thinking lens. We are accountable to our members and those they serve. We are solutions-focused and make well informed decisions.

Inclusive – We embrace cultural diversity in all its forms as reflected in our organizations and communities and actively pursue opportunities to learn, understand, embrace and leverage diversity, equality and inclusion as a value system for growth and enrichment.

OUR MISSION:

Together, we build solutions for the timely advancement of excellence and innovation in nursing homes in Nova Scotia.

2022 *to* 2025
**STRATEGIC
PLAN**

OUR STRATEGIC PRIORITIES:



1. ADVOCATE WITH A COLLECTIVE VOICE

Our Nursing Homes of Nova Scotia Association uses the strength of a collective voice to lead meaningful, significant change. We build sector capacity, influence policy, identify investment needs, share knowledge, and instill public confidence in care delivery.

As the lead voice for our long-term care sector, we will build upon our leadership expertise, advocacy successes and together we set the foundation for transformative change that advances our mission.

OUR OBJECTIVES

Over the next three years, we will support the priority, **Advocate with a Collective Voice** by:

- Engaging members to build a meaningful advocacy agenda and outcomes that reflects collective priorities and strategically addresses opportunities, threats and challenges.
- Designing a communication strategy that advances understanding and confidence in our stakeholders of the high quality of care that is delivered to elders in Nova Scotia and grow increased respect for sector leadership and value for front line caregivers, recognizing their broad, specialized skills and competencies.
- Fostering and building collaborative relationships with government and sector partners to create a shared vision for the sector while resolving service and operational gaps through joint, integrated decision-making and evidence-based investments.
- Strengthening partnerships with industry, business, and corporate members that bring innovative solutions to address existing and emerging needs.
- Establishing unified and lasting partnerships with the academic and research communities to support our work force needs through data collection in concert with research and educational programs, that proactively address sector challenges and advance innovation by combining our strengths and expertise.
- Cultivating a Community of Practice to engage the sector on urgent issues through progressive leadership, ideas, and policy discussions to help inform change.



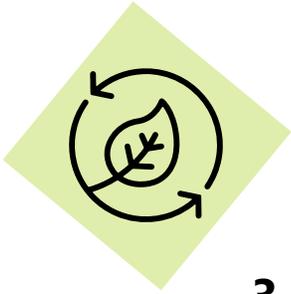
2. STRENGTHEN THE CAPACITY OF OUR MEMBERSHIP

A thriving membership works collaboratively to advance outstanding, safe quality long-term care in Nova Scotia. To support this passionate focus, our members need access to good governance and leadership practices, training and development informed and supportive of the specialized care they deliver and sound investments and sufficient resources that will sustain their operations.

OUR OBJECTIVES

Over the next three years, we will support the priority, **Strengthen the Capacity of our Membership** by:

- Providing education delivery and knowledge inspiration through webinars, conference presentations, networking sessions, mentoring, coaching, and specialized training programs that support organizations, individual and community well-being and viability.
- Supporting leadership progression and succession planning as members' leadership prepare for retirements and career changes.
- Developing a bank of services that provide members with shared access to timely affordable expert advice from sector consultants.
- Celebrating excellence and fostering pride by hosting special events to recognize staff and sector leaders for their contributions in advancing excellence and innovation in nursing homes.
- Highlighting best practices and applied innovation through comprehensive communication channels- traditional, social, and new age.



3. DESIGN A SUSTAINABLE, DYNAMIC MODEL

Expanding and evolving the Association's value and network to members is a key factor in determining our growth, capacity and influence into the future.

Stable financial investment and secure support ensures financial and operational sustainability and a strong, flourishing Association.

OUR OBJECTIVES

Over the next three years, we support the priority, **Design a Sustainable Dynamic Model** by:

- ✓ Developing a Succession Plan that includes a smooth transition of the Association's leadership.
- ✓ Ensuring effective recruitment efforts that offer continued visionary leaders with diverse perspectives to the Board of Directors.
- ✓ Conducting an operational strengths assessment of the Association that positions us for growth capacity.
- ✓ Diversify revenue generation, reimagined, collaborative partnerships and grant funding opportunities that advance quality of care, workforce support and other emerging priorities for the sector.