

MSEC - Meeting Minutes

via Zoom
April 16, 2025

Attendees:

Ron Pike (Chair)
Angela Grottoli
Andrea Prashad
Jennifer Anderson
Marc Kinna (ex-officio)
Aly Devji

Staff

Terry Lake
Andrea Mameri

Guests

Wynona Giannasi (HoweGroup)
Jennifer Hystad (HoweGroup)

Regrets:

Brent Glasow-Brown
Kris Coventry

Item #	Subject	Notes
1.	Call to Order	The meeting commenced at 1:10 pm.
2.	Approval of Previous Meeting Minutes	<p>Proposed Motion: Be it resolved that the minutes from the November 27, 2024, MSEC Committee Meeting be approved as presented.</p> <p>Moved by: Andrea P Seconded by: Angela G. APPROVED</p>

Item #	Subject	Notes
3.	Approval of Potential New Members	<p>The committee reviewed the list of potential new members.</p> <p><u>Commercial</u></p> <ul style="list-style-type: none"> • Moby (telecom) • Luma Tech Solutions Canada Ltd (LED lighting solution) • Arthur J. Gallagher Canada Limited (insurance commercial placements) • Nikoniko Home Care (shock absorbent mat distributor) • Silver Valet Dental Care (on site dental services) • Lumina Services (seniors housing and health care consultants) <p><u>Service Provider</u></p> <ul style="list-style-type: none"> • Saiva Home Health Care Services (HH) • Aicare (HH) • Comfort Keepers- Kamloops (HH) • Coastal Luna Care (HH) <p>Moved by: Ron P. Seconded by: Angela G. APPROVED</p>
4.	Resigned Members	<p>Committee was informed that the following will not be renewing their membership.</p> <p><u>Associate</u></p> <ul style="list-style-type: none"> • Associate • Nurses and Nurse Practitioners of BC <p><u>Commercial</u></p> <ul style="list-style-type: none"> • Dispill • STS Pharmacy <p><u>Service Provider</u></p> <ul style="list-style-type: none"> • Plan A Home Care Services • Care At Home Services

5.	Member Survey	<p>The Committee reviewed the 2025 Member Survey findings, presented by HoweGroup. Highlights included:</p> <ul style="list-style-type: none"> • Strong Response Rate: Over 190 responses were received across service provider and commercial categories. • High Satisfaction: 88% of members expressed satisfaction with their membership. Results were consistent with previous years, indicating a smooth organizational transition post-amalgamation. • NPS Score: The Association received a Net Promoter Score (NPS) of 32.04 among service providers and 46 among commercial members—considered very strong. Additional analysis may be conducted to identify key drivers of satisfaction. • Advocacy & Representation: The Association continues to be seen as an effective advocate, especially with the Ministry of Health. Lower satisfaction was noted for representation to unions and around home health and seniors housing issues. • Event Feedback: The Annual Conference remains the highest-rated event. Care to Chat, networking events, and the BC Care Awards also received strong marks. Interest in a second conference for private pay/IL providers is mixed, with many preferring one unified conference with tailored content. • Programs: EquipCare was the highest-rated initiative. Route65 and Assurity programs were seen as valuable but under-promoted. • Communications: E-newsletter and website remain the most useful channels. LinkedIn was the top-rated social media platform. • Name Change Discussion: 49% preferred retaining the current name, while others, particularly IL and commercial members, signaled interest in a change. No strong consensus emerged, prompting further discussion during strategic planning. <p>Strategic Planning Input</p> <p>The Committee discussed how to incorporate the survey findings into the upcoming strategic planning session. There was agreement that an executive summary or feedback report should be shared with members. Suggestions included layering survey insights into the President’s annual report post-strategic planning. Several members stressed the importance of responding to feedback, especially from home health providers.</p>
----	---------------	---

Item #	Subject	Notes																
		<p>Route65 and Assurity Staff noted continued improvements and promotion of Route65 and Assurity. Some lag in perception was attributed to the timing of the survey (January 2025). Additional promotion and engagement are planned for the year ahead.</p> <p>Member Engagement & Communications The Committee emphasized the importance of closing the feedback loop with members to demonstrate that their voices are being heard and acted upon. Discussion included ways to segment feedback by provider type and the potential for targeted messaging.</p>																
6.	Review of Membership Count by Category	<table><tr><th>CATEGORY</th><th>NUMBER</th><th>LAST MEETING</th><th>LAST YEAR</th></tr><tr><td>Associates</td><td>18</td><td>13</td><td>14</td></tr><tr><td>Commercial</td><td>169</td><td>160</td><td>152</td></tr><tr><td>Service Provider</td><td>374</td><td>364</td><td>339</td></tr></table> <p>*As of April 8, 2025</p>	CATEGORY	NUMBER	LAST MEETING	LAST YEAR	Associates	18	13	14	Commercial	169	160	152	Service Provider	374	364	339
CATEGORY	NUMBER	LAST MEETING	LAST YEAR															
Associates	18	13	14															
Commercial	169	160	152															
Service Provider	374	364	339															
7.	Adjournment & Next Meeting	<p>Meeting Adjourned</p> <p>Doodle poll will be sent.</p>																