

BCCPA | EngAge BC 2022 Member Engagement Survey Results

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Executive Summary

An online survey was distributed and promoted through multiple channels between November 9 and December 12, 2022. A total of 83 members responded to the 2022 survey; 66 care and service providers and 17 commercial members. Most respondents held BCCPA and EngAge BC memberships (51%), followed by BCCPA only (31%), then EngAge BC only (6%). The majority of respondents provide long-term care (37%), followed by assisted living (23%), independent living (23%), and home health (14%). Most respondents were CEO/Executive Directors (39%), General Managers (21%), Director of Operations (12%), and Owner/Operators (11%). The majority of respondents were from the Fraser Health Region (34%), followed by Vancouver Coastal (23%), Vancouver Island (21%), Interior (18%) and Northern Health (4%), with one third of respondents indicating they were not-for-profit (36%).

We have identified several limitations for consideration when interpreting the data: given the smaller number of non-long-term care providers, it was not possible to *segment* the analysis beyond examining all care and services providers as one combined sample, nor could statistical analysis be conducted *between* home health, assisted living and independent living respondents; the sector continues to be fatigued from the impact of COVID-19 and ongoing systemic pressures and as a result, the response rate is lower than the previous year; and due to the uncertainty around membership type for some members, it is possible that respondents answered questions that were not relevant to their specific membership type.

As findings and trends were similar to the findings from the 2021 member survey, this executive summary focuses on the 2022 findings. Comparisons between the two years are made in the body of the report, where possible.

Care and service providers

The majority of care and service provider members saw BCCPA | EngAge BC as performing in its aspiration to be the premier association representing senior's living, wellness and care: one third of respondents rated BCCPA | EngAge BC as excellent and half as very good. Key strengths include providing information about what is happening in the province, representing long term care and assisted living, leadership throughout the pandemic and being 'engaged and responsive'.

The majority of care and service provider members continue to report that BCCPA and EngAge BC have a clear vision and strategy and are doing a good job serving and representing its members and that BCCPA is the recognized voice for seniors' care in BC (83% agreed or strongly agreed). Respondents agreed or strongly agreed that BCCPA influences the provincial government (79%) and is the go-to for support with issues facing the sector (69%). These trends were similar for Engage BC, but with lower levels of agreement (48% agreement with being the recognized voice, 53% agreement with influencing government, 26% agreement EngAge BC is the go-to for issues).

Care and service provider members reported high satisfaction with accessibility (84% agreement) and responsiveness (84% agreement) of BCCPA and EngAge BC staff, that support is relevant (83% agreement) and that their voice is heard by the associations (81% agreement). Just under two thirds of care and service provider members felt they were able to influence the direction and priorities of BCCPA | EngAge BC. Eighty percent of care and service provider members felt their organization receives good value for their BCCPA membership, while just under half (48%) felt their organization receives good value for their EngAge BC membership.

Members identified several ways that BCCPA and EngAge BC could take action to improve levels of satisfaction for care and service providers including increased clarity for members on whom to communicate with around certain

issues/services, regional meetings, increased advocacy for the private sector, an arm dedicated to home health, and regular advocacy updates.

Overall satisfaction was high among BCCPA members (84% were satisfied or very satisfied), yet substantially lower among EngAge BC members (50% were satisfied or very satisfied). When asked about the likelihood to recommend the association to a colleague, on a scale of one to ten, care and service providers gave an average score of 8 for BCCPA and 7 for EngAge BC.

The majority of care and service provider members highly rated the importance of BCCPA|EngAge BC events, most notably the annual conference and Care to Chat for which members were also satisfied. Care and service provider members reported programs being important, most notably the HCA training program (89% rated important or very important) and EquipCare BC (79% rated important or very important). Route 65 and Assurity received lower ratings of importance (36% and 37% respectively). The most meaningful initiatives among care and service provider members were EquipCare BC (73%), advocacy with government (67%) and the annual conference (53%).

Of the 59 care and service providers who responded to questions around Route 65, almost two-thirds (61%) indicated they have a listing, fourteen percent do not have a listing (14%), and the remaining quarter (24%) did not know. The respondents were evenly divided between feeling Route 65 is 'not well promoted, with little awareness' (45%) or that there is only 'some awareness' of Route 65 (48%).

Of the 59 care and service providers who responded to questions around Assurity, only 20% indicated their organization is Assurity certified. Thirty-nine percent (39%) of organizations are not Assurity certified and 41% of respondents were unsure. Care and service providers were divided in their rating of how well Assurity promotes itself with 45% feeling there is 'little awareness' of Assurity and it is 'not well promoted'.

Nearly all care and service provider members found effective BCCPA|EngAge BC's direct email communication, BCCPA's website, association e-newsletters, and townhalls, regional administrator network meetings, and special forums. Eighty-nine percent of care and service provider respondents felt the association sends the right amount of information, while 9% felt there is not enough communication and 2% feel there is too much.

Care and service provider members rated a high awareness with BCCPA|EngAge BC's advocacy of COVID-related response (86% indicated aware and very aware) with moderate to high awareness with HHR and labour shortages (76%), quality of life (50%), and funding model review (61%). Care and service provider members continued to prioritize funding and sustainability and HHR, as policy topics in the near future. With respect to work on Health Human Resources, the top four priorities for the next year are: advocating for increased staffing levels and care hours (HPRD), advocating for expanded education seats for nurses and care aides, creating expedited immigration pathways, and in-house training and education programs.

Of the 50 care and service provider members who responded to questions about M365, 46% indicated they or a colleague use the portal. When asked if access to an online portal would be valuable (even if not currently using M365), 90% of members reported yes (52% definitely, 38% somewhat).

Care and service provider members ranked the following top three future priorities for the association: staffing issues (lack of staff, lack of training, burnout/low morale), adequate funding for the sector (including HPRD), and increasing numbers of residents/clients with high needs.

Commercial members

Seventeen (17) commercial members responded to the survey; 11 indicated they were BCCPA only members, zero EngAge BC only members, four both, and two were unsure of their membership status. Commercial members agreed that BCCPA has a clear vision and strategy (88%), is recognized as the voice for seniors' care and living in BC (94%), is doing a good job serving and representing members (94%), is influencing the provincial government on decisions that affect the sector (92%) and is advocating in the region (70%).

The majority of commercial members report BCCPA|EngAge BC staff is accessible (64%) and responsive (73%), while on 36% felt their voice is heard by the organization. Commercial members most highly rated exhibiting at the annual conference (90%), attending networking events (70%), and gaining insights into the sector (60%) as benefits of BCCPA|EngAge BC. Nearly two thirds of commercial members felt their organization receives good value for their BCCPA membership (60%). Commercial members also believe it was a benefit to their organization that BCCPA|EngAge BC represents the entire seniors living, home support and care sector (66%).

Commercial members reported moderate importance for the majority of sponsorship opportunities for 2022. Most notably the annual conference received the highest ratings of importance (88% important or very important), followed by the BC Care Awards (50%), online promotions (46%) and Care to Chat (38%). The Seniors Living Expo and Job Fair scored lowest with under one third of members rating this as important or very important (31%).

Commercial members reported moderate satisfaction with sponsorship opportunities. The highest rated sponsorship opportunity in 2022 was the annual conference (69% very satisfied or satisfied), followed by the BC Care Awards (57%). Less than half rated satisfaction with online promotions (44% very satisfied or satisfied) and Care to Chat (44% very satisfied or satisfied). Lowest rated satisfaction was with the Seniors Living Expo and Job Fair (19% very satisfied or satisfied).

Commercial members found direct email communication from BCCPA|EngAge BC staff (92%), BCCPA's website (84%), and association e-newsletters (70%) most effective. LinkedIn was also rated moderately for 2022 (77%).

Commercial members rated a high awareness with BCCPA|EngAge BC's advocacy of COVID-related responses (69%), HHR & labour shortage (77%) and quality of life (69%). Commercial members had lower awareness of the funding model review (48%). Commercial members identified recommendation reports (73%), toolkits (45%), and briefing notes (45%) as the most important policy resources they would like to see more of moving forward.

Of the 11 commercial members who responded to the question on the M365 member portal, five used the portal. These respondents noted the benefits they are aware of included event registration (60%), member directory listing (60%) along with community bulletin board (40%), access to member only resources (40%), and posting member benefits (40%).

Overall ratings

The 2022 data, as a stand-alone data set is positive overall, and it is in comparison with the 2021 where some findings indicate the need for improvement. This may be the result of the 2021 data reflecting COVID-19, with members relying heavily on BCCPA for support as well as BCCPA having a greater presence in the media. For this reason, as well as member survey-fatigue, we recommend BCCPA consider repeating the survey in the spring of 2024 and consider moderately condensing the survey.

It is important to note that EngAge BC received lower ratings on some measures including overall satisfaction, Route 65 and Assurity, in particular received a lower rating of importance and satisfaction in 2022 over 2021. Decisions and clarity regarding the direction of EngAge BC is needed.

Introduction

As part of BCCPA|EngAge BC's ongoing commitment to improving membership services, Howegroup was contracted to conduct the annual member engagement survey to gauge member satisfaction with current services and to gather input on priorities and desired future services. Care and service providers and commercial members were invited to complete the survey. Engagement results will be used to operationalize strategic priorities and to determine resource allocation and future commitment to BCCPA|EngAge BC initiatives.

Approach

In collaboration with BCCPA|EngAge BC leadership Howegroup reviewed last year's engagement survey as a framework for the 2022 survey. The survey was then programmed into Qualtrics and tested with BCCPA|EngAge BC leadership. Members were invited to participate in the online survey via email correspondence, social media, and web posts from BCCPA|EngAge BC from November 9 to December 12, 2022. Thematic analysis was used to analyze qualitative data (open ended comments) and descriptive statistics have been used to analyze all quantitative data.

Participants

A total of 83 members responded to the 2022 survey: 66 care and service providers and 17 commercial members. This is in contrast to the 2021 survey, where 103 care and service providers and 28 commercial members participated in the survey. Most respondents held BCCPA and EngAge BC memberships, followed by BCCPA only, then EngAge BC only (Figure 1). This year there were fewer respondents unsure of their membership type (6% in 2022, versus 9% in 2021). The majority of respondents provide long-term care, followed by assisted living, independent living, and home health, similar to 2021 respondents. Most respondents were CEO/Executive Directors, Director of Operations, Owner/Operators and General Managers (Figures 2-3)

The majority of respondents were from the Fraser Health Region, followed by Vancouver Coastal, Vancouver Island, Interior and Northern Health (Figure 4). One third of respondents indicated they were not-for-profit providers (Figure 5).

Figure 1. Membership type (all respondents, n=83)

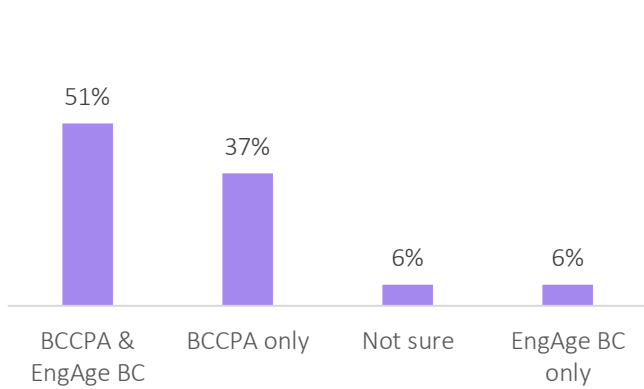


Figure 2. Services offered (all respondents, n=83)

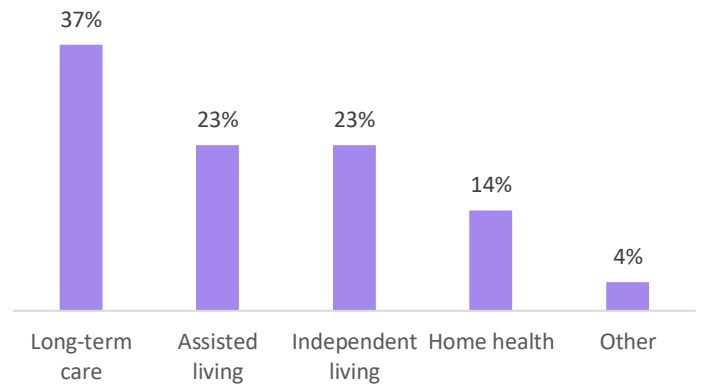


Figure 3. Respondents' role (all respondents, n=83)

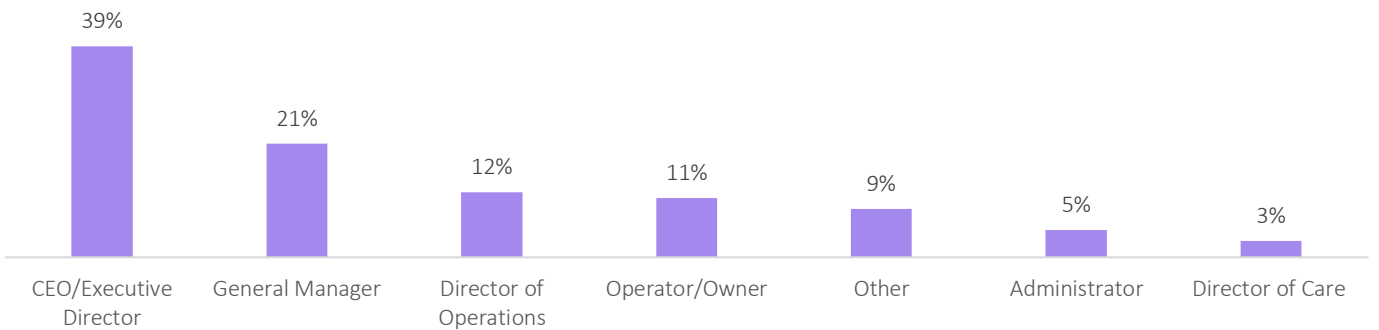


Figure 4. Health region (all respondents, n=83)

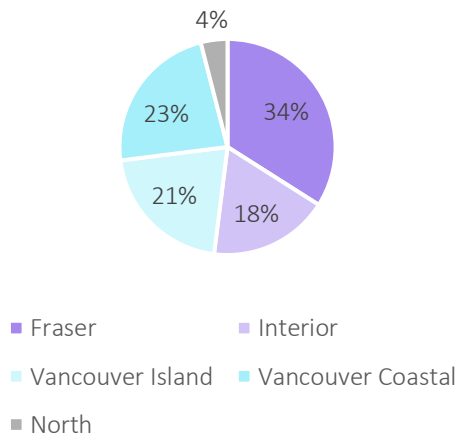
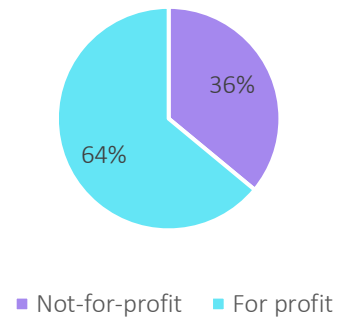


Figure 5. Not-for-profit status (care and service providers, n=66)



Limitations

We have identified the following limitations to the survey and the findings:

1. Given the smaller number of non-long-term care providers, it was not possible to segment the analysis beyond examining all care and services providers as one combined sample.
2. As a result of the small sample size of home health, assisted living and independent living respondents, only descriptive statistical analyses could be conducted; analysis could not be conducted to explore differences between these groups.
3. The sector continues to be fatigued from the impact of COVID-19 and ongoing systemic pressures. As a result, the response rate is lower than previous years.
4. Due to the uncertainty around membership type for some members, it is possible that respondents answered questions that were not relevant to their specific membership type.

About this report

This report presents the survey findings in two sections by membership category: care and service provider members and commercial members. Within each section, the findings are provided for the following, where relevant:

- Overall value and satisfaction
- Events
- Programs and initiatives
- Route 65
- Assurity
- Communication
- Advocacy and policy work
- M365
- Future priorities

The report concludes with a summary of key findings for BCCPA|EngAge BC moving forward.

Interpreting the findings

When interpreting the results, the following should be taken into consideration:

1. Several questions within the survey explored both importance and satisfaction – the intention was to seek clarity on what initiatives, service areas, programs, etc. are first and foremost important to members, and then to determine their level of satisfaction. Several questions seek input on what is most meaningful to members – again, this is to determine member priorities prior to examining satisfaction.
2. As noted in the limitations, the response rate is lower this year (impact of COVID, survey fatigue, less reliance on BCCPA|EngAge BC, reduce attention in the media). As such, caution should be taken when interpreting the results, particularly in comparison with 2021 findings.

Care and Service Provider Members

This section includes an analysis of care and service provider members, excluding commercial members. Unless otherwise noted, findings for BCCPA and EngAge BC have been combined.

About the respondents

Sixty-six (66) care and service providers responded to the member survey. Of these, 58% reported themselves as BCCPA and EngAge BC members, 30% as BCCPA only members, 7% as EngAge BC only members, and 5% were unsure of their membership type. Thirty-seven percent (37%) reported providing long-term care, 23% assisted living, 23% independent living, 14% providing home health services, and 4% providing other services (note, respondents could select all that apply). Most respondents were CEOs/executive directors (39%) or general managers (21%). Additional respondents included owner/operators (11%), director of operations (12%), administrators (5%) and other (remaining 12%). Thirty-six percent (36%) were not-for profit (64% indicated for-profit). See Figures 6-10.

Thirty-four percent (34%) of respondents had locations in the Fraser Health Region, followed by Vancouver Coastal (23%), Vancouver Island (21%), Interior (18%), and North (4%), noting respondents could select multiple regions (Figures 9-10). One third (35%) were a long-term care/assisted living or independent living site as part of a multi-site organization, one quarter (26%) were a stand-alone site, (15% were the head office of a long-term care or independent living organization, 12% were a single home health operator, 8% were a home health franchise or regional office, and 3% represented the head office of a franchise/ multi-region home health organization.

Figure 6. Membership type (2022 care and service providers, n=66) (2021 care and service providers, n=97)

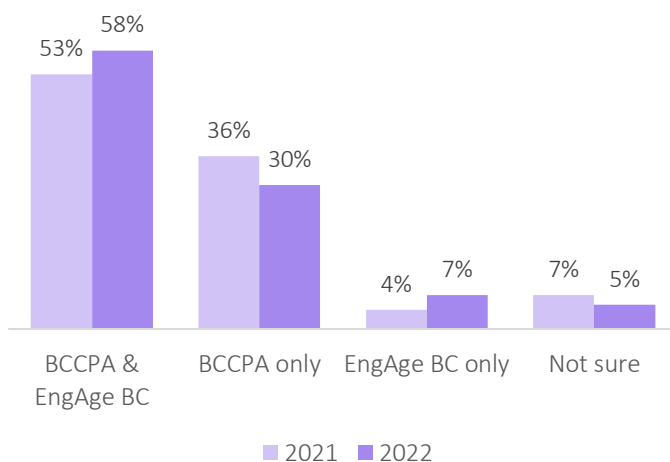


Figure 7. Services offered (2022 care and service providers, n=66) (2021 care and service providers, n=97)

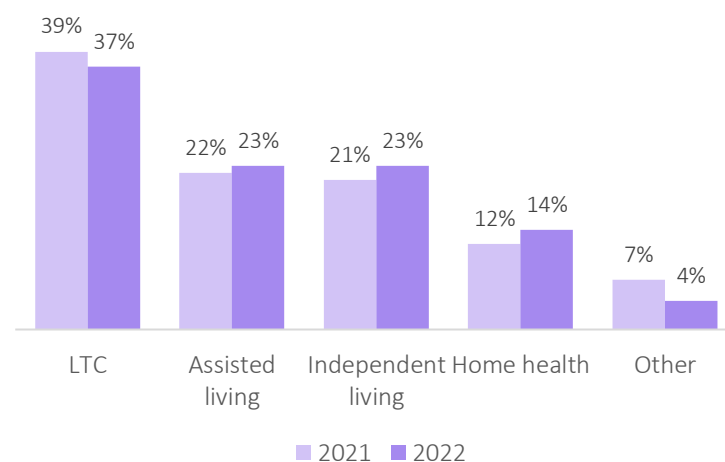


Figure 8. Respondents' role (2022 care and service providers, n=66) (2021 care and service providers, n=97)

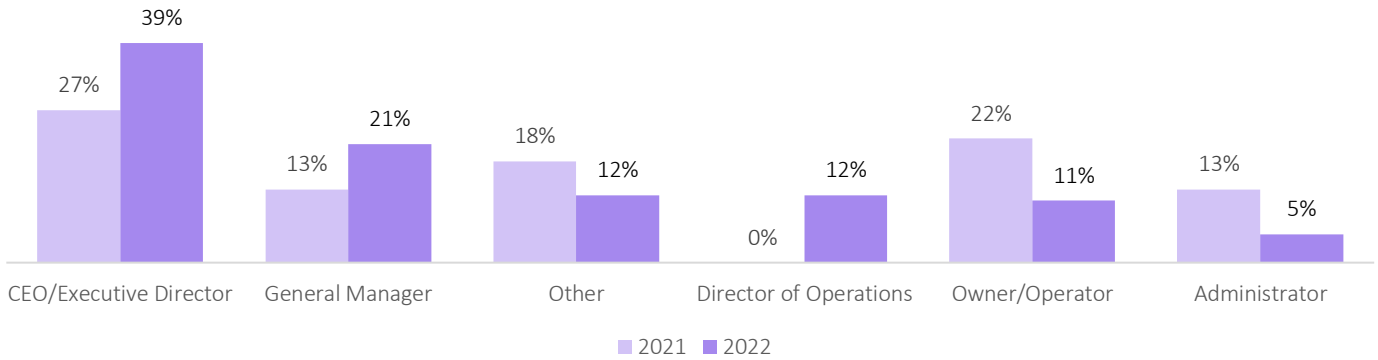


Figure 9. Health region (2022 care and service providers, n=66) 2021 care and service providers, n=97

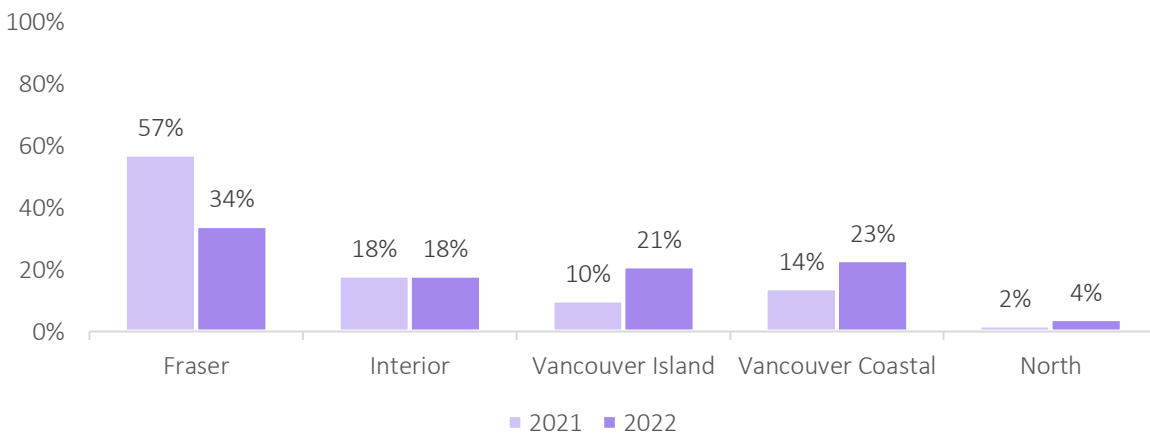
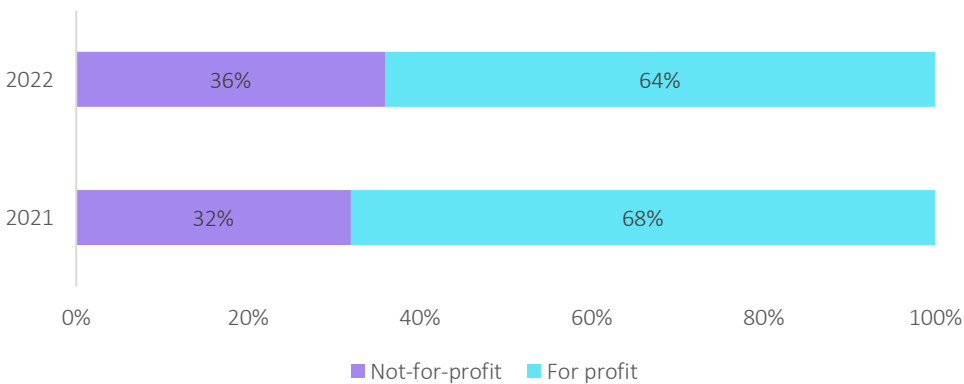


Figure 10. Not-for-profit status (2022 care and service providers, n=66) (2021 care and service providers, n=102)



Overall value and satisfaction

The majority of care and service provider members saw BCCPA |EngAge BC as performing in its aspiration to be the premier association representing senior's living, wellness and care: one third of respondents rated BCCPA|EngAge BC as excellent and half as very good. Care and service providers noted strengths of the agencies including:

- Excellence at providing information and communication as to what is happening in the province
- Doing an excellent job representing long term care and assisted living
- Strong leadership and guidance since the beginning of the pandemic
- Views of the organizations as 'engaged, responsive, and advocating for members'

'It's my one stop shop for advocacy on all levels.'

– Care and Service Provider member

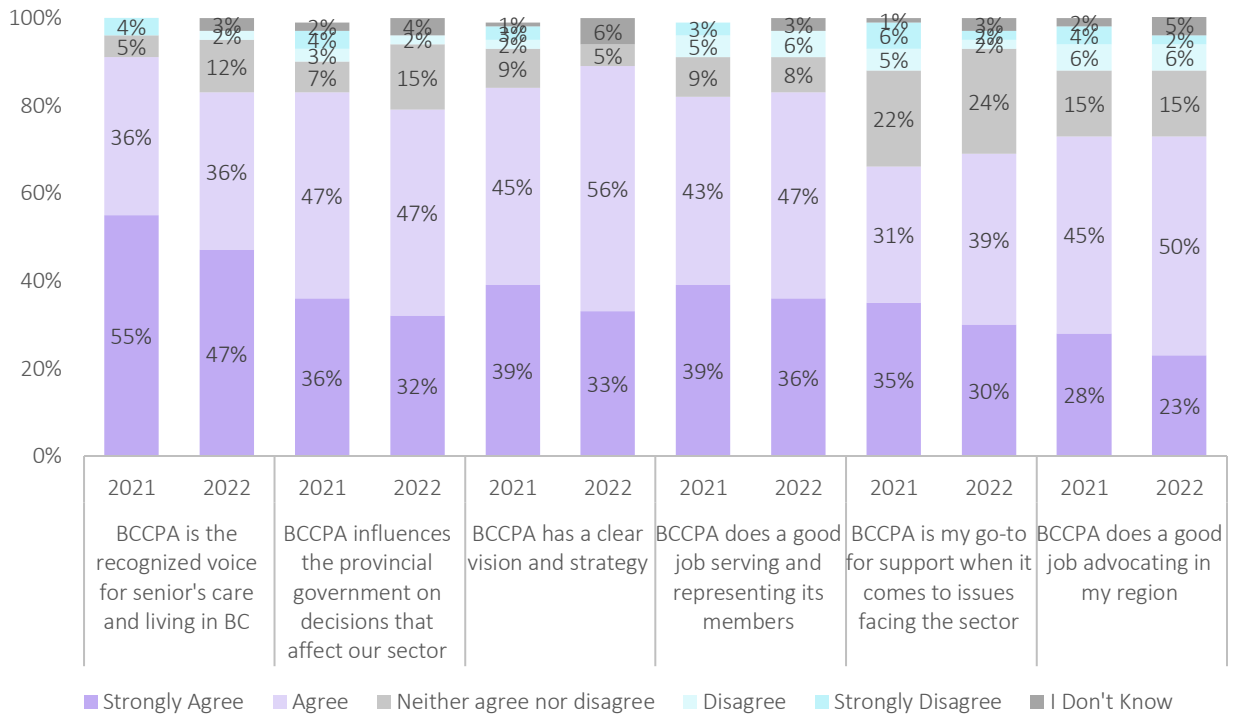
'We feel secure there is a voice stronger than ours to bring our issues in front of those who matter.'

– Care and Service Provider member

Comments from care and service providers also alluded to BCCPA and EngAge BC serving a broad range of service providers, which may at times impede its ability to represent all organizations effectively. A desire for better representation of the needs of independent living members was highlighted by a couple of respondents.

The majority of care and service provider members continue to report BCCPA and EngAge BC having a clear vision and strategy and doing a good job serving and representing its members. While the majority of care and service provider members noted that EngAge BC influences the provincial government on decisions that affect the sector, as Figures 11 and 12 illustrate, there is a smaller percentage of members who reported this, as compared with BCCPA. Additionally, fewer respondents felt EngAge BC is the recognized voice for seniors' care and living in BC in 2022 in comparison to 2021. Nearly three quarters (73%) of care and service provider members continue to report that BCCPA does a good job advocating in their region while still half (50%) reported this for EngAge BC. Finally, in 2022 more than two thirds (69%) of care and service provider members reported BCCPA being their go-to for support when it comes to issues facing the sector. This year nearly half (46%) reported EngAge BC to also be their go-to for support when it comes to issues facing the sector in comparison to just over one third (39%) reporting the same in 2021.

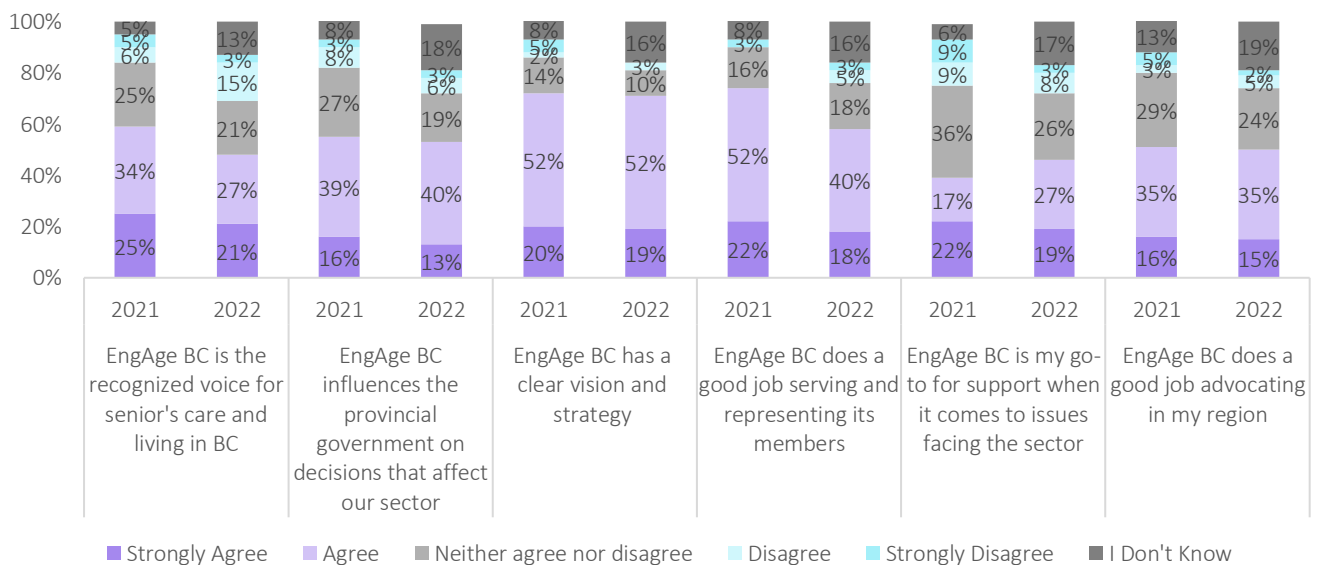
Figure 11. Value of BCCPA (care and service provider members, n=66 in 2022 and n=97 in 2021)



'EngAge BC needs to be more present and more representative of the independent living operators. Even if there is no government funding or oversight for independent living there is a place for BCCPA|EngAge BC to be at municipal and federal tables (tax credit for seniors).'

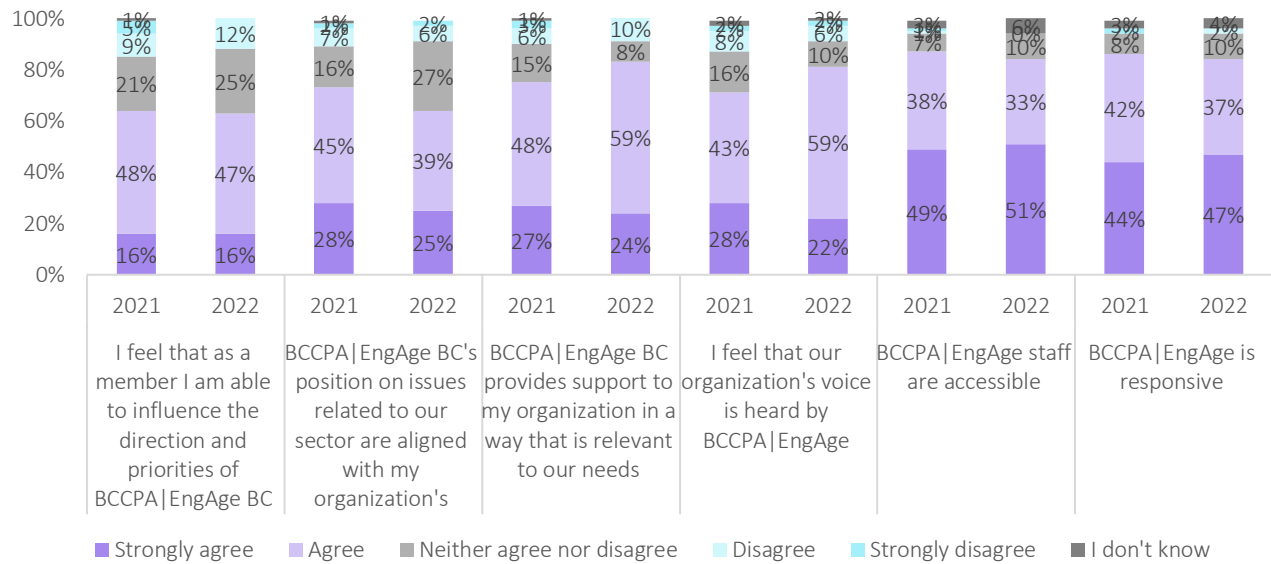
– Care and service provider member

Figure 12. Value of EngAge BC (care and service provider members, n=62 in 2022 and n=64 in 2021)



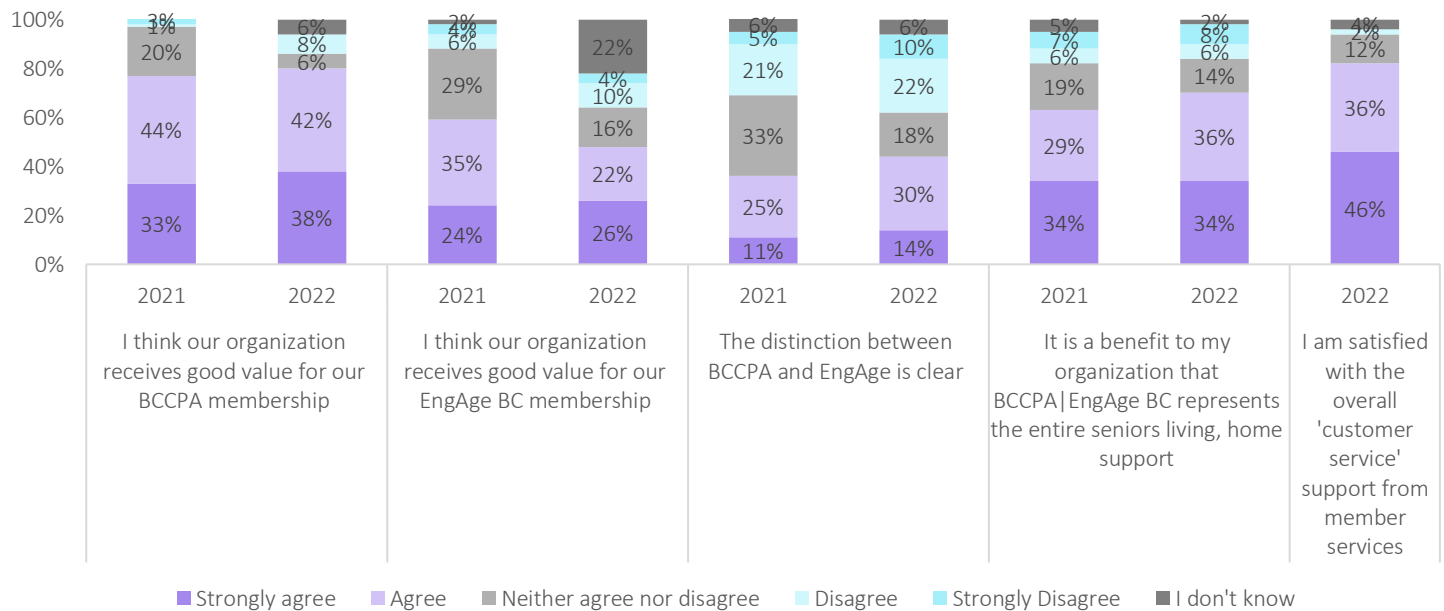
Again in 2022, care and service provider members reported high satisfaction with accessibility and responsiveness of BCCPA and EngAge BC staff. Consistent with last year, the majority felt that the associations provide support to their organization in a way that is relevant to their needs, that their organization’s voice is heard by the associations, and that the associations’ position on issues related to the sector is aligned with their organization’s. Likewise (similar to 2021) just under two thirds of care and service provider members felt they were able to influence the direction and priorities of BCCPA|EngAge BC (Figure 13).

Figure 13. BCCPA|EngAge BC outcomes (care and service provider members, n=51 in 2022 and n=64 in 2021)



As shown in Figure 14, in 2022 80% of care and service provider members felt their organization receives good value for their BCCPA membership, up from 77% in 2021. Just under half (48%) felt their organization receives good value for their EngAge BC membership in 2022, down from 59% in 2021. This year 44% of care and service provider members felt the distinction between BCCPA and EngAge BC is clear, and 70% felt it was a benefit to their organization that BCCPA|EngAge BC represents the entire seniors living, home support and care sector (i.e. long-term care, assisted living, independent living, home health). The majority of respondents (82%) are satisfied with the customer service support from member services that they receive.

Figure 14. Benefits and value (care and service provider members, n= 50 in 2022 an n=85 in 2021)



Members identified several ways that BCCPA and EngAge BC could take action to improve levels of satisfaction for care and service providers. These included:

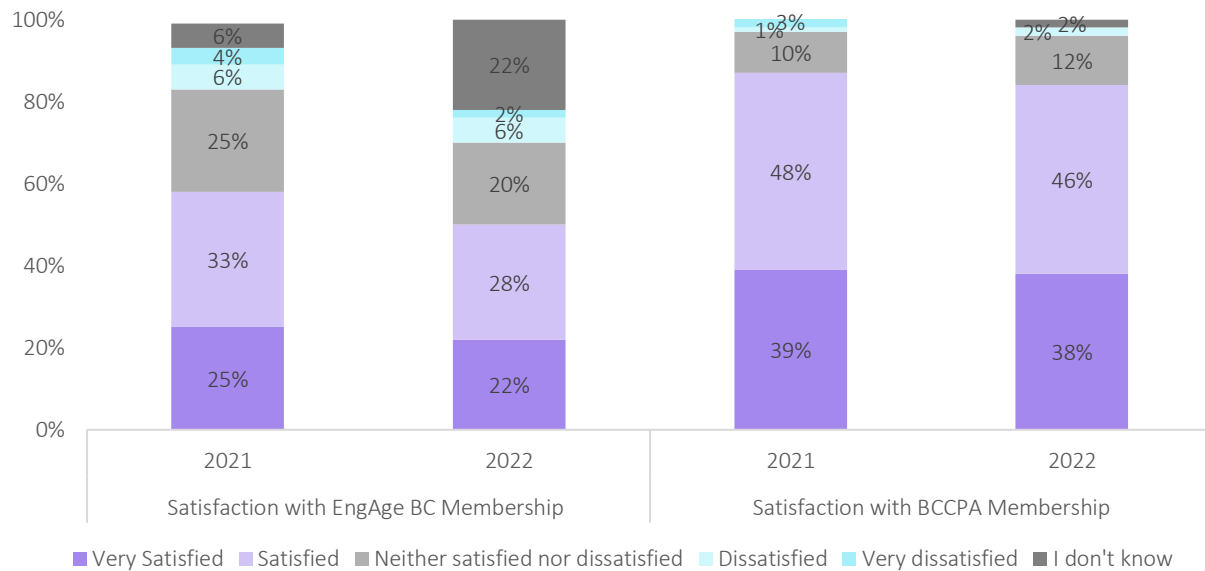
- Increased clarity for members on whom to communicate with around certain issues or services
- Regional meetings, regional and/or cross regional round tables
- Increased advocacy and representation for members in the private sector
- Development of an arm focussed solely on home health, recognizing this sector’s unique needs
- Increased collaboration; requests for input on issues from providers

The most important actions EngAge BC could take to improve care and service provider member’s level of satisfaction focussed on clarity, communication, and building public awareness. Members would like clarity on EngAge BC’s role and benefits, and how it differs from BCCPA. They seek strong collaborative communication from EngAge BC and they recognized the importance of EngAge BC continuing to build awareness and educating the public.

‘EngAge BC must be independent from BCCPA with its own full board and leadership. It can utilize the infrastructure of BCCPA however it is currently getting lost under BCCPA. Having two associations representing independent living is not working in BC and the message is being diluted. This has to change as operators are being divided between the two groups.’
 – Care and service provider member

As shown in Figure 15, there continued to be higher satisfaction with BCCPA membership than EngAge BC memberships among care and service provider members for 2022, as in 2021.

Figure 15. Overall satisfaction with BCCPA and EngAge BC membership for care and service providers (n=60 for 2022 and n=85 in 2021)



When asked about the likelihood to recommend the association to a colleague, on a scale of one to ten, care and service providers provided an average score of 8 for BCCPA and 7 for EngAge BC (same rating in 2022 and 2021).

Words used to describe BCCPA|EngAge BC included:

‘Relevant, Engaged, Influential, Advocate, Knowledgeable, High-performing, Innovative, Respected, Trustworthy, Political, Broad, Complex, Caring, Supportive, Connectors, Professional, Organized, Helpful, Responsive, Committed, Determined, Caring, Forward Thinking’

Events

The majority of care and service provider members continued to highly rate the importance of BCCPA|EngAge BC events. Most notable for 2022, were the conference, lunch and learn webinars, and Care to Chat events (Figure 16a). Care and service provider members also highly rated the networking events which were new for 2022 survey (Figure 16b).

Figure 16a. Importance of events (care and service provider members, n=61 in 2022 and n=98 in 2021)

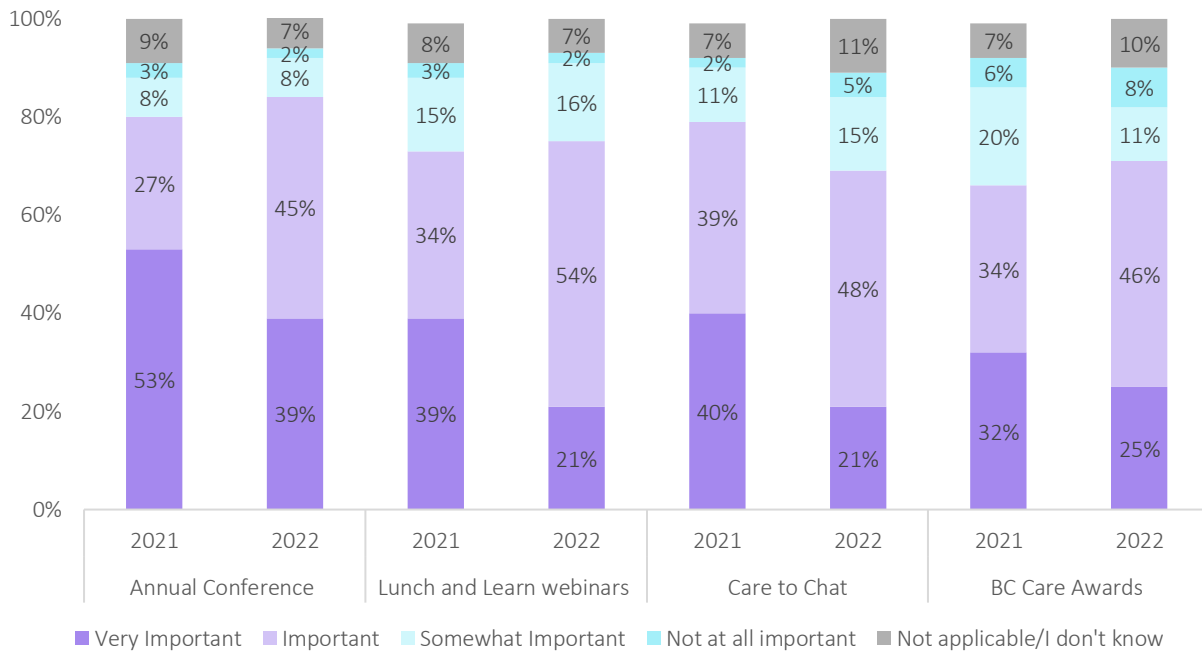
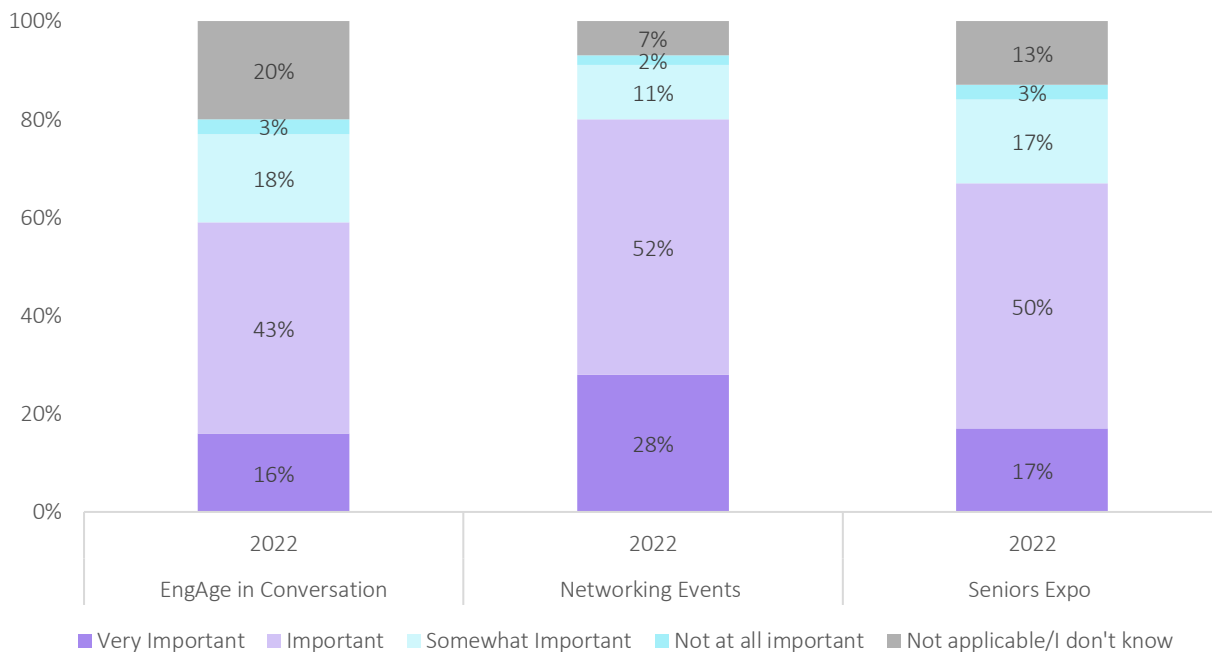


Figure 16b. Importance of new events (care and service provider members, n=61 in 2022)



As well, the majority of care and service provider members continued to be satisfied with key BCCPA|EngAge BC events, again the annual conference, lunch and learn webinars, and the networking events were favoured. Rates of satisfaction were slightly lower for 2022 across most events in comparison with 2021 ratings (Figure 17a; 17b illustrates satisfaction with new events in 2022).

Figure 17a. Satisfaction with events (care and service provider members, n=60 in 2022 and n=97 in 2021)

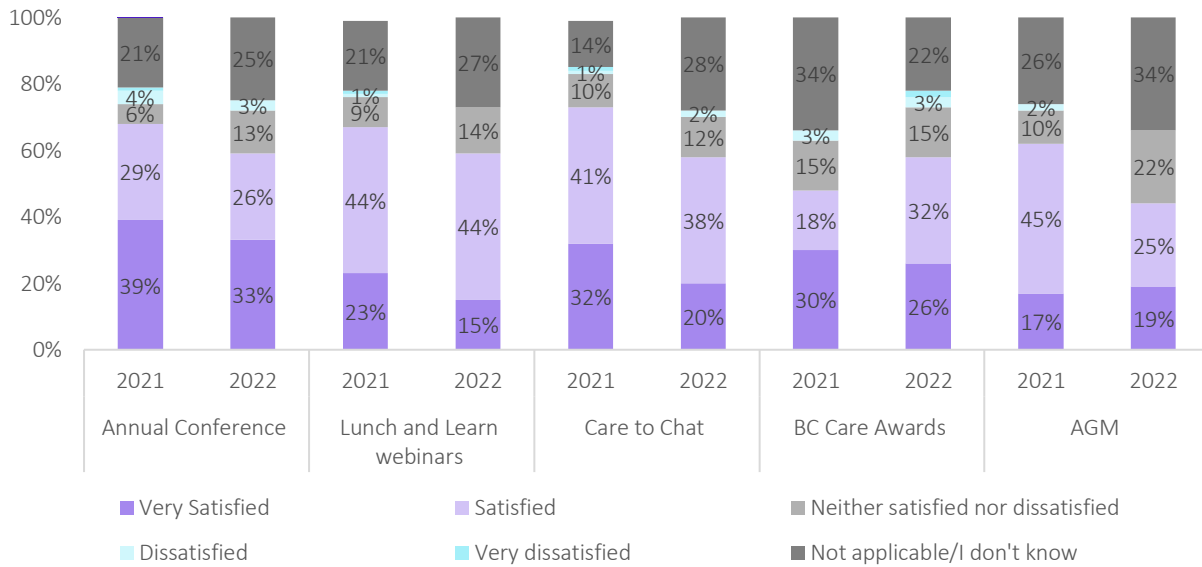
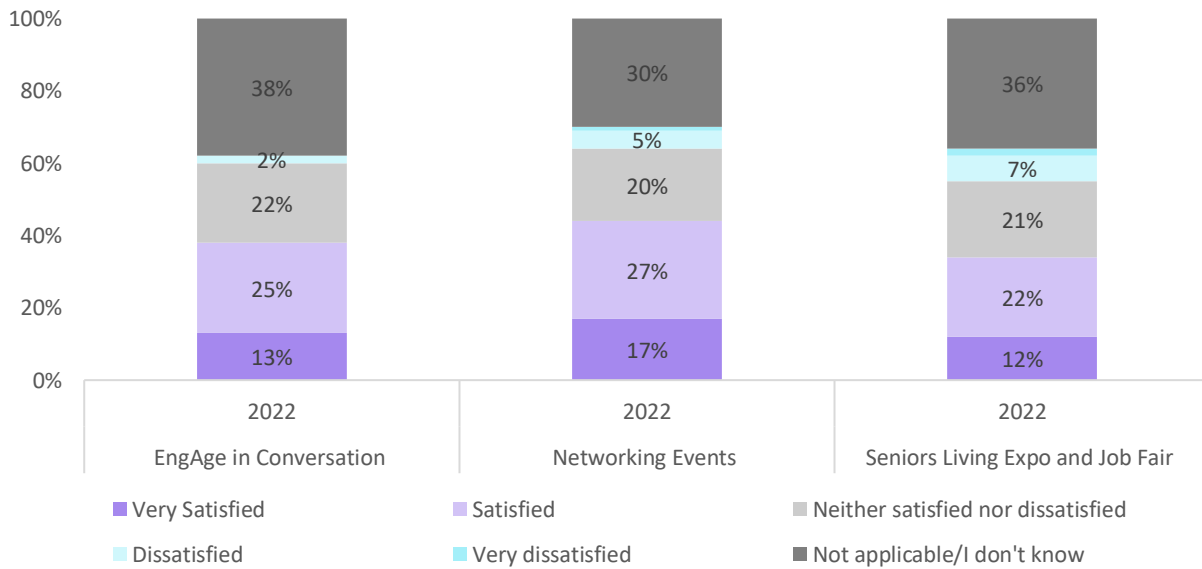


Figure 17b. Satisfaction with new events (care and service provider members, n=60 in 2022)



Programs and initiatives

Care and service provider members reported programs being important, most notably the HCA training program and EquipCare BC, as in 2021 (Figure 18). With the exception of these two programs members continue to report low to moderate satisfaction with BCCPA|EngAge BC programs in 2022, similar to 2021 (Figure 19).

Figure 18. Importance of programs (care and service provider members, n= 59 in 2022 and n=95 in 2021)

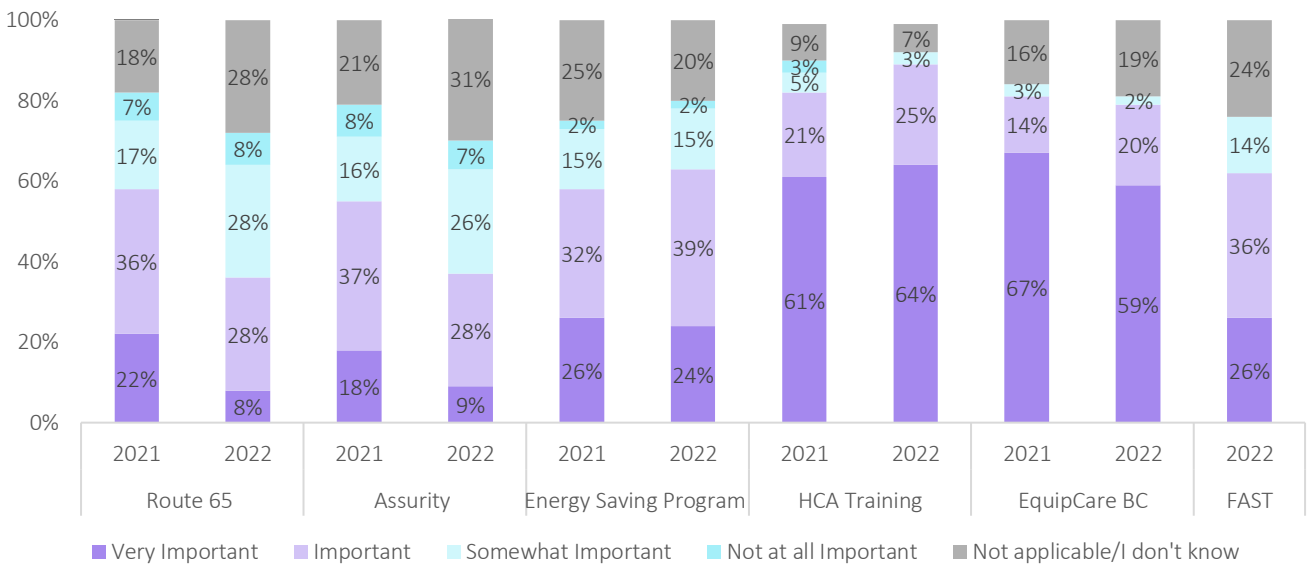
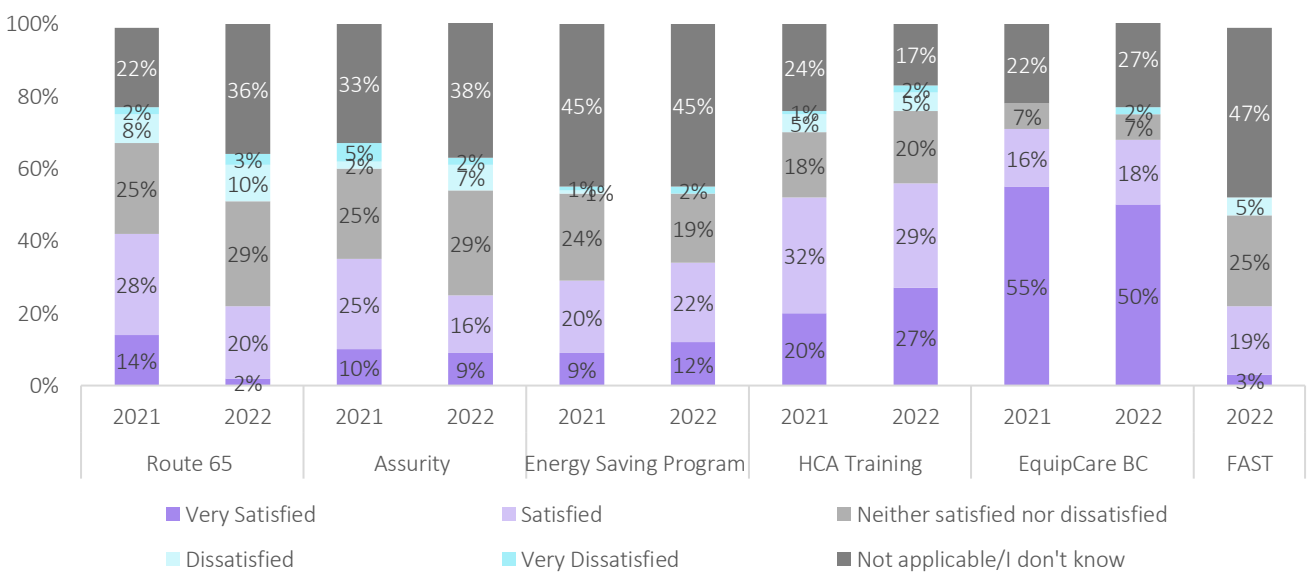


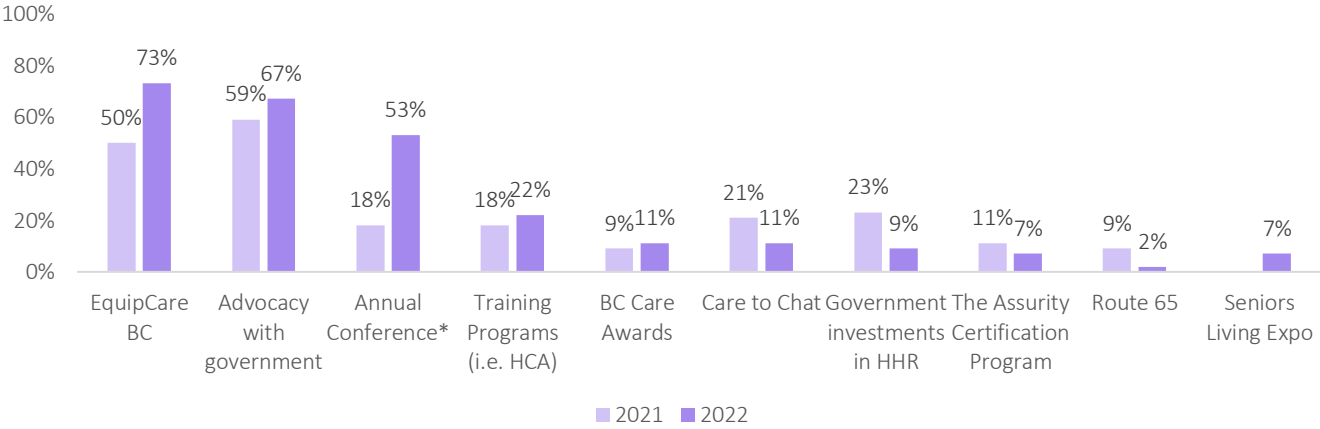
Figure 19. Satisfaction with programs (care and service provider members, n= 59 in 2022 and n=96 in 2021)



In addition to the programs reviewed above, care and service provider members suggested additional programs they would like to see BCCPA|EngAge BC explore, including: a senior living open house day for BC, development of a platform for staff training, and quality of life and quality of care projects that promote BCCPA to consumers and funders.

When asked what the most meaningful initiatives have been in 2022, care and service provider members most commonly report the same initiatives as last year – advocacy with government (67%) and EquipCare BC (73%). This year the annual conference was also rated highly (53%). In terms of other BCCPA|EngAge BC initiatives, members also appreciated the online resources, learning modules and safety toolkits. Policy development and the EngAge BC Response to COVID in support of independent living communities were also noted as being meaningful to members (Figure 20).

Figure 20. Most meaningful initiatives (care and service provider members, n= 45 in 2022 and n=103 in 2021)



Route 65

Of the 59 care and service providers who responded to questions around Route 65, almost two-thirds (61%) indicated they have a listing, 14% do not have a listing, and the remaining quarter (24%) did not know. Very few respondents felt Route 65 is very well promoted and well known. The respondents were evenly divided between feeling Route 65 is ‘not well promoted, with little awareness’ (45%) or that there is only ‘some awareness’ of Route 65 (48%).

Of those who list on Route 65 the following supports from EngAge BC were identified as being useful additions: report on statistics (34%), quarterly reminders to update the listing (32%), more communication from association staff (26%) and reminders when pricing changes (8%). For those who have listed on Route 65, the vast majority (96%) did not believe they had seen increased occupancy as a result of listing on Route 65.

Care and service provider members who do not list their organization on the Route 65 website most commonly cited lack of awareness of Route 65 as an option. Others noted they run at full occupancy most of the time, therefore it is not a needed service for their organization. Additional comments included that the ‘Route 65 website competes with our own individual marketing efforts. The association should represent operators and not be in the business of capturing prospects for the sector’.

Assurity

Of the 59 care and service providers who responded to questions around Assurity, only 20% indicated their organization is Assurity certified. Thirty-nine percent of organizations are not Assurity certified and 41% of respondents were not sure if their organization is Assurity certified or not. Care and service providers were divided in their rating of how well Assurity promotes itself with 45% feeling there is 'little awareness' of Assurity and it is 'not well promoted' and 45% of respondents feeling there is awareness and reasonable promotion of Assurity.

Comments from care and service providers highlighted the lack of awareness by others around the meaning of being Assurity certified, and not feeling their organization benefits from having gone through the process. Recommendations include efforts to increase awareness and educate the public about Assurity certification in order for organizations to feel it is of benefit.

'Like all accreditation programs, they are necessary, but no one really cares because it is assumed that an organisation has some level of accreditation.'
– Care and Service Provider member

'More advertising in television and media educating the public about it. We have these discussions with possible clients daily and no one knows about it.'
– Care and Service Provider member

'Though we are proud to have it, we have not had any queries about it. It's just not on people's radar in home care.'
– Care and Service Provider member

For those care and service providers who are not Assurity certified reasons cited included:

- Lack of value relative to cost
- The certification not being applicable to their organization service type
- Lack of awareness of the program
- Inadequate information on the process to obtain Assurity certification
- Inadequate staff resources or time to complete the process
- Certification not aligning with corporate brand standards

Communication

Nearly all care and service provider members found BCCPA|EngAge BC's direct email communication from staff, BCCPA's website, association e-newsletters, townhalls, regional administrator network meetings, and special forums effective (Figures 21a). This profile was consistent between 2021 and 2022. As in 2021, in 2022 EngAge BC's website was rated as less effective than the BCCPA website and the social media channels received the lowest ratings (Figure 21b), with less than half of care and service provider members finding them useful. LinkedIn was an addition this year, that received favorable ratings with fifty-seven percent (57%) of care and service providers rating it as 'very or moderately useful'.

Figure 21a. Usefulness of communication channels (care and service provider members, n= 54 in 2022 and n=90 in 2021)

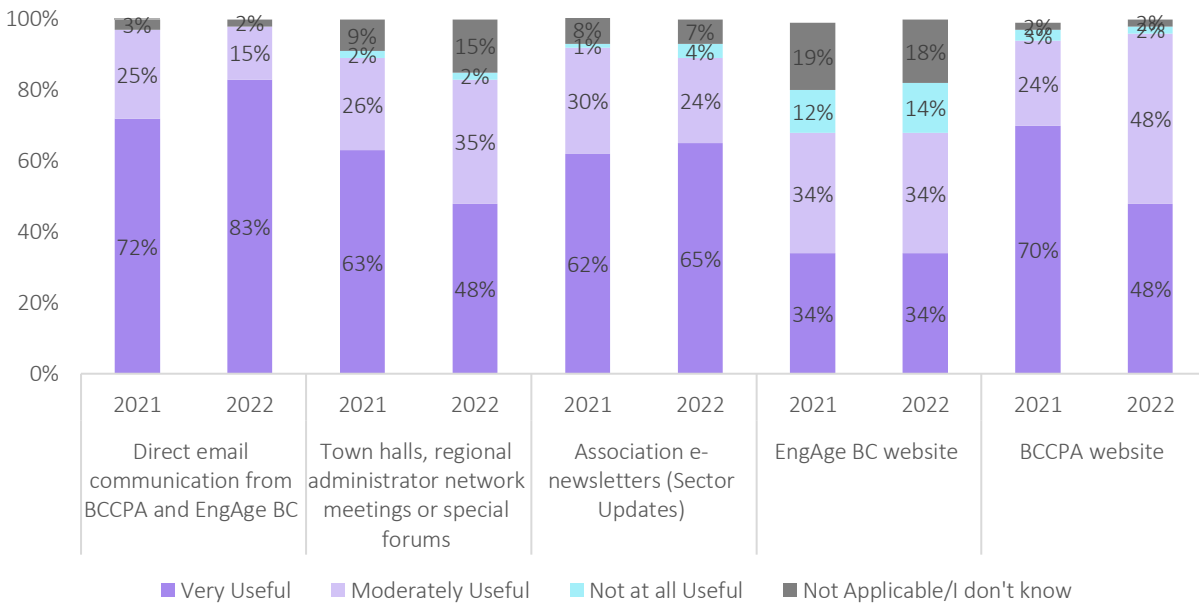
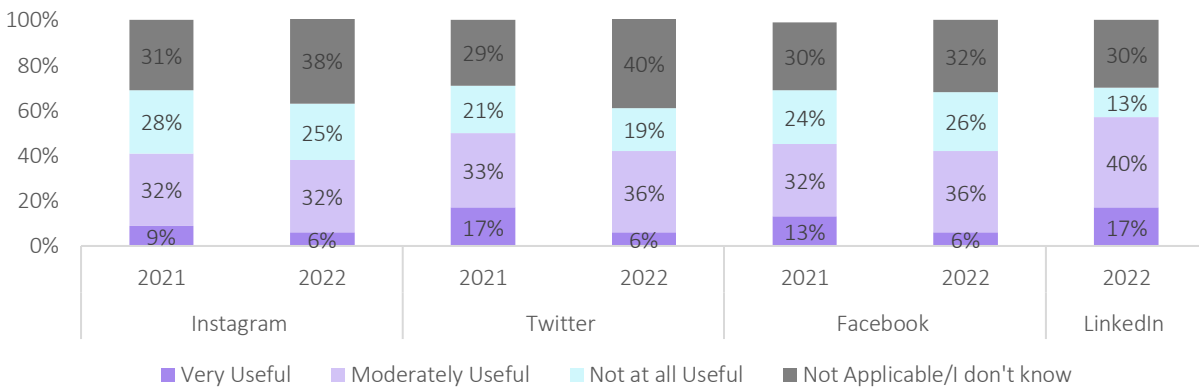
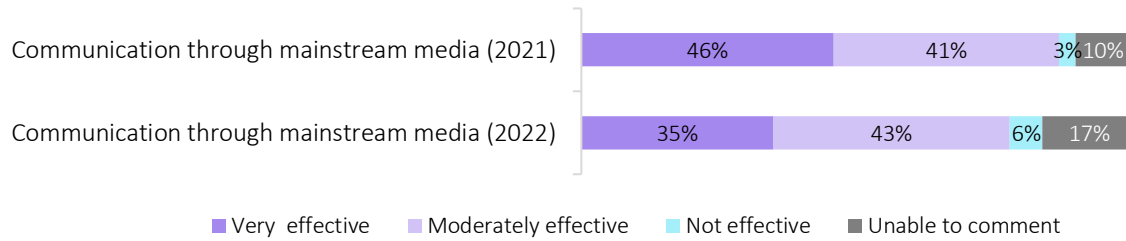


Figure 21b. Usefulness of communication channels (care and service provider members, n= 54 in 2022 and n=90 in 2021)



The vast majority of care and service provider members felt the associations have been effective at communicating through mainstream media (35% report very effective and 43% report moderately effective). Just 6% of care and service provider members felt the associations have not been effective (Figure 22).

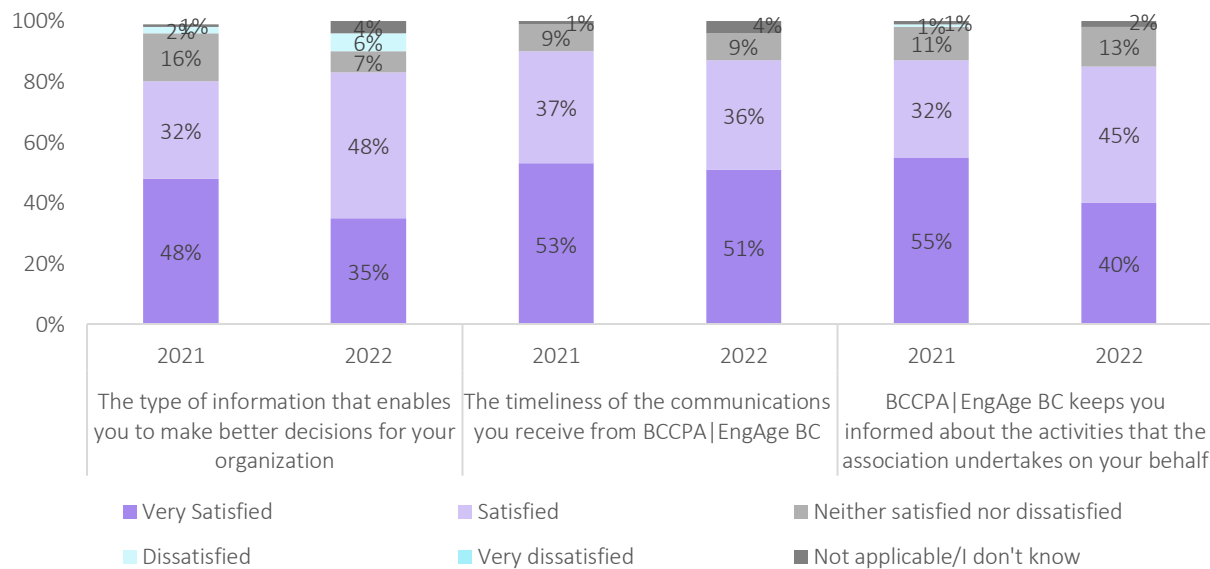
Figure 22. Effectiveness of communicating through mainstream media (care and service provider members, n=54 in 2022 and n=90 in 2021)



In 2022, 80% of care and service provider respondents felt the associations spend the right amount of information, while 9% felt there is not enough communication and 2% feel there is too much, consistent with 2021 ratings.

Care and service provider members are satisfied with how well BCCPA|EngAge BC keeps them informed about activities that the association undertakes on their behalf, the timeliness of communication, and the type of information that enables members to make better decisions for their organization (Figure 23).

Figure 23. Satisfaction with aspects of communication (care and service provider members, n=54 in 2022 and n=91 in 2021)



The majority of comments regarding communication were once again positive and highlighted that communication is found to be relevant, timely and useful.

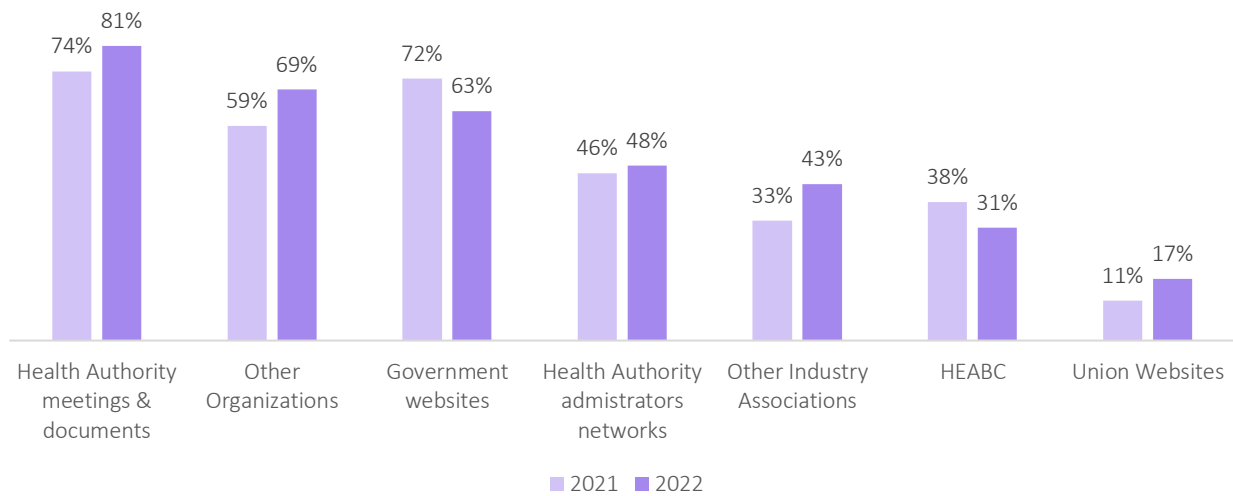
Criticism regarding communication was focused on the relevance of communication with suggestions that it that could be targeted toward specific members and service delivery organizations. For instance, some felt communication that focusses on long-term care and assisted living, and could be more inclusive for independent living service sites. Others suggested separate communication to correlate with the services an organization provides, might be more useful. In terms of ease of use with the member portal, some

appreciated the link function which allows them to access additional needed information on their own schedule, while other found this a barrier to use.

'More communication through owner meetings would be helpful to ensure everyone is aware in a timely fashion, not just Board or Committee Members'
– Care and service provider member

In addition to referencing BCCPA|EngAge BC sources of information, care and service provider members most commonly look to health authorities, other organizations such as SafeCare BC, Alzheimer Society of B.C., and the Family Caregivers of BC, and government websites (Figure 24). When asked for additional sources of sector information, members look to BCCD or speak to others in their sector-based networks.

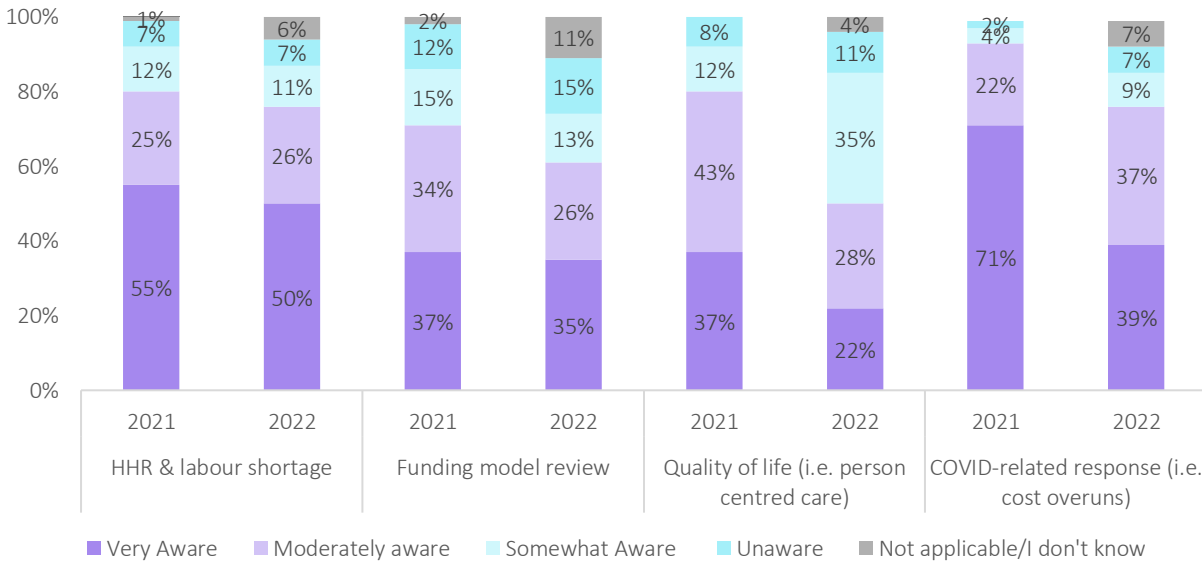
Figure 24. Other sources of sector information (care and service provider members, n= 54 for 2022 and n=91 for 2021)



Advocacy / policy work

Care and service provider members rated a high awareness with BCCPA | EngAge BC's advocacy of COVID-related response, moderate awareness with HHR and labour shortages and funding model review, and lower awareness of quality of life (Figure 25).

Figure 25. Awareness of advocacy role (care and service provider members, n=54 in 2022 and n=91 in 2021)



Care and service provider members ranked the following priorities for advocacy (same in 2022 as in 2021):

1. HHR & labour shortages
2. Funding model review
3. Quality of life
4. COVID-related response

'Funding model review has the potential to be the most important area of advocacy - but this topic has been reviewed so many times with no results that it's hard to assess the impact. Each of these areas has equal importance - at the end of the day each area of advocacy has the goal of ultimately improving the quality of life for the resident/client and the quality of work life - for the people working in our sector. There are two main themes - quality of life and quality of work life. All advocacy seeks to support one or both of those two main areas. It's really how you frame your advocacy efforts in order to achieve maximum impact.'

– Care and service provider member

Care and service provider members suggested the following ideas for how BCCPA | EngAge BC could support the process of working with newcomers, understanding that a growing percentage of their workforce will be new Canadians:

Advocacy

- Advocacy for funding supports for training and support
- Advocacy with government for expediting influx of foreign workers to BC

Education, training, and knowledge sharing

- Development and delivery of webinars on the process to expect and go through
- Support existing initiatives in this domain, and engage in knowledge sharing
- Access and clarity on needed pathways to navigate the system for employment opportunities and achievement of required certifications
- Active engagement with newcomers and needs assessment based on their experiences
- EDI training for everyone from leaders to front line staff
- Need for a comprehensive and deliverable ‘orientation program’

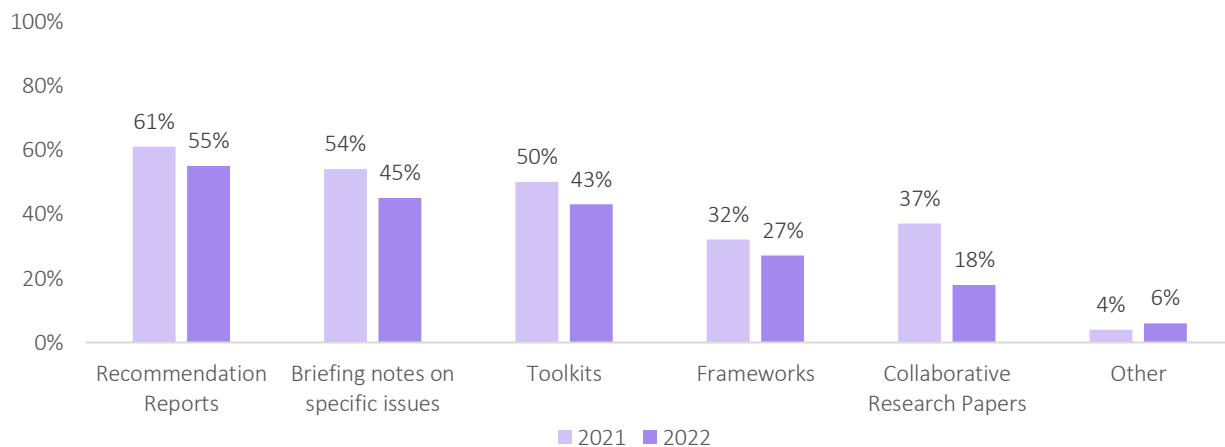
Systems and supports

- Development of programs such as a ‘buddy support’ program for mentorship and coaching
- Access to financial assistance, and connection to practical supports (i.e. low cost housing)
- Education on procedures to apply for and obtain needed certifications/designations
- Streamline the process to qualify for certification in their health-related field
- Support and connection to English as a second language programs

Nearly half of respondents (48%) see a role for BCCPA|EngAge BC in facilitating an employment relations hub to connect employers with relevant organizations and resources.

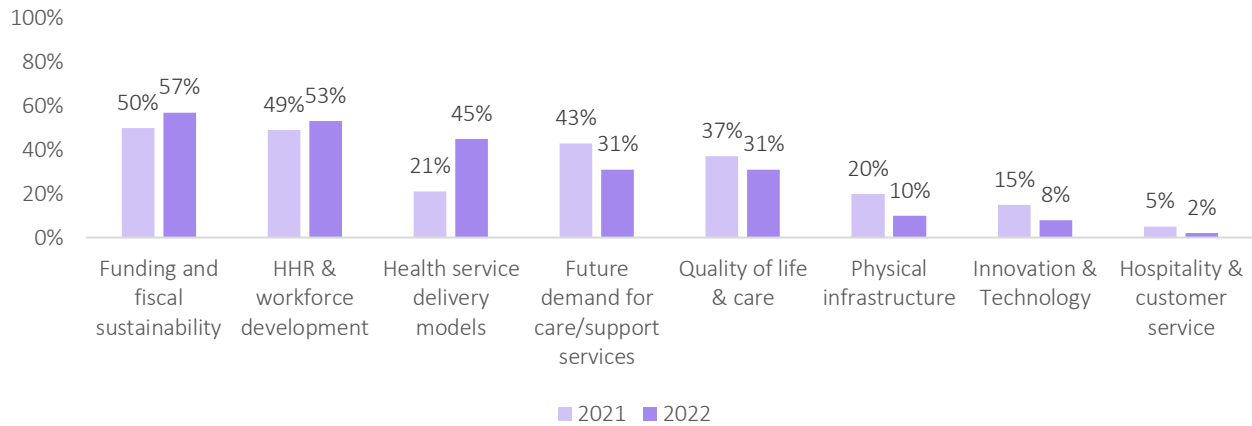
The majority of care and service provider members continued to feel it was important for the association to publish papers on policy issues (38% very important and 40% important) however with lower support than in 2021 (65% very important, 20% important). The minority, 17%, continued to feel it was somewhat important. When asked what policy resources members would like to see more of, same as in 2021, care and service providers selected recommendation reports, briefing notes on specific issues, and toolkits (Figure 26).

Figure 26. Policy resources members would like to see more of (care and service provider members, n=51 in 2022 and n=91 in 2021)



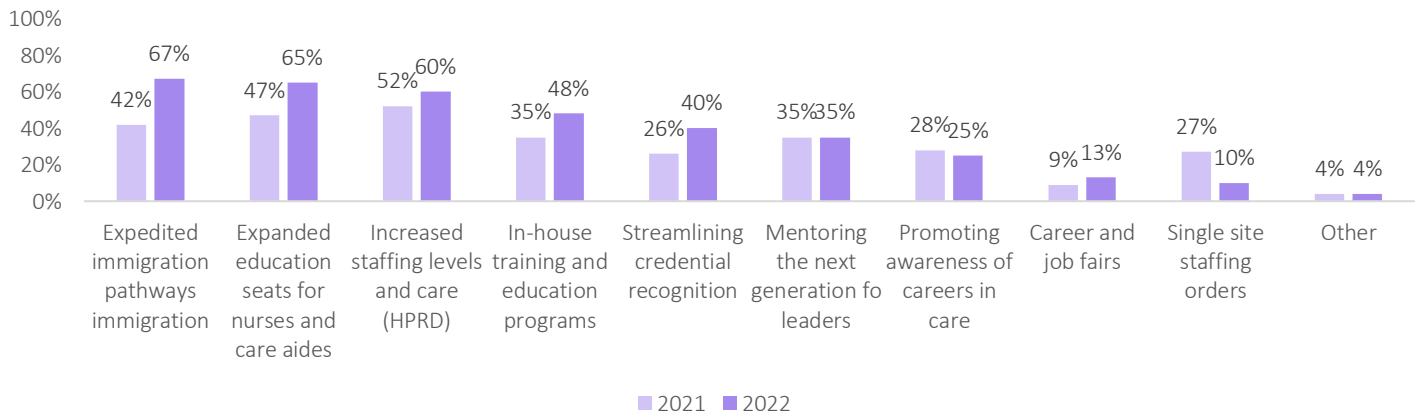
For 2022 care and service provider members continued to prioritize funding and sustainability and HHR, as policy topics in the near future. However, there was an increased emphasis on prioritizing health care service delivery models, relative to 2021 (Figure 27).

Figure 27. Policy topics for priority in the near future (care and service provider members, n=51 in 2022 and n=91 in 2021)



With respect to work on Health Human Resources, the top four priorities for the next year are: advocating for increased staffing levels and care hours (HPRD), advocating for expanded education seats for nurses and care aides, creating expedited immigration pathways, and in house training and education programs. (Figure 28).

Figure 28. Priorities within health human resources (care and service provider members n=52 in 2022 and n=86 in 2021)



For 2022 care and service provider members most highly rated their satisfaction with BCCPA|EngAge BC’s representation of their organization’s interests to the Ministry of Health, the health authorities and the media. This was followed closely by the media and the Provincial Health Officer. As in 2021, care and service provider members rated satisfaction with representation to unions the lowest (Figure 32a and 32b).

Figure 32a. Level of satisfaction in representation (care and service provider members n=51 in 2022 and n=86 in 2021)

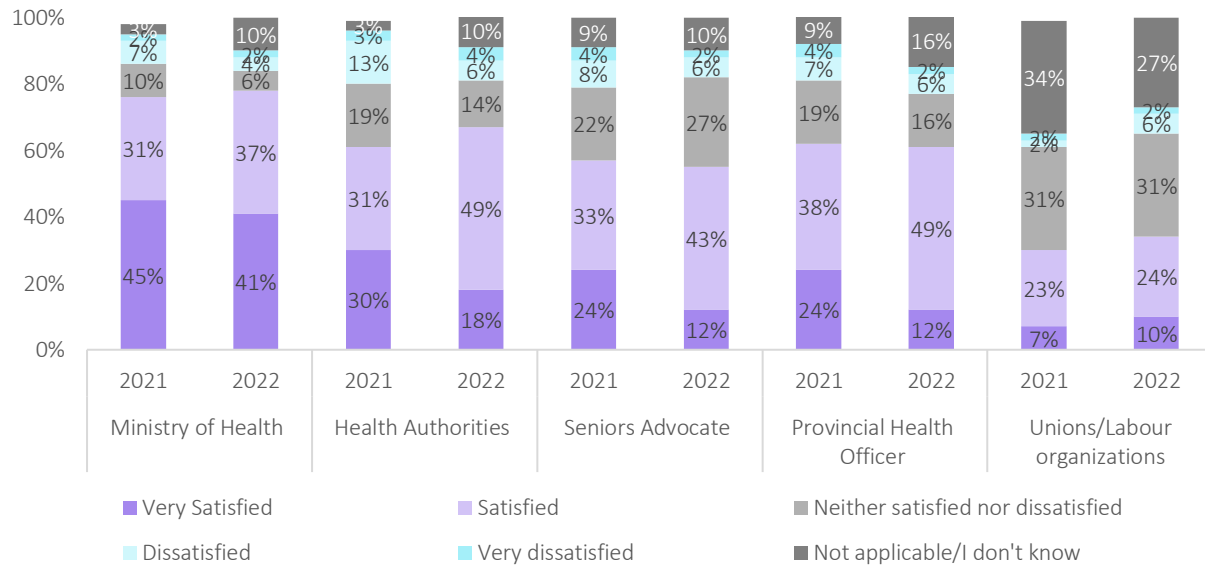
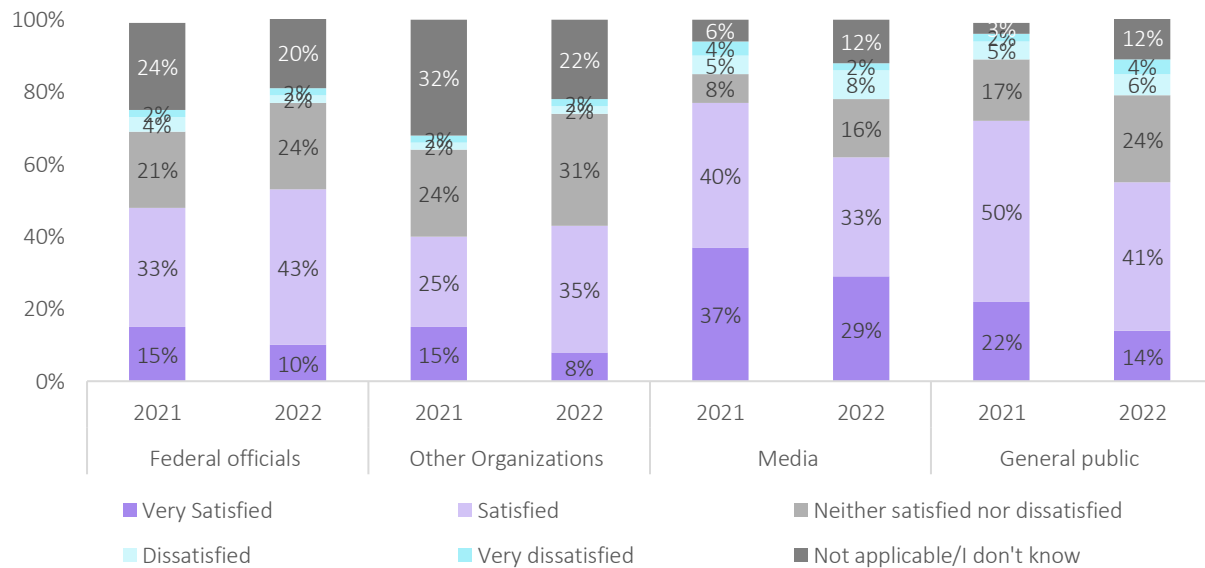


Figure 32b. Level of satisfaction in representation (care and service provider members n=51 in 2022 and n=86 in 2021)



Future priorities

Care and service provider members ranked the following future priorities for the association:

1. Staffing issues – lack of staff, lack of training, burnout/low morale
2. Adequate funding for the sector (including HPRD)
3. Increasing numbers of residents/clients with high needs
4. Employment optimization for internationally educated nurses
5. Increasing number of residents/clients with behavioural issues

6. Public perception and negative media coverage of senior care and living
7. Aging infrastructure and lack of capital funding/support
8. Resident/client rights

These priorities strongly reflect those outlined in 2021, with the addition in 2022 of employment optimization for internationally educated nurses in the fourth spot (which was not surveyed in 2021). Rank order was otherwise the same.

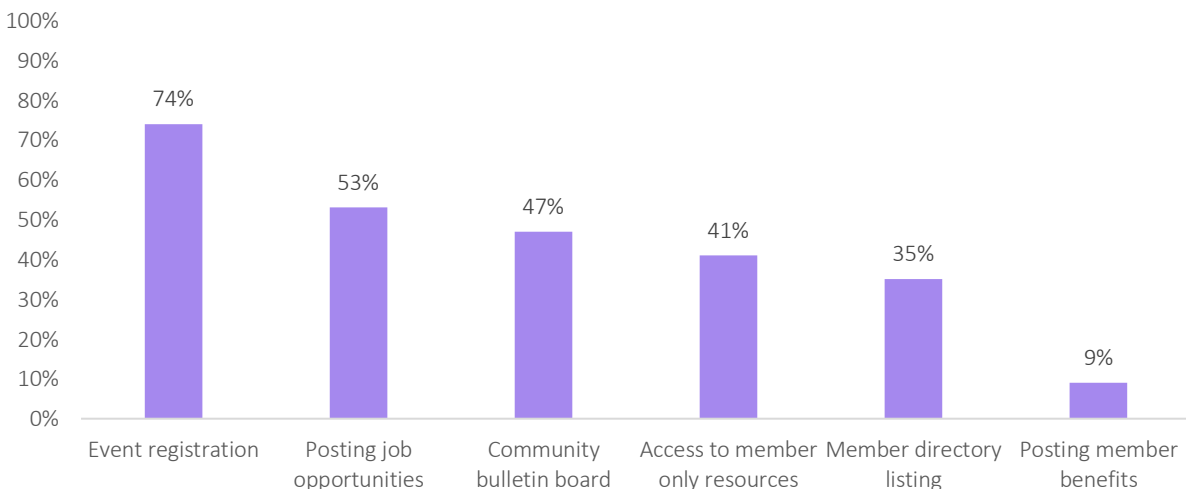
Additional priorities care and service provider members highlighted include: ensuring staffing work to full scope of practice, model of care development, advocacy and support for private home care providers to complement and alleviate the burden on publicly funded resources, increasing public awareness of home care services options (private and public), and addressing the needs of the independent living sector.

Technology and member services

Of the 50 care and service provider members who responded to questions about M365 just under half (46%) indicated they or a colleague use the portal, which is down from 2021 usage at 52%. One third (32%) report not using the portal in 2022, versus 26% in 2021. Twenty-two percent (22%) were unsure if they had used the portal.

When asked if access to an online portal would be valuable (even if not currently using M365), 90% of members reported yes (52% definitely, 38% somewhat). Respondents provided their opinion on the awareness of the benefits of specific features in Figure 33. Members were most aware of event registration followed by posting job opportunities and community bulletin board.

Figure 33. Care and service provider awareness of M365 benefits (n=16)



Commercial Members

About the respondents

Seventeen (17) commercial members responded to the survey; 11 indicated they were BCCPA only members, zero EngAge BC only members, four both, and two were unsure of their membership status.

Overall value and satisfaction

The majority of commercial members saw BCCPA|EngAge BC as performing in its aspiration to be the premier association representing senior’s living, wellness and care: two thirds of respondents rated BCCPA|EngAge BC as excellent and one third as very good/good. Commercial members agreed that BCCPA has a clear vision and strategy, is recognized as the voice for seniors’ care and living in BC, is doing a good job serving and representing members, is influencing the provincial government on decisions that affect the sector, and is advocating in the region (Figure 34). With the exception of influencing the provincial government and being the go-to support, which received lower agreement scores, the majority of commercial members reported moderate satisfaction with EngAge BC for the same elements (Figure 35).

Figure 34. Value of BCCPA (commercial members, n=17 in 2022 and n=24 in 2021)

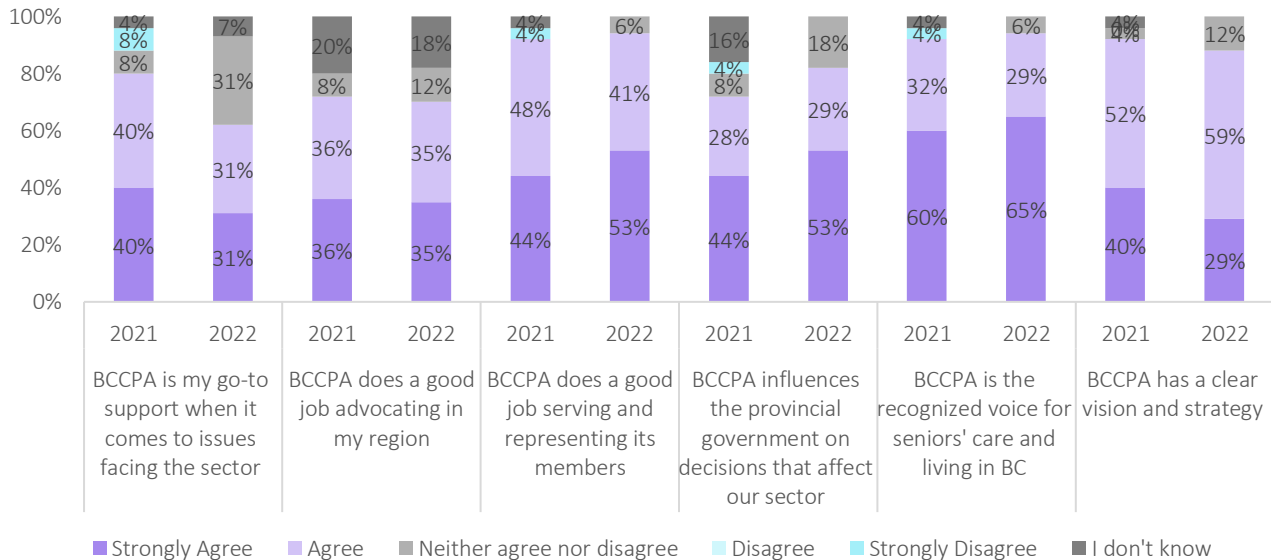
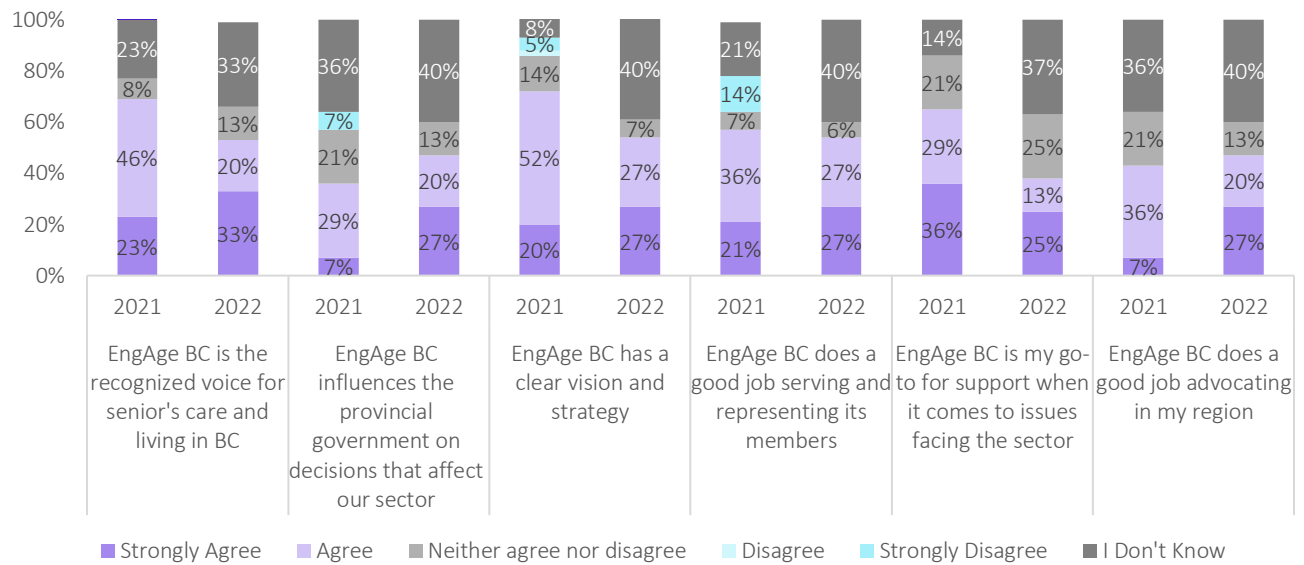
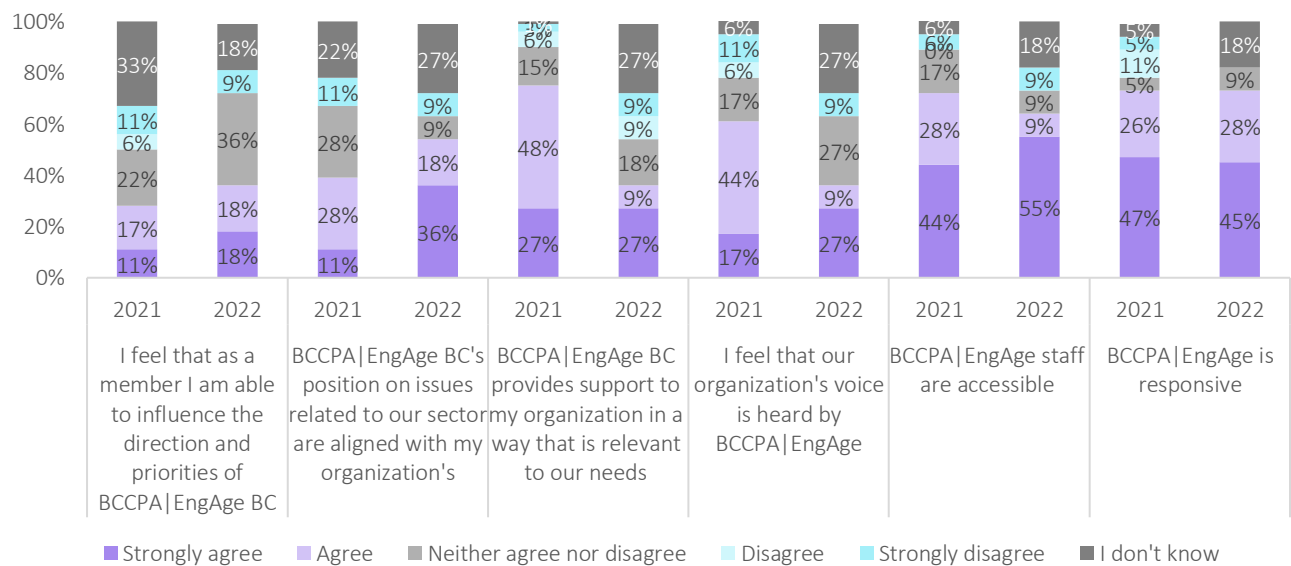


Figure 35. Value of EngAge BC (commercial members, n=15 in 2022 and n=24 in 2021)



The majority of commercial members continued to report high satisfaction with accessibility and responsiveness of staff. The associations' ratings with respect to providing support to commercial members in a way that was relevant to their needs was considerably lower in 2022 (36% agreement), in comparison to 2021 (75% agreement). Likewise, ratings also declined in 2022, with less than the majority of commercial member's feeling their voice is being heard by the associations. Commercial members scored the associations higher in 2022 with respect to the associations' position on issues related to the sector being aligned with their company's and feeling like they were able to influence the direction and priorities of BCCPA|EngAge BC (Figure 36).

Figure 36. BCCPA|EngAge BC Outcomes (commercial members, n=11 in 2022 and n=19 in 2021)



Commercial members most highly rated exhibiting at the annual conference, attending networking events, and gaining insights into the sector, as benefits of BCCPA|EngAge BC. Additional benefits highlighted and strongly supported in 2022 were the sponsorship opportunities, and access to member only marketing. Supporting advocacy, discounted rates at the senior living expo, company/service description in M365 and Member 365 portal access received lower ratings as significant membership benefits (Figures 37a and 37b).

Figure 37a. Benefits of membership (commercial members, n=10 for 2022 and n=18 for 2021)

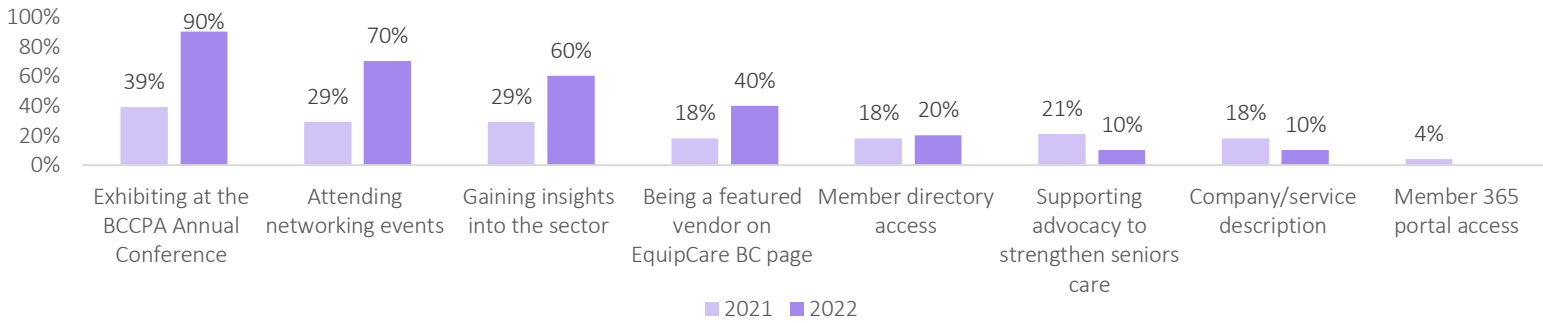
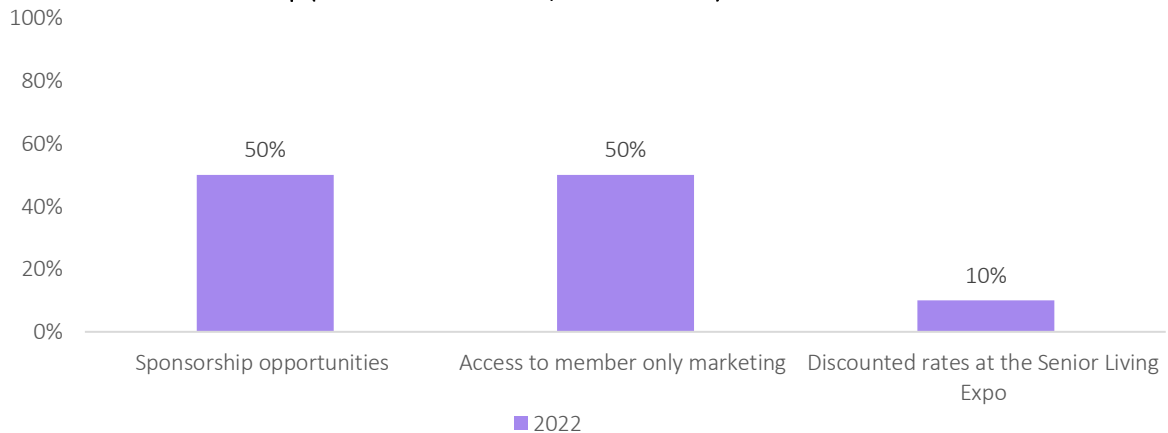
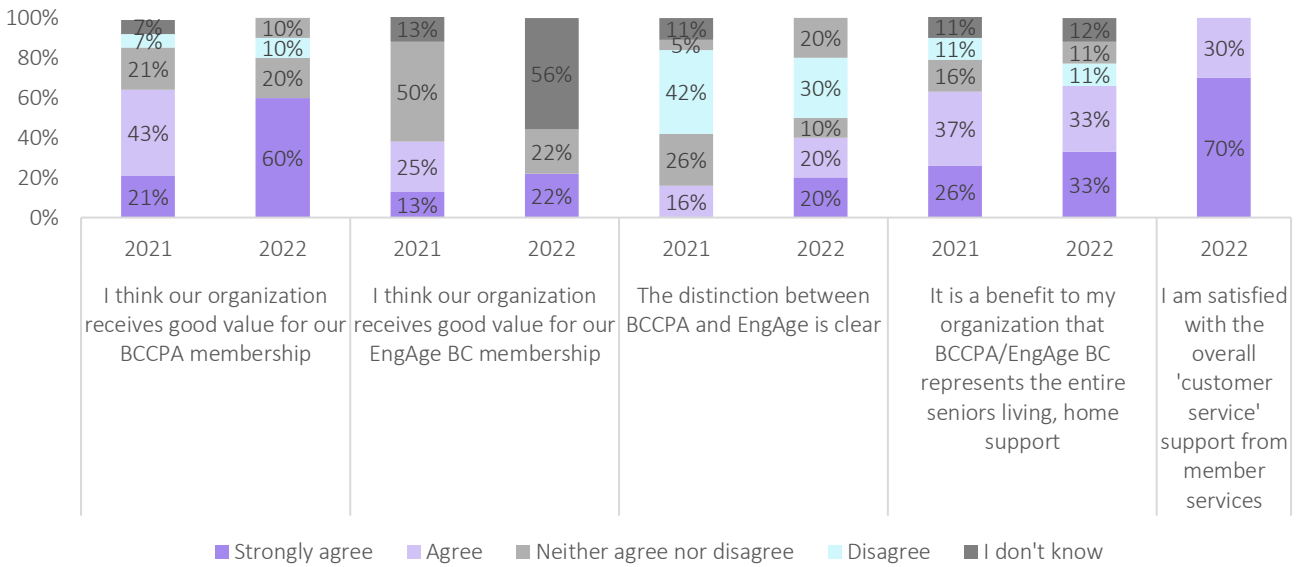


Figure 37b. Benefits of membership (commercial members, n=10 for 2022)



Nearly two thirds of commercial members felt their organization receives good value for their BCCPA membership (60%), similar to 2021. Commercial members also believe it was a benefit to their organization that BCCPA|EngAge BC represents the entire seniors living, home support and care sector (66%). Forty percent felt the distinction between BCCPA and EngAge BC is clear (versus 16% in 2021). This year fewer commercial members felt they received good value for their EngAge BC membership (22% in 2022, versus 38% in 2021) (Figure 38).

Figure 38. Benefits and value (commercial members, n=10 in 2022 and n=19 in 2021)

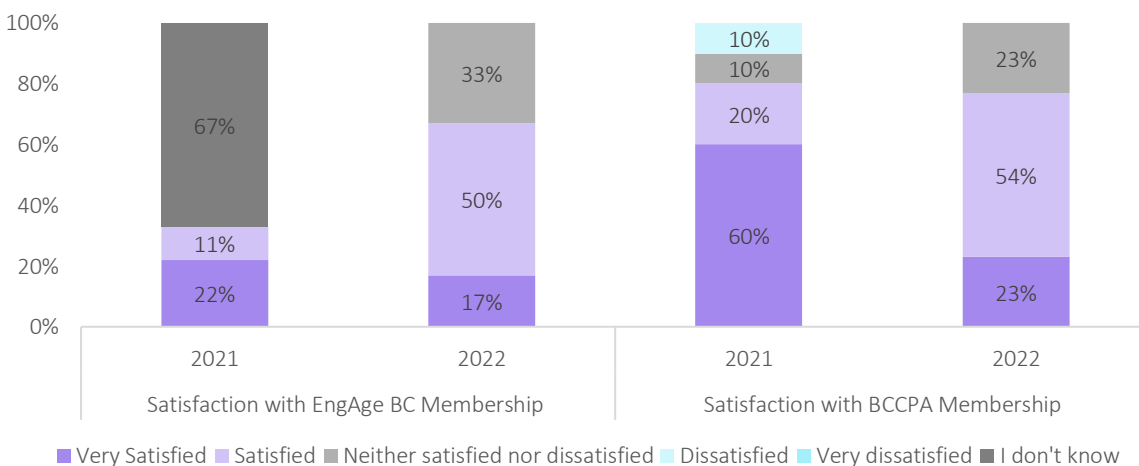


To improve commercial members’ level of satisfaction with BCCPA suggestions included having greater distinction within the commercial member category. There is a desire for different tiers of commercial membership. As well, commercial members also would like more recognition and representation at events.

Be completely independent. Too much politics, too many alliances. As a result the true voice of the members is never heard. BCCPA has just become another political party where everybody has to get in line and lockstep with the leader. Diverse opinions and ideas are not heard.
 – Commercial member

The majority of commercial members were satisfied with their commercial memberships (Figure 39). Ratings were lower in 2022 for satisfaction with EngAge BC membership. Overall, there is a higher rating of satisfaction with commercial members’ BCCPA membership in comparison to EngAge BC membership.

Figure 39. Overall satisfaction with membership (commercial members, n=10 in 2022 and n=18 in 2021)

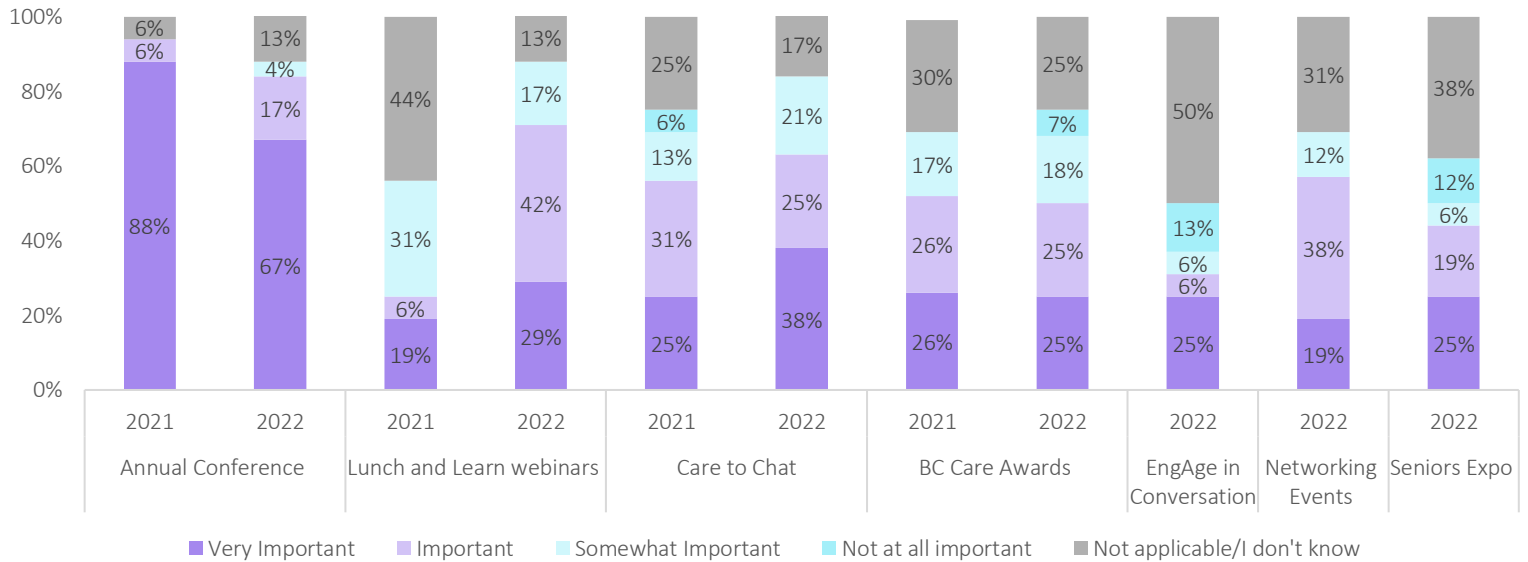


When asked about the likelihood to recommend the association to a colleague, on a scale of one to ten, commercial members provided an average score of 9 for BCCPA and 6 for EngAge BC (compared with average rating of 8 for BCCPA and 7 for EngAge BC in 2021).

Events

Consistent with care and service provider members, commercial members rated the annual conference, lunch and learn webinars and networking events of highest importance (Figure 40).

Figure 40. Importance of events (commercial members, n=16 in 2022 and n=24 in 2021)



Commercial members remained most satisfied with the annual conference and Care to Chat, followed closely by the BC Care Awards. Thirty-eight percent were satisfied with the networking events introduced in 2022. Thirty-eight percent were satisfied with the lunch and learn webinars and half (50%) were satisfied with the AGM noting 44% did not know (Figure 41a and 41b).

Figure 41a. Satisfaction with events (commercial members n=16 in 2022 and n=24 in 2021)

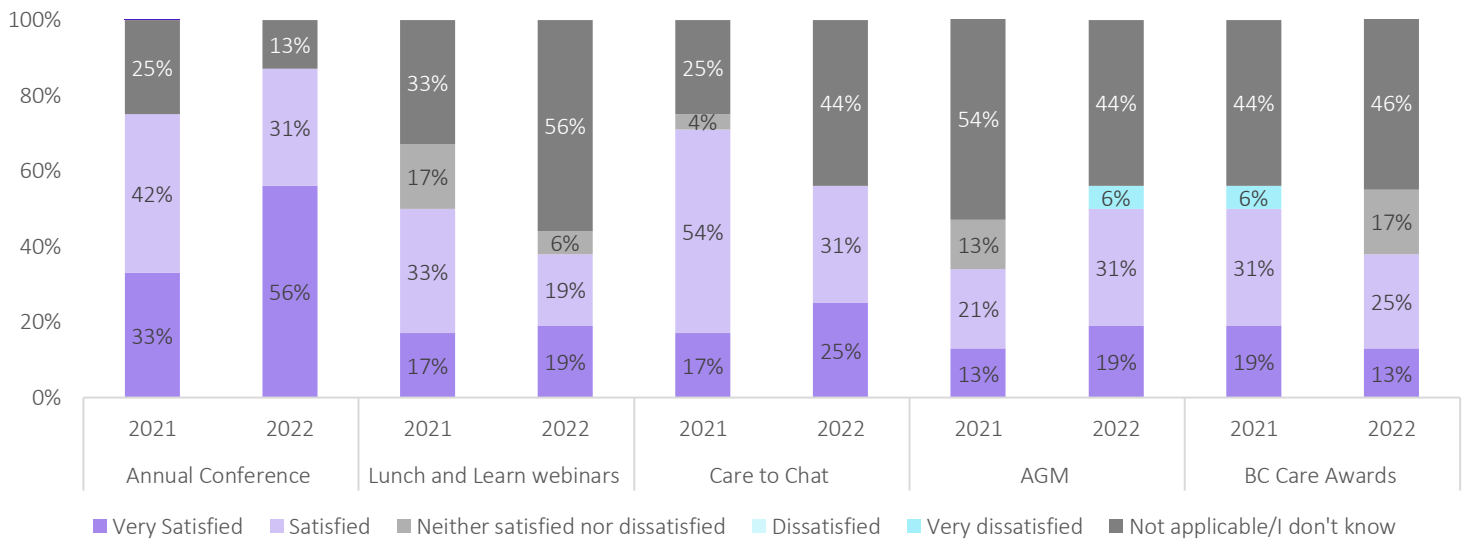
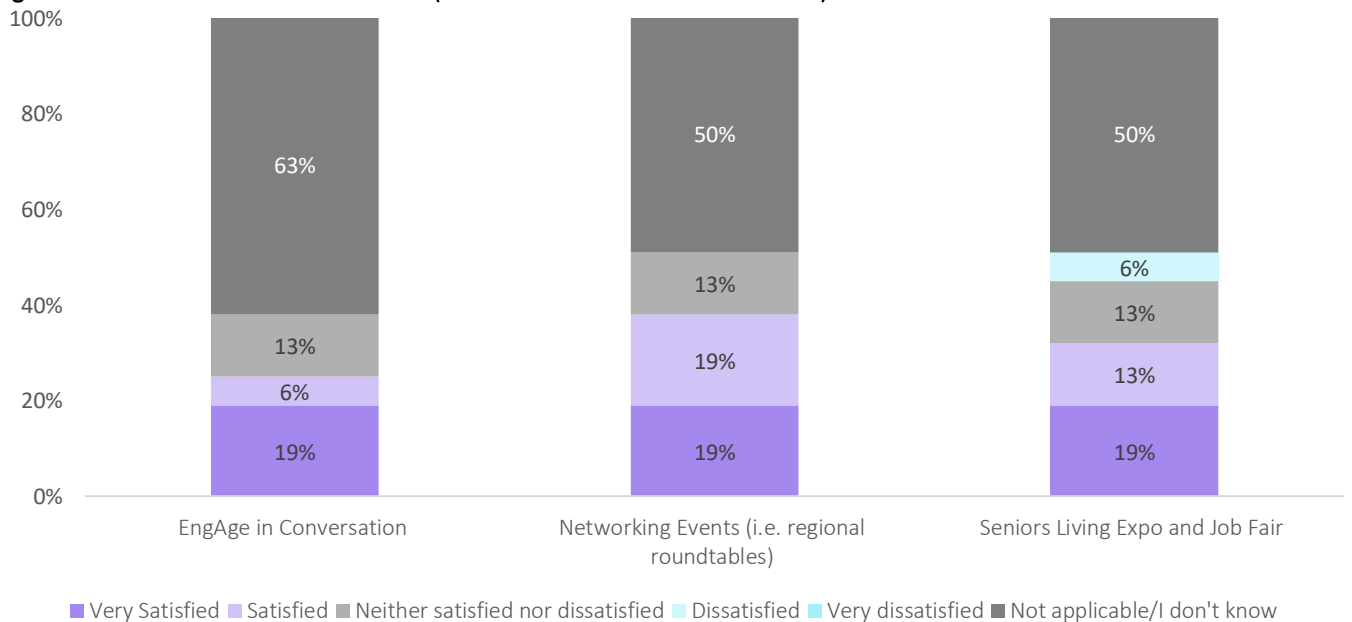


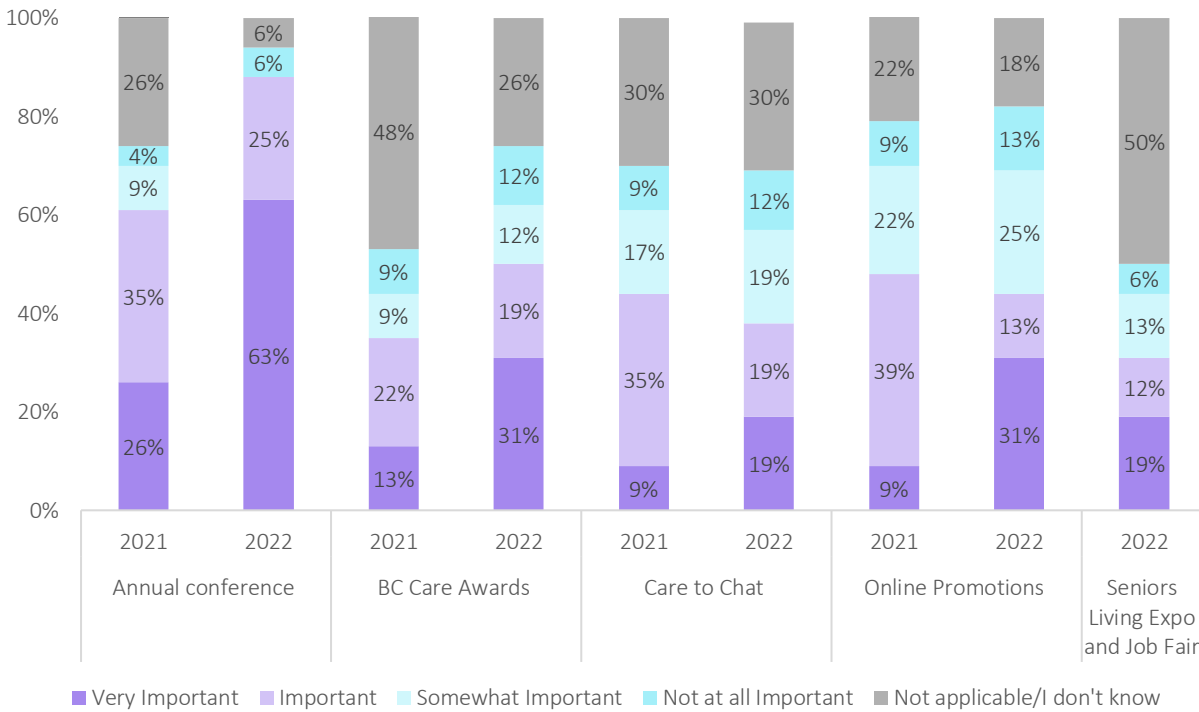
Figure 41b. Satisfaction with new events (commercial members n=16 in 2022)



Sponsorship

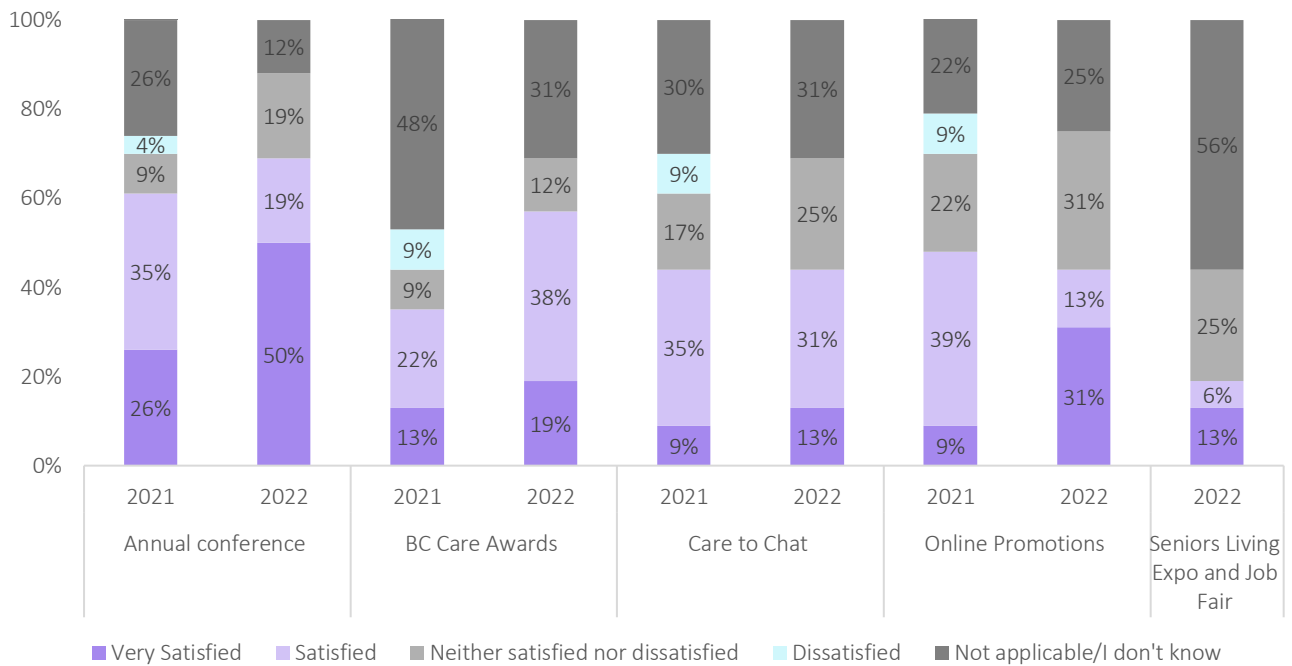
Commercial members reported moderate importance for the majority of sponsorship opportunities for 2022. Most notably the annual conference received the highest ratings of importance as in 2021 (88% very important or important), followed by the BC Care Awards, online promotions and Care to Chat. The Seniors Living Expo and Job Fair scored lowest with under one third of members rating this as important or very important (31%), however 50% did not know (Figure 42).

Figure 42. Importance of sponsorship opportunities (commercial members, n=16 in 2022 and n=23 in 2021)



Commercial members reported moderate satisfaction with sponsorship opportunities. The highest rated sponsorship opportunity in 2022 was the annual conference (69% very satisfied or satisfied), followed by the BC Care Awards (57%). Less than half rated satisfaction with online promotions (44% very satisfied or satisfied) and Care to Chat (44% very satisfied or satisfied). Lowest rated satisfaction was with the Seniors Living Expo and Job Fair (19% very satisfied or satisfied) (Figure 43).

Figure 43. Satisfaction with sponsorship opportunities (commercial members, n=16 in 2022 and n=23 in 2021)



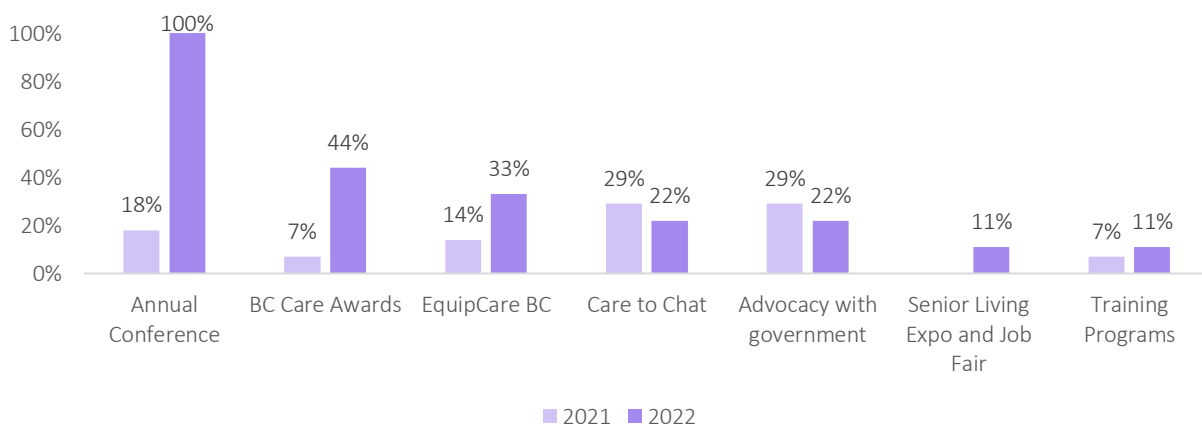
In comparison with sponsorship opportunities with other organizations, commercial members felt they received a high rate of return on investment with their sponsorship opportunities with BCCPA|EngAge BC. Events were described as ‘stellar’ and ‘first class’.

‘These events provide opportunities for relationship building in the field and BCCPA and EngAge see us as partners.’
 – Commercial member

Programs and initiatives

When asked what the most meaningful initiatives have been, commercial members most commonly reported the annual conference and BC Care Awards (Figure 44).

Figure 44. Initiatives that are most meaningful (commercial members n=9 for 2022 and n=18 for 2021)



Communication

Commercial members found direct email communication from BCCPA | EngAge BC staff, BCCPA’s website, association e-newsletters, and townhalls or special forums most effective. LinkedIn was also rated highly for 2022 (Figure 45a). Similar to 2021, EngAge BC’s website was rated as less effective than the BCCPA website and the social media channels received the lowest ratings (Figure 45b).

Figure 45a. Usefulness of communication channels (commercial members n=13 for 2022 and n=19 for 2021)

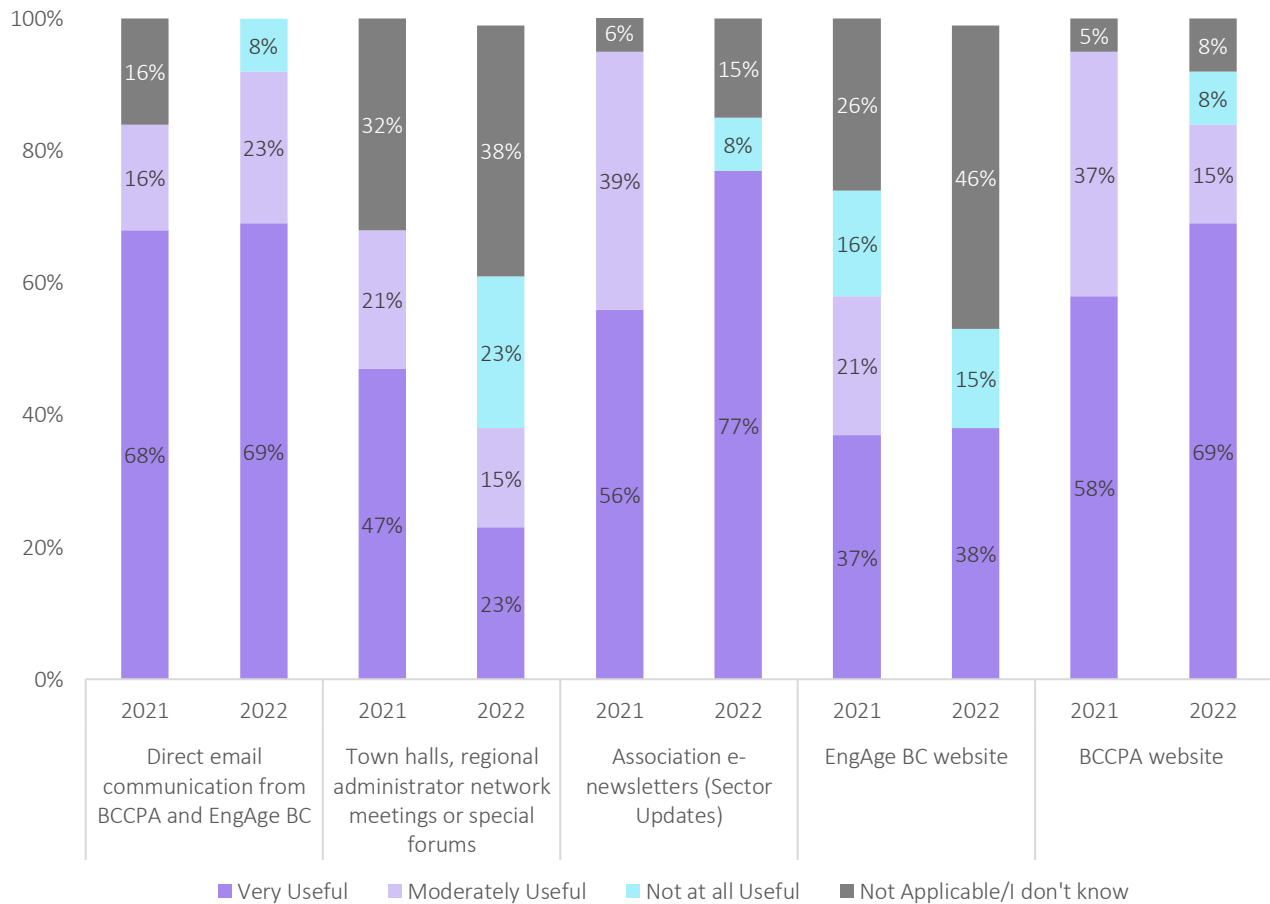
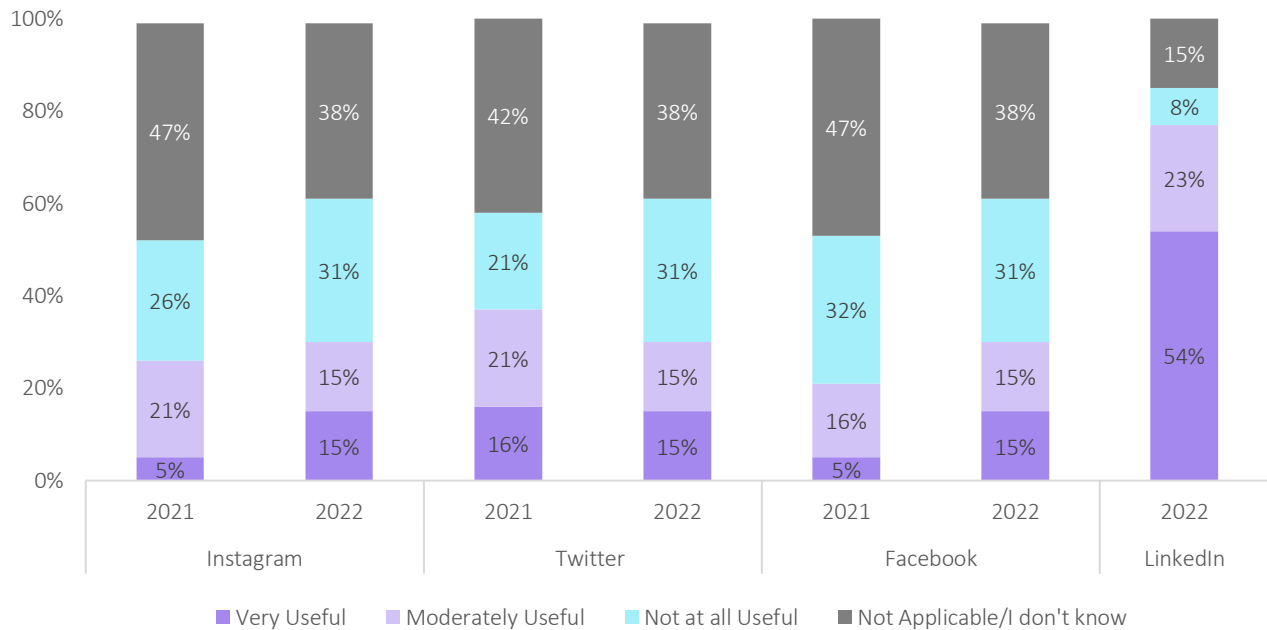
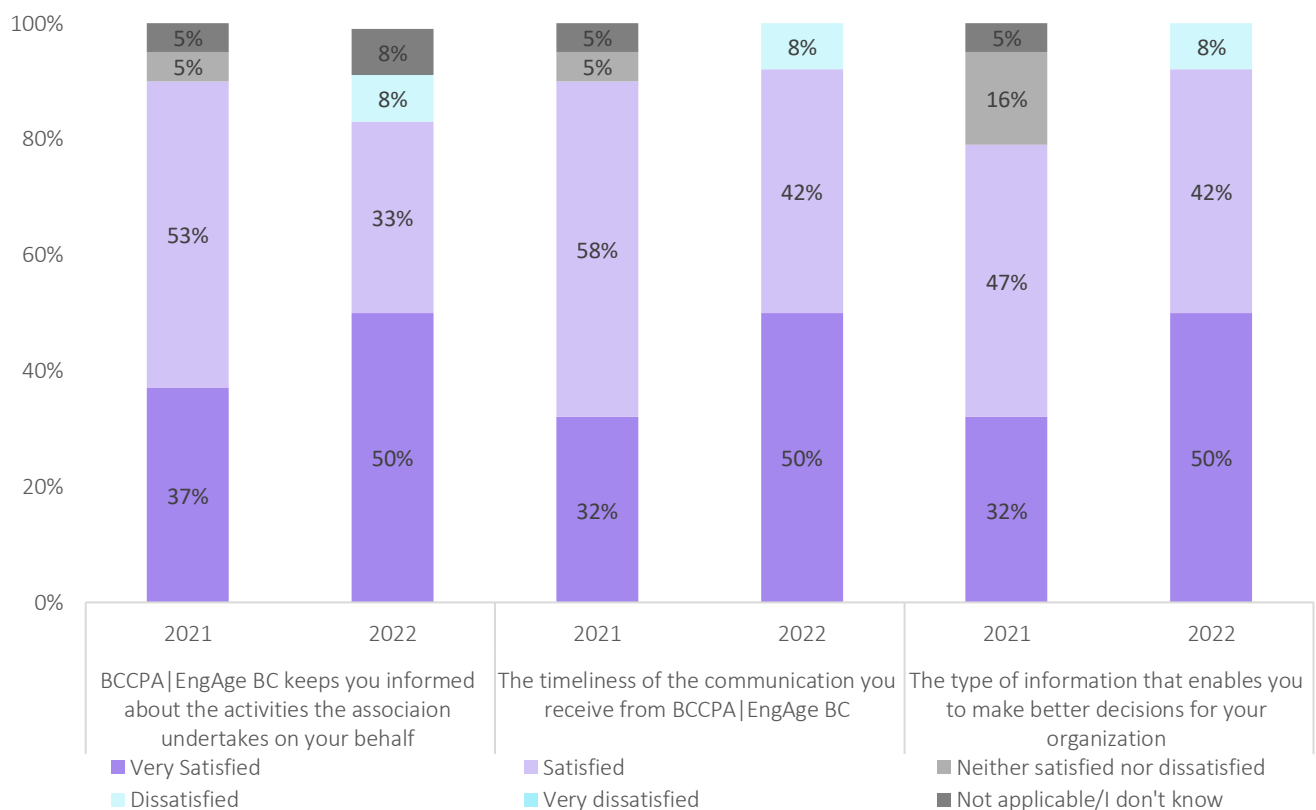


Figure 45b. Usefulness of communication channels (commercial members n=13 for 2022 and n=19 for 2021)



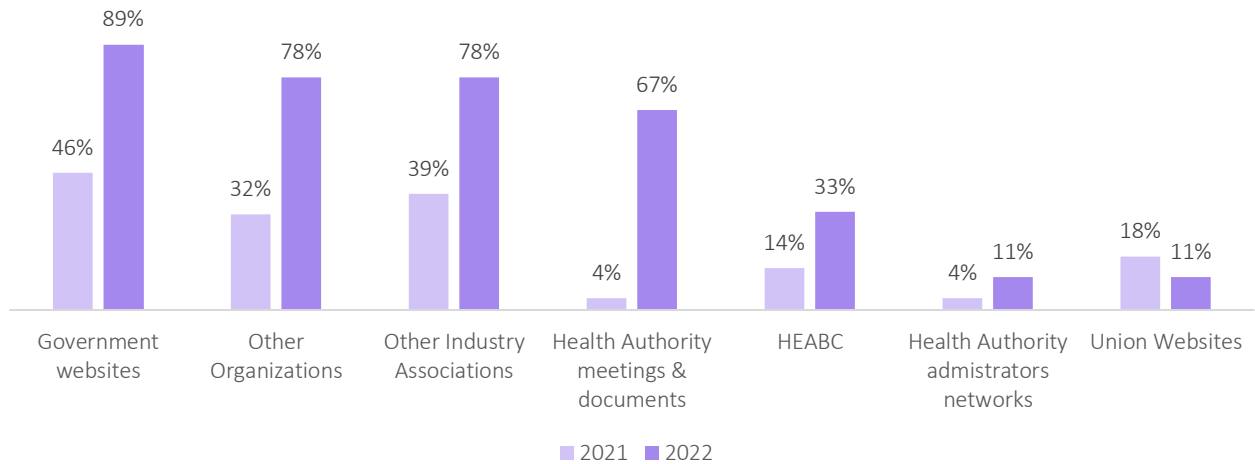
Commercial members were satisfied with how well BCCPA|EngAge BC kept them informed about activities that the association undertakes on their behalf, the timeliness of communication, and the type of information that enables members to make better decisions for their organization (Figure 46).

Figure 46. Satisfaction with communication (commercial members n=12 in 2022 and n=19 in 2021)



The majority (92%) of commercial members felt they receive the right amount of communication from BCCPA|EngAge BC. Commercial members most frequently looked to other sources of information including government websites (89%), other industry associations (78%), documentation and reports from health authority meetings (36%), and other industry associations and other organizations such as SafeCare BC or Family Caregivers of BC (78%) (Figure 47).

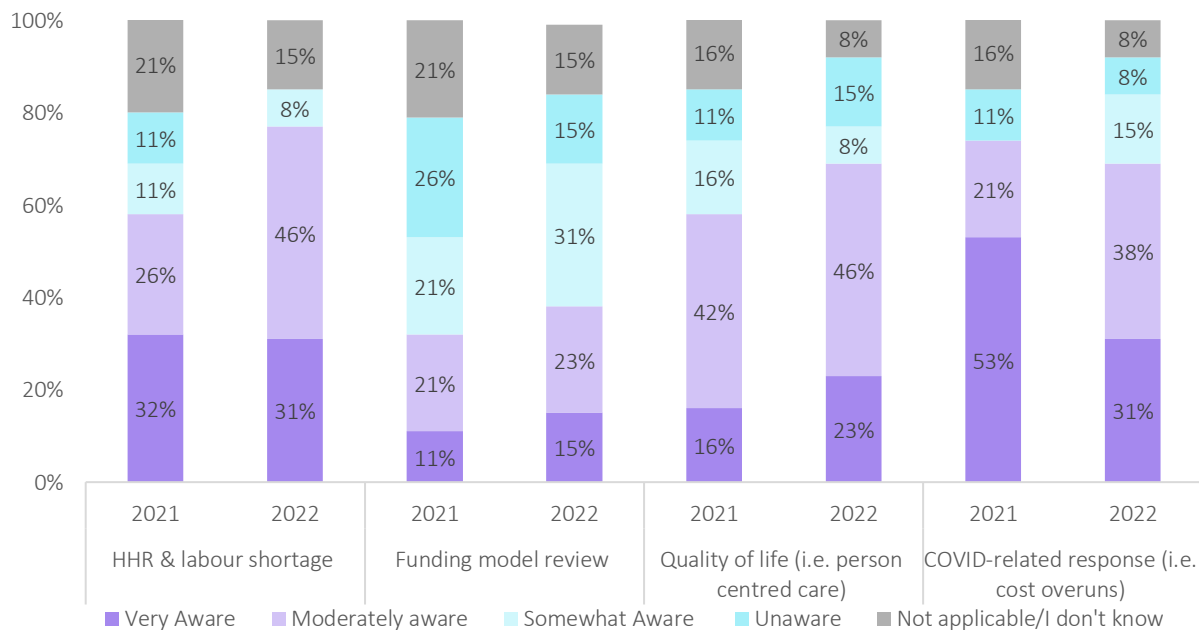
Figure 47. Other sources of sector information (commercial members, n=9 in 2022 and n=19 in 2021)



Advocacy / policy work

Commercial members rated a high awareness with BCCPA|EngAge BC's advocacy of COVID-related responses, HHR & labour shortage and quality of life. Commercial member had lower awareness of the funding model review (Figure 48).

Figure 48. Awareness of advocacy role (commercial members, n=13 in 2022 and n=19 in 2021)

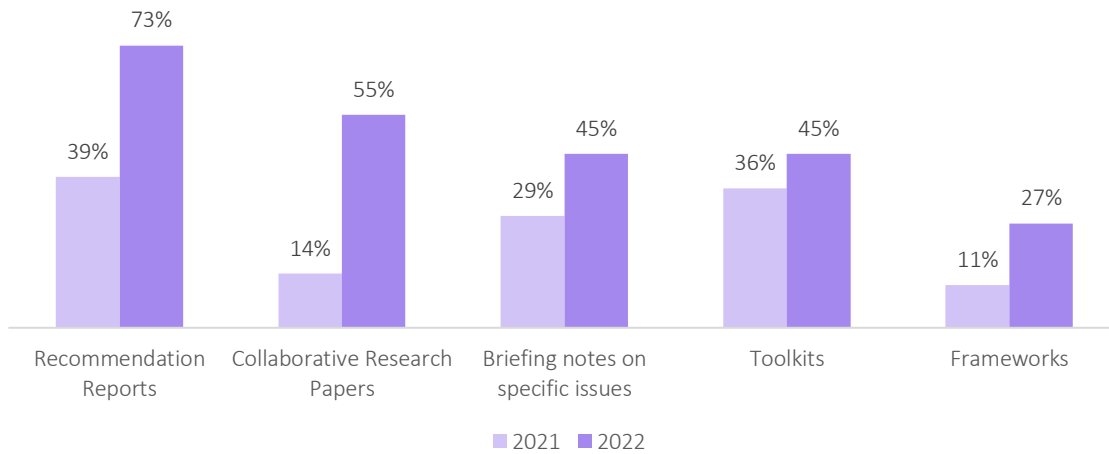


Commercial members ranked the importance of following areas of advocacy as:

1. Funding model review
2. HHR & labour shortages and Quality of life
3. COVID-related response

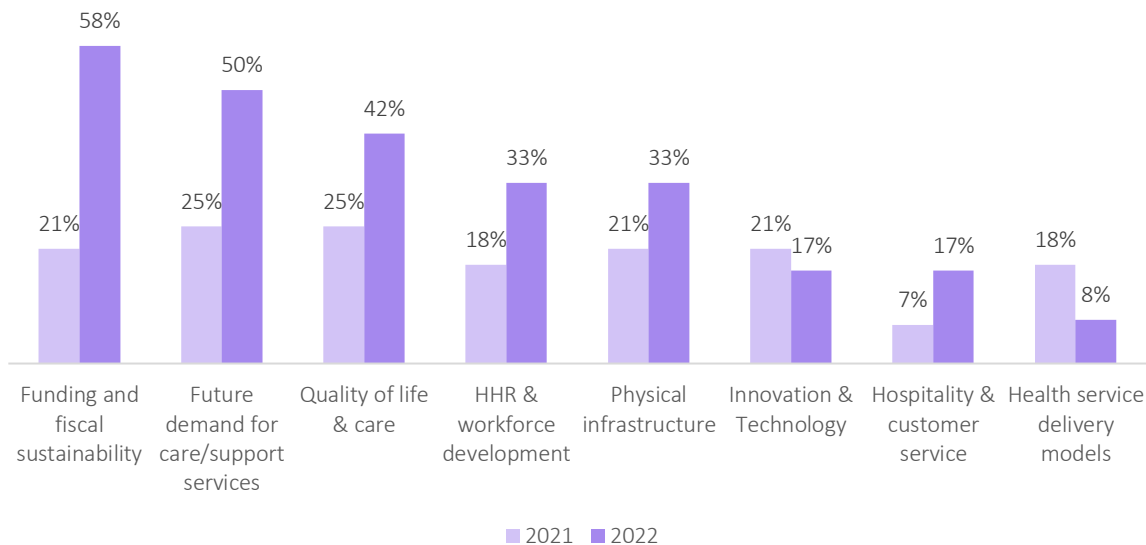
Commercial members identified recommendation reports (73%), toolkits (45%), and briefing notes (45%) as the most important policy resources they would like to see more of moving forward (Figure 49).

Figure 49. Type of policy resources, moving forward (commercial members, n=11 in 2022 and n=19 in 2021)



Commercial members would like policy work on future demand for support services (50%), quality of life/care (42%), fundings and fiscal sustainability (58%), physical infrastructure and innovation (33%) and health human resources and health service delivery models (33%) (Figure 50). Within HHR, commercial members recommend the focus be on in-house training (67%), streamlining credential recognition (58%) followed by advocating for increased staffing levels, advocating for expanded education seats for nurses and care aids, and promoting awareness of careers in care (all 50%).

Figure 50. Priority policy topics for the near future (commercial members, n=12 in 2022 and n=19 in 2021)



Commercial members moderately rated their satisfaction with BCCPA | EngAge BC's representation of their company's interests to key stakeholders. Of highest rating was health authorities, media, general public and the Ministry of Health (Figure 51a and 51b).

Figure 51a. Level of satisfaction on representation to organizations (commercial members n= 11 in 2022 and n=19 in 2021)

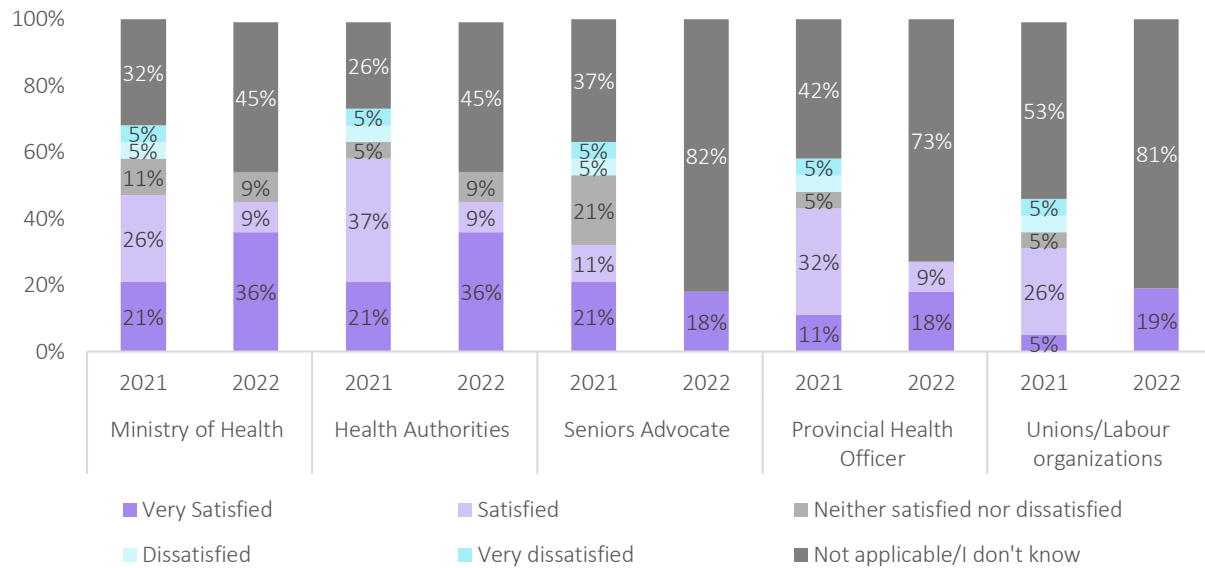
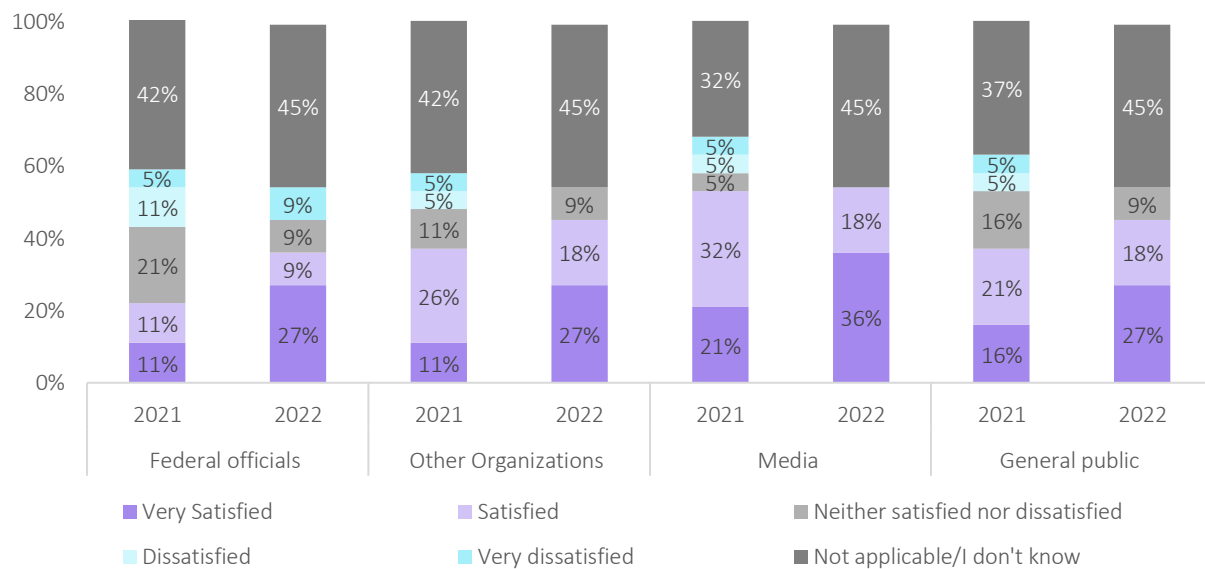


Figure 51b. Level of satisfaction on representation to organizations (commercial members n= 11 in 2022 and n=19 in 2021)



Technology and member services

Of the 11 commercial members who responded to the question on the M365 member portal, five used the portal. These respondents noted the benefits they are aware of included event registration (60%), member directory listing (60%) along with community bulletin board (40%), access to member only resources (40%), and posting member benefits (40% aware).

Conclusion

BCCPA and EngAge BC are seen as the premier association representing senior’s living, wellness and care with communication, customer service, and leadership highlighted as particular strengths. The majority of members feel the associations have a clear vision and strategy, enjoy high satisfaction, and are likely to recommend the associations. The findings give indication on key policy directions moving forward as well as member preferences for initiatives.

The 2022 data, as a stand-alone data set is positive overall, and it is in comparison with the 2021 where some findings indicate the need for improvement This may be the result of the 2021 data reflecting COVID-19, with members relying heavily on BCCPA for support as well as BCCPA having a greater presence in the media. For this reason, as well as member survey-fatigue, we recommend BCCPA consider repeating the survey in the spring of 2024 and consider moderately condensing the survey.

It is important to note that EngAge BC received lower ratings on some measures including overall satisfaction, Route 65 and Assurity, in particular received a lower rating of importance and satisfaction in 2022 over 2021. Decisions and clarity regarding the direction of EngAge BC is needed.

A summary of key findings highlighting similarities and differences between the 2022 and 2021 findings is provided below:

Care and service provide members
Initiatives
<ul style="list-style-type: none"> The most meaningful initiatives remain EquipCare BC, Advocacy with government and the annual conference, with Care to Chat falling slightly in 2022 over 2021.
Communication
<ul style="list-style-type: none"> Preferred communication channels remained consistent between 2022 and 2021 (direct email, BCCPA’s website, e-newsletters, and townhalls). Social media channels remain low to moderately useful; LinkedIn looks to be the most promising. EngAge BC’s website was again rated as less effective than BCCPA’s website, consistent with 2021.
Technology and member services
<ul style="list-style-type: none"> Reported use of the M365 portal was down in 2022 (46%) from 2021 (52%). One third of members (32%) report not using the portal in 2022, versus 26% in 2021. Members were most aware of event registration.
Advocacy and policy work
<ul style="list-style-type: none"> Awareness of policy issues decreased slightly in 2022 over 2021, with the greatest decrease in awareness being quality of life (i.e. person centred care). Priorities for advocacy remain the same in 2022 as 2021: HHR & labour shortages, funding model review, quality of life, and COVID-related response. Policy resources were given the same rating relative to one another, but overall received a lower rating in 2022 than 2021.

- Members continued to prioritize funding and sustainability and HHR, as policy topics in the near future; there was an increased emphasis on prioritizing health care service delivery models, relative to 2021
- Representing the sector to the Ministry of Health received the highest satisfaction and to unions the lowest, consistent between 2022 and 2021.

Future priorities

Future priorities remain the same in 2022 as they were in 2021, with the addition of employment optimization of internally educated nurses claiming the 4th spot (not asked in 2021):

1. Staffing issues – lack of staff, lack of training, burnout/low morale
2. Adequate funding for the sector (including HPRD)
3. Increasing numbers of residents/clients with high needs
4. Employment optimization for internationally educated nurses
5. Increasing number of residents/clients with behavioural issues
6. Public perception and negative media coverage of senior care and living
7. Aging infrastructure and lack of capital funding/support
8. Resident/client rights

Commercial members

- Marked decrease BCCPA | EngAge BC as the go-to to support with sector issues from 2021.
- Marked decrease in BCCPA | EngAge BC providing relevant support.
- Marked decrease in BCCPA | EngAge BC hearing voice of members.
- Members most highly ranked exhibiting at the conference, attending networking events, and sponsorship opportunities.
- Distinction between BCCPA and EngAge BC has improved over 2021.
- 100% agreement with satisfaction with customer service.
- Improvement in satisfaction with value of EngAge BC membership.
- Increase in importance of Lunch and Learn Webinars, but decrease in satisfaction.
- Substantial increase in importance with annual conference over 2021.
- Low satisfaction with Seniors Living Expo and Job Fair.
- Preferred communication channels remained consistent between 2022 and 2021 (direct email, e-newsletters).
- Social media was moderately useful, other than LinkedIn which was substantially more useful.