

BCCPA | EngAge BC 2021 Member Engagement Survey Results

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Executive Summary

During the last Board retreat (June 2021), BCCPA|EngAge BC leadership identified a need to engage members to support strategic decision making. In response, Howegroup was contracted to conduct a member engagement survey to gauge member satisfaction with current services and to gather input on priorities and desired future services. The survey was open from December 2-17, 2021, and a total of 136 members responded to the survey: 103 care and service providers, 28 commercial members, and 5 associate members. The findings are presented within these same membership categories for optimal utility by BCCPA|EngAge BC.

The majority of all members reported BCCPA and EngAge BC have a clear vision and strategy and are doing a good job serving and representing members. As well, members reported that BCCPA was the recognized voice for seniors' care and living in BC and that BCCPA influences the provincial government on decisions that affect the sector. While slightly less affirming, the results were similar for EngAge BC. Members reported high satisfaction with accessibility and responsiveness of staff, that the associations provide relevant support to their organization, 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 own organization's. Care and service provider members reported they are able to influence the direction of the associations, however commercial and associate members showed a lower level of agreement with this statement. A key take-away from the engagement is that the distinction between BCCPA and EngAge BC is unclear.

Overall, members reported their organizations receive good value for their membership and that it is a benefit that the associations represent the entire seniors living, home support and care sector. There is high satisfaction across all membership types with both associations. When asked about the likelihood to recommend the association to a colleague, care and service provider and commercial members provided an average score of 8/10 for BCCPA and 7/10 for EngAge BC; associate members provided an average score of 9 for both associations (noting only 5 associate members responded to the survey).

Care and service providers rated events positively with Care to Chat and the annual conference among the most important and those in the associated regions felt IAN and VISAN were a good use of their time. Commercial members rated the annual conference, Lunch + Learn webinars and Care to Chat as the most important events. Commercial members reported high to moderate importance with sponsorship opportunities, most notably the annual conference, followed by online promotions and Care to Chat. All members reported satisfaction with BCCPA|EngAge BC events overall.

Care and service providers reported programs being important, most notably HCA training and EquipCare BC. With the exception of these two programs however, satisfaction with programs was low to moderate. Program satisfaction may have been impacted by COVID as program offerings were limited. Associate members also highly rated EquipCare BC and the HCA training program.

Of the care and service providers who responded to the survey, the majority indicated they had a listing on Route 65, and of these, over three quarters found the listing to be valuable. Those that do not list on Route

65 provided the rationale that it was not relevant to their organization, or it was perceived to be in direct competition with internal marketing.

Members found the associations' communication to be effective and that members receive the right amount of communication. The website, association e-newsletters, and townhalls/special forum were rated as most useful. Members rated EngAge BC's website as less important than the BCCPA website. While social media is growing in importance, particularly among the public, social media was rated as having lower importance among members. Members indicated the association is communicating effectively through mainstream media.

Care and service provider members rated a high awareness with BCCPA|EngAge BC's advocacy of COVID-related responses and moderate to high awareness with HHR and labour shortages, quality of life, and funding model review. Commercial members also rated a high awareness with BCCPA|EngAge BC's advocacy of COVID-related responses and moderate awareness with HHR, labour shortages and quality of life, and a lower awareness of the funding model review. Members identified the following advocacy priorities:

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

Care and service provider members reported a moderate to high value of policy resources for the sector, most notably recommendation reports. Most members felt it was important for the association to publish papers on policy issues. When asked what policy resources members would like to see more of, care and service providers most commonly selected recommendation reports, briefing notes on specific issues, and toolkits. Commercial and associate reported the same preferences and would also like to see collaborative research papers.

With respect to work on health human resources, the top four priorities among care and service provider members 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 addressing mental health and burnout. The majority of care and service providers felt it would be valuable for the associations to create a careers hub.

Of the 85 care and service provider members who responded to questions about M365, half (52%) indicated they or a colleague use the portal and of these, half use it occasionally, a quarter often, and a quarter rarely. Three quarters of these respondent felt the portal was easy to use. Of the 19 commercial members who responded, nine used the portal, six did not, and four did not know; the majority of commercial members agreed the portal was easy to use and, in general, access to an online portal was important.

When care and service provider members were asked if they were aware of the Seniors Living Expo planned for November 2022, half were aware and of these, slightly less than half plan to exhibit. When commercial members were asked, ten out of 18 respondents were aware of the Expo and, of these ten, two indicated they *plan* to be a sponsor or exhibitor and six reported that they *may* be interested in sponsoring/exhibiting.

Introduction

During the strategic planning retreat in June 2021, the Board and leadership team identified the need to engage members to support strategic decision making. BC Care Providers Association (BCCPA)|EngAge BC contracted Howegroup to conduct a member engagement survey to gauge member satisfaction with current services and to gather input on priorities and desired future services. Care and service providers, commercial, and associate 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

Howegroup designed the survey in collaboration with BCCPA|EngAge BC leadership. The survey was reviewed by the Board Executive, programmed into Qualtrics, and tested with several members. Members were invited to participate in the online survey via email correspondence, social media, and web posts from BCCPA|EngAge BC from December 2-17, 2021. 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 136 members responded to the survey: 103 care and service providers, 28 commercial members, and 5 associate members. Most respondents held BCCPA and EngAge BC memberships, followed by BCCPA only, then EngAge BC only. Interestingly several respondents were unsure of their membership type. The majority of respondents provided long-term care, followed by assisted living, independent living, and home health. Most respondents were CEO/executive directors, owners, administrator, and general managers (see Figures 1-3, below).

The majority of respondents were from the Fraser Health Region, followed by Interior, Vancouver Island, Vancouver Coastal, and Northern Health (Figure 4). One third of respondents indicated they were not-for-profit (Figure 5). A review of the participants' email addresses indicated that no single organization was over-represented in the sample. A breakdown of participants within each category (care and service provider, commercial, and associate) is provided in the relevant sections of this report.

Figure 1. Membership type (all respondents, n=136)

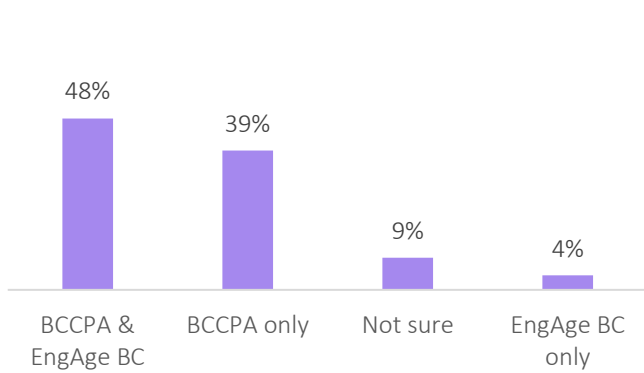


Figure 2. Services offered (all respondents, n=136)

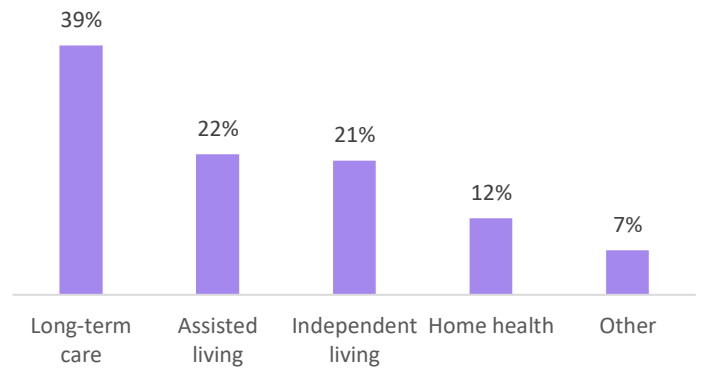


Figure 3. Respondents' role (all respondents, n=135)

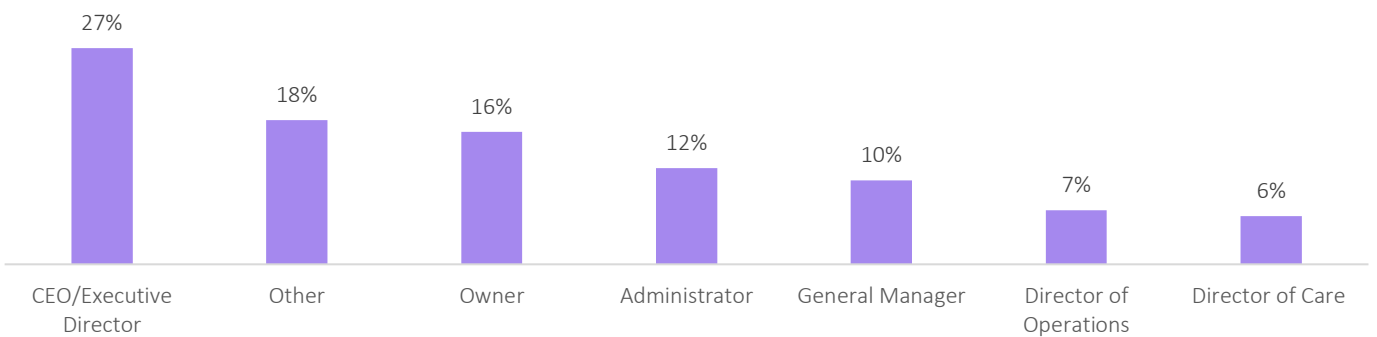


Figure 4. Health region (all respondents, n=131)

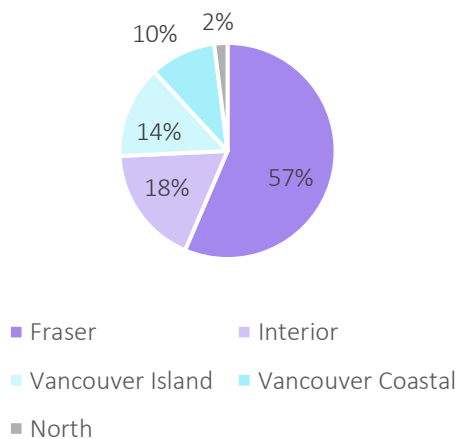
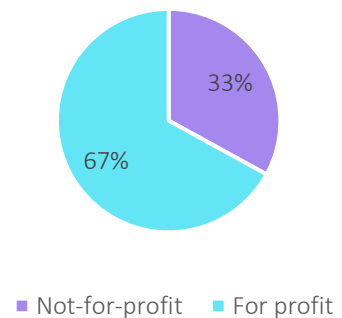


Figure 5. Not-for-profit status (all respondents, n=107)



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 difference between these groups.
3. Not all BCCPA members who offer independent living services (and thus would typically also be considered EngAge BC members, by way of the “all-in policy”) have registered their independent living sites with EngAge BC. Therefore, they may not have visibility into member benefits evaluated through this survey or they may not have had enough context about these services to respond to the questions.
4. The survey was conducted at a time when the sector was (and still is) experiencing significant impact due to COVID-19, which may have influenced the responses given on the survey as well as the ability of the BCCPA|EngAge BC to fully offer the programs and services included in the survey.
5. It is possible that some members may have incorrectly identified their membership category (care and service provider, commercial, associate and/or type (BCCPA and/or EngAge BC).
6. There were a very limited number of associate respondents (n=5); although this is half of the total number of associate members, caution should be taken when extrapolating these findings.

About this report

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

- Overall satisfaction
- Events
- Sponsorship opportunities
- Programs and initiatives
- Route 65
- Communication
- Advocacy and policy work
- M 365
- Seniors Living Expo

The report wraps up with a summary of key findings and considerations for BCCPA|EngAge BC moving forward.

Care and Service Provider Members

This section includes an analysis of care and service provider members, excluding commercial and associate members. Unless otherwise noted, findings for BCCPA and EngAge BC have been combined. Please note that further analysis has been reported only where there is a marked difference within the membership type, such as all care and service providers, as compared with only BCCPA members, only EngAge BC only, or those with both BCCPA and EngAge BC memberships.

About the respondents

One-hundred and three (103) care and service providers responded to the member survey. Of these, 53% reported themselves as BCCPA and EngAge BC members, 36% as BCCPA only members, 4% as EngAge BC only members, and 7% were unsure of their membership type. Thirty-nine percent (39%) reported providing long-term care, 22% assisted living, 21% independent living, 12% providing home health services, and 7% providing other services (note, respondents could select all that apply). Most respondents were CEOs/executive directors (27%), or owners (20%), followed by administrators (13%), and general managers (13%). Thirty-two percent (32%) were not-for profit (68% indicated for-profit). See Figures 6-8.

Thirty-nine percent (39%) of respondents had locations in the Fraser Health Region, followed by Interior (20%), Vancouver Coastal (20%), Vancouver Island (18%), and North (3%), noting respondents could select multiple regions (see Figures 6-10, below). Forty-two percent were stand-alone sites, 25% were part of a multi-site organization, 22% of respondents represented the head office of an organization, 9% were a home health franchise or regional office, and 3% represented the head office of a franchise/ multi-region home health organization. See Figures 9 and 10.

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

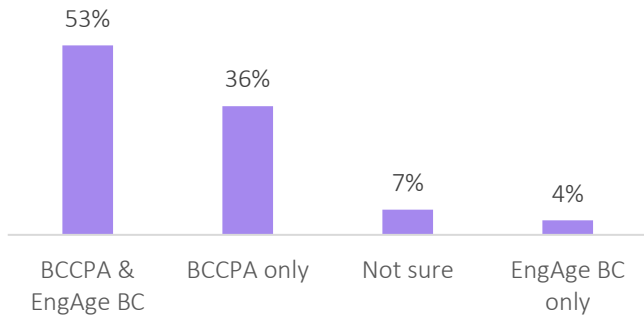


Figure 7. Services offered (care and service providers, n=97)

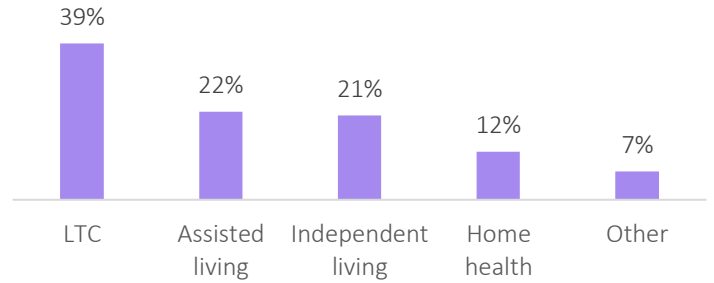


Figure 8. Respondents' role (care and service providers, n=97)

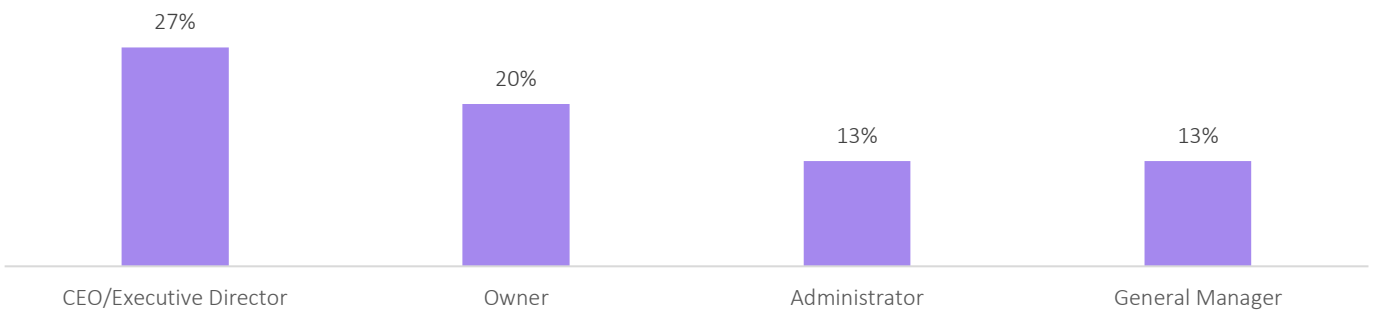


Figure 9. Health region (care and service providers, n=97)

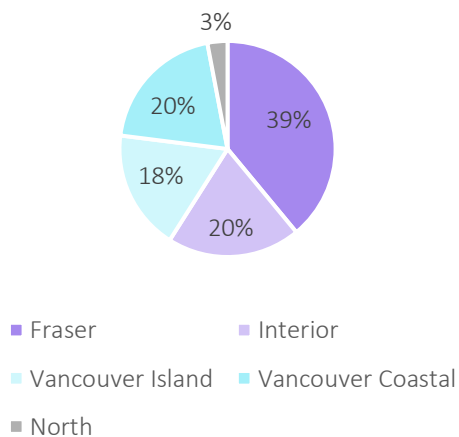
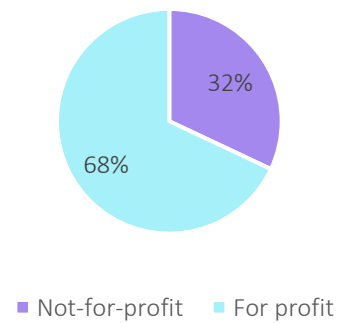


Figure 10. Not-for-profit status (care and service providers, n=102)



Overall value and satisfaction

The majority of care and service provider members reported BCCPA and EngAge BC have a clear vision and strategy and are doing a good job serving and representing its members. As well, the majority of care and service provider members reported that BCCPA is the recognized voice for seniors' care and living in BC and that BCCPA influences the provincial government on decisions that affect the sector. While the majority of care and service provider members reported EngAge BC is the recognized voice for seniors' care and living in BC and that EngAge BC influences the provincial government on decisions that affect the sector, as Figures 11 and 12 illustrate, it is a smaller percentage of members who reported this, as compared with BCCPA. Nearly three quarters (73%) of care and service provider members reported that BCCPA does a good job advocating in their region and only half (51%) reported this for EngAge BC. Finally, nearly two thirds (66%) of care and service provider members reported BCCPA being their go-to for support when it comes to issues facing the sector and just over one third (39%) reported the same for EngAge BC.

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

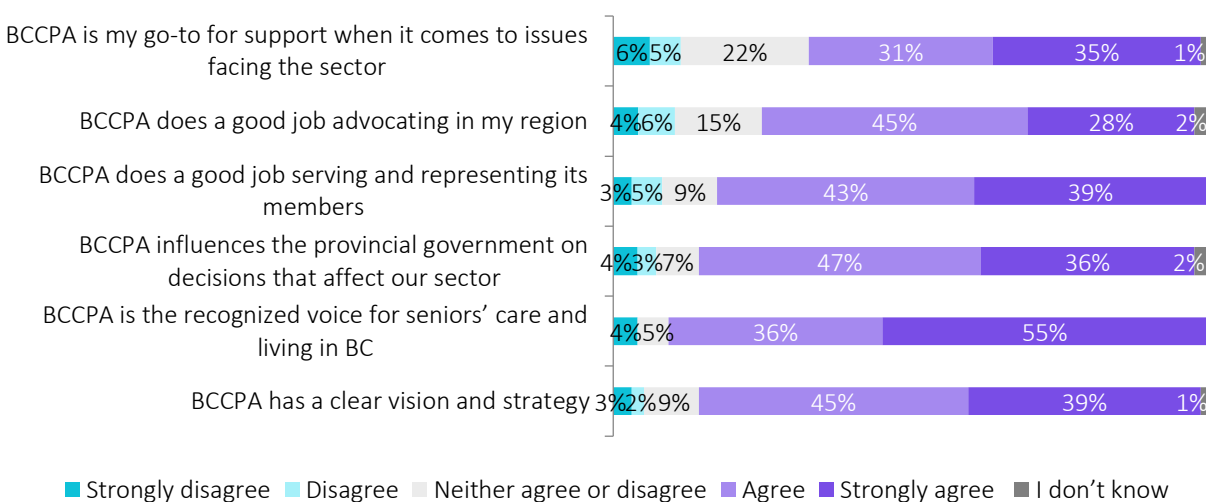
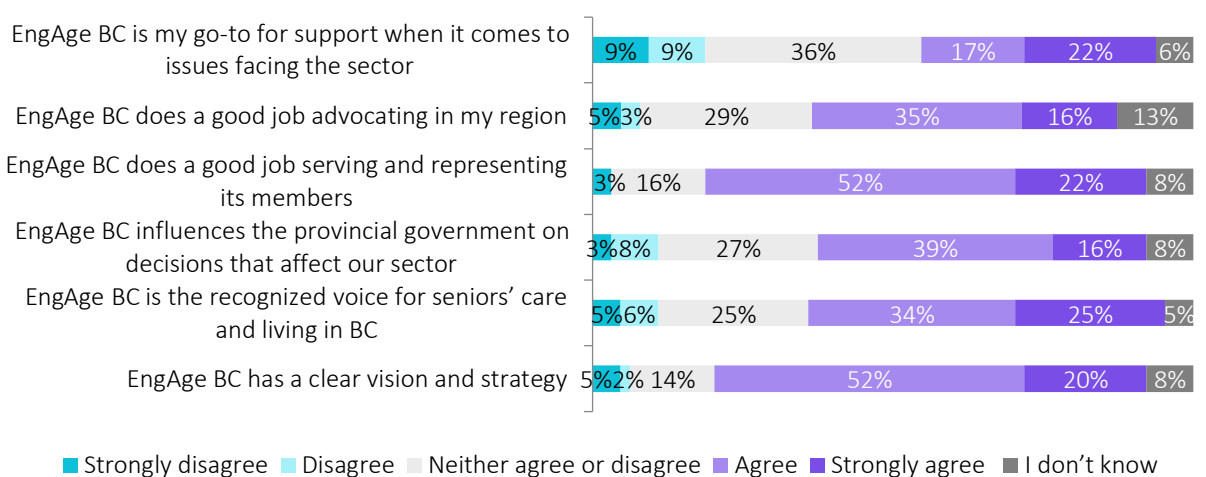
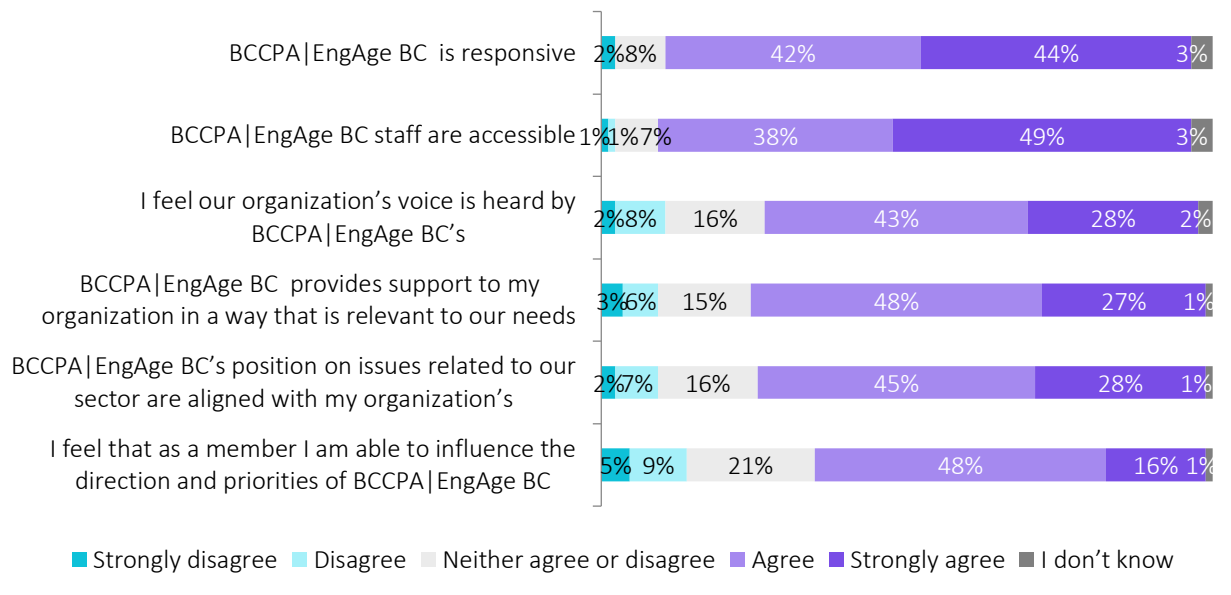


Figure 12. Value of EngAge BC (care and service provider members, n=64)



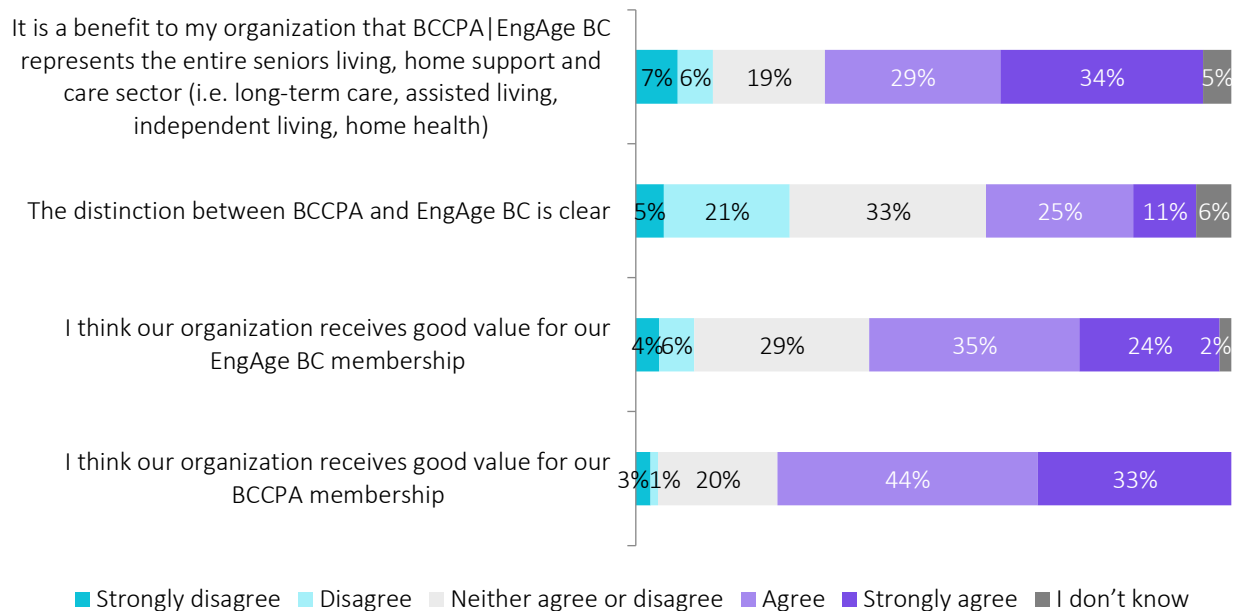
Care and service provider members reported high satisfaction with accessibility and responsiveness of staff. The majority felt that the associations provide support to their organization in a way that is relevant to their needs, that their organization’s voice is heard by the associations, and that the associations’ position on issues related to the sector is aligned with their organization’s. Just under two thirds of care and service provider members felt they were able to influence the direction and priorities of BCCPA|EngAge BC. See Figure 13.

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



As shown in Figure 14, just over three quarters (76%) of care and service provider members felt their organization receives good value for their BCCPA and over half (59%) felt their organization receives good value for their EngAge BC membership. Only one third of care and service provider members felt the distinction between BCCPA and EngAge BC is clear, and just under two thirds (64%) 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).

Figure 14. Benefits and value (care and service provider members, n=85)



The most important action BCCPA could take to improve care and service provider members’ level of satisfaction is to represent all care and service provider members equally. There is a perception that larger long-term care members are the priority. Comments include the desire for more support for home health providers, for independent living providers, for assisted living providers, for small members, for non-profit members, and for private members.

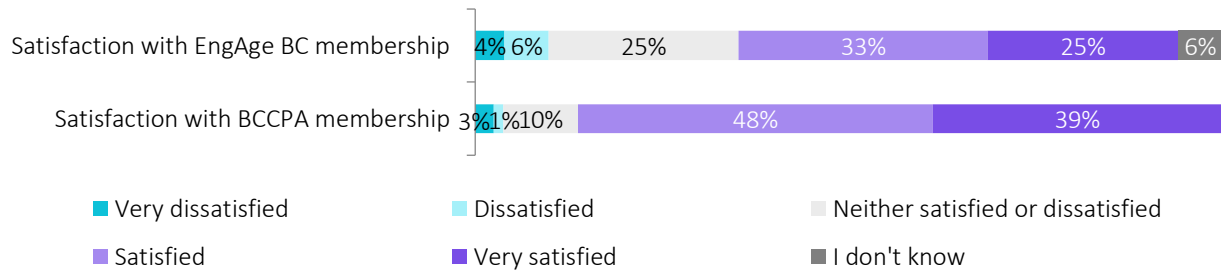
Care and service provider members would also like to see BCCPA continue to collaborate and be a strong voice in the sector by advocating for client and resident centred care/quality of life, funding, and health human resources, and have more clarity on actions being taken on day-to-day issues for all members and non-members. As well, care and service provider members would like BCCPA to maintain the momentum gained on recent issues that have been brought to light and leverage federal opportunities.

The most important actions EngAge BC could take to improve care and service provider members’ level of satisfaction with the organization are to have a stronger presence and better understanding of members’ issues. Members would like to see an increased understanding of differences across the province and are interested in client-centred best practice guidelines developed in collaboration with health authorities. Members want to see EngAge BC provide supports for all membership types – not just the perceived focus on larger site-based providers, and would like to see more clarity on and focus for advocacy. A couple of members commented that being an EngAge BC member should be a choice and one highlighted the value of merging with BCSLA.

Allow me to choose my membership structure - I don't want BCCPA to "represent" my independent living sites. Starting the Assurity program for independent living basically is saying the 10 years of having the seal of approval with BCSLA isn't worthy.
 – Care and service provider member

As shown in Figure 15, there is a slightly higher satisfaction with BCCPA memberships than EngAge BC memberships among care and service provider members.

Figure 15. Overall satisfaction with BCCPA and EngAge BC membership (care and service provider members)

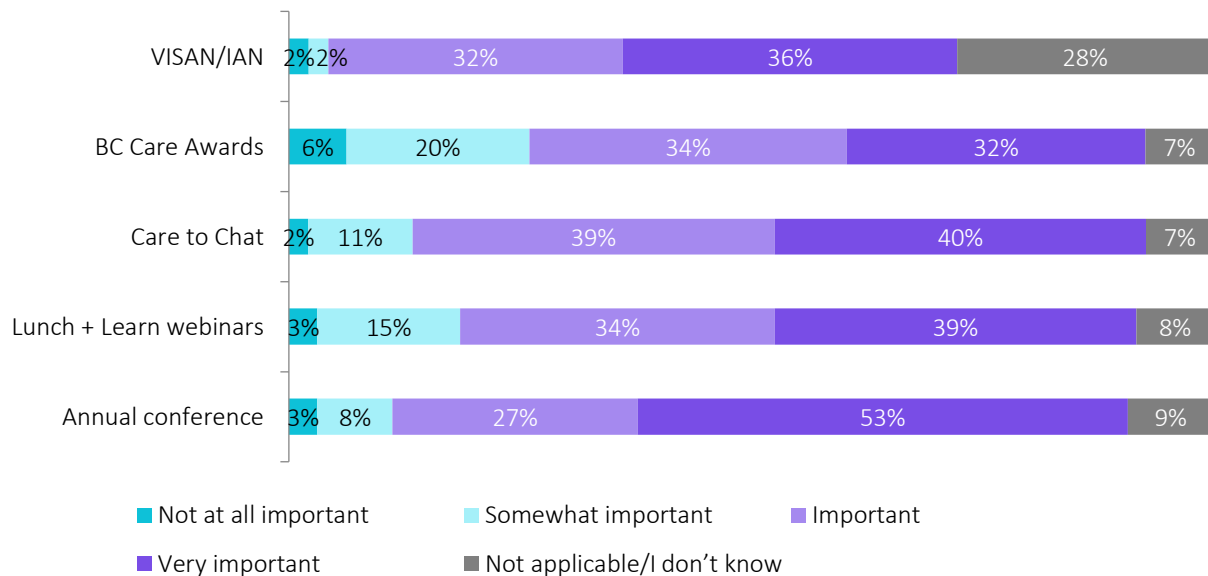


When asked about the likelihood to recommend the association to a colleague, on a scale of one to ten, care and service providers provided an average score of 8 for BCCPA and 7 for EngAge BC.

Events

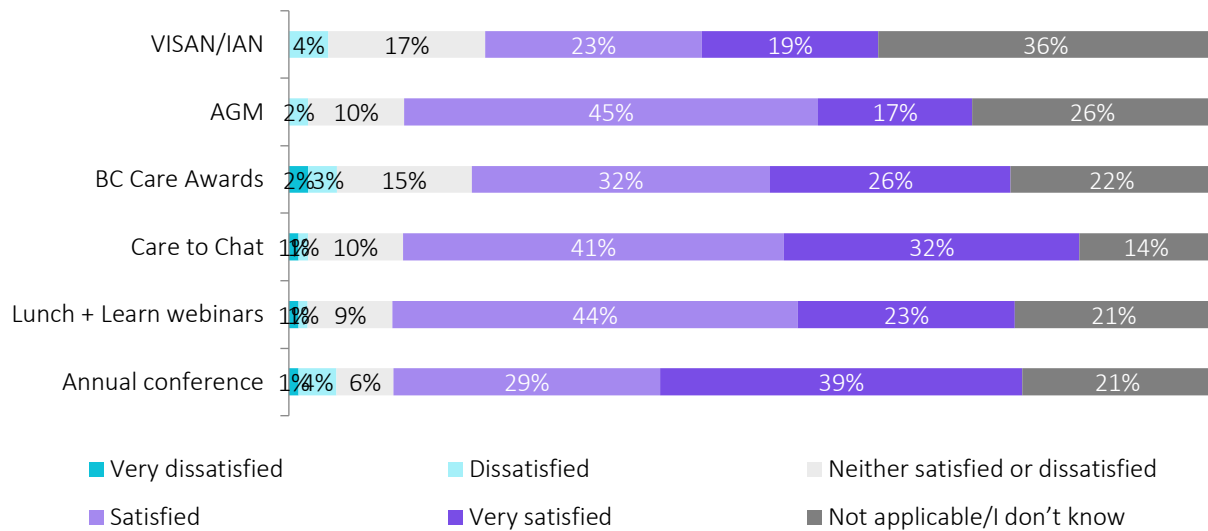
The majority of care and service provider members highly rated the importance of BCCPA|EngAge BC events, most notably the annual conference and Care to Chat (see Figure 16).

Figure 16. Importance of events (care and service provider members, n=98)



As well, the majority of care and service provider members were satisfied with key BCCPA|EngAge BC events, most notably Care to Chat, the annual conference, and the Lunch + Learn webinars, which are a relatively new offering from BCCPA|EngAge BC (see Figure 17).

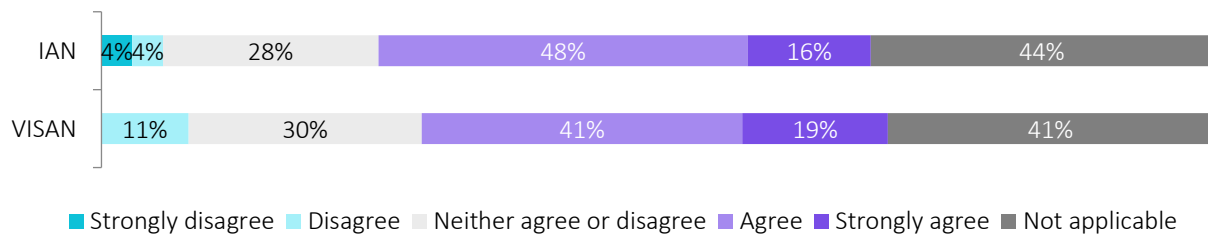
Figure 17. Satisfaction with events (care and service provider members, n=97)



**Please note that only care and service providers on the island and in the interior were asked to rate their satisfaction with VISAN/IAN (n=46).*

Care and service provider members who responded that they attended VISAN or IAN meetings most commonly reported the meetings were a good use of time (see Figure 18). It appears that members are slightly more satisfied with the IAN meetings over the VISAN meetings. It is worth noting is that there were more IAN meetings leading up to the survey, in response to floods and fires in the interior, which may have impacted the findings.

Figure 18. IAN/VISAN is a good use of time (care and service provider members, n=46)



Care and service provider members suggest the following ways that the administrator network meetings may be improved:

- More frequent meetings, held at regular intervals, and ongoing communication within the group, including prior to and after meetings (i.e., providing action plans). One respondent noted that FAN does this very well.
- Working groups to be developed within the network to allow for more comprehensive conversations to resolve specific local issues within the health authority.
- Having a topic relevant guest come for a portion of the meeting.
- More representation from and topics of relevance for home health, assisted living, and independent living.
- Varied meeting locations (when in person) to minimize travel.

One member questioned the associations' role indicating that perhaps BCCPA|EngAge BC "should not be leading regional administrator networks". It is BCCPA|EngAge BC's intention that care and service providers eventually lead these meetings once the capacity exists for these meetings to be self-led.

Programs and initiatives

Care and service provider members reported programs being important, most notably the HCA training program and EquipCare BC (see Figure 19). With the exception of EquipCare BC and the HCA training program, members report low to moderate satisfaction with BCCPA|EngAge BC programs (see Figure 20). It is possible the lower satisfaction and the disparity between importance and satisfaction ratings may be attributed to the impact of COVID as BCCPA|EngAge BC has been limited in program offerings. As well, there are regional differences in program offerings and some programs are sector specific. For example, the HCA program is only offered outside of the lower mainland, HaIL was only offered in the interior and on the island at the time of this survey, and long-term care providers are not eligible for Assurity.

Figure 19. Importance of programs (care and service provider members, n=95)

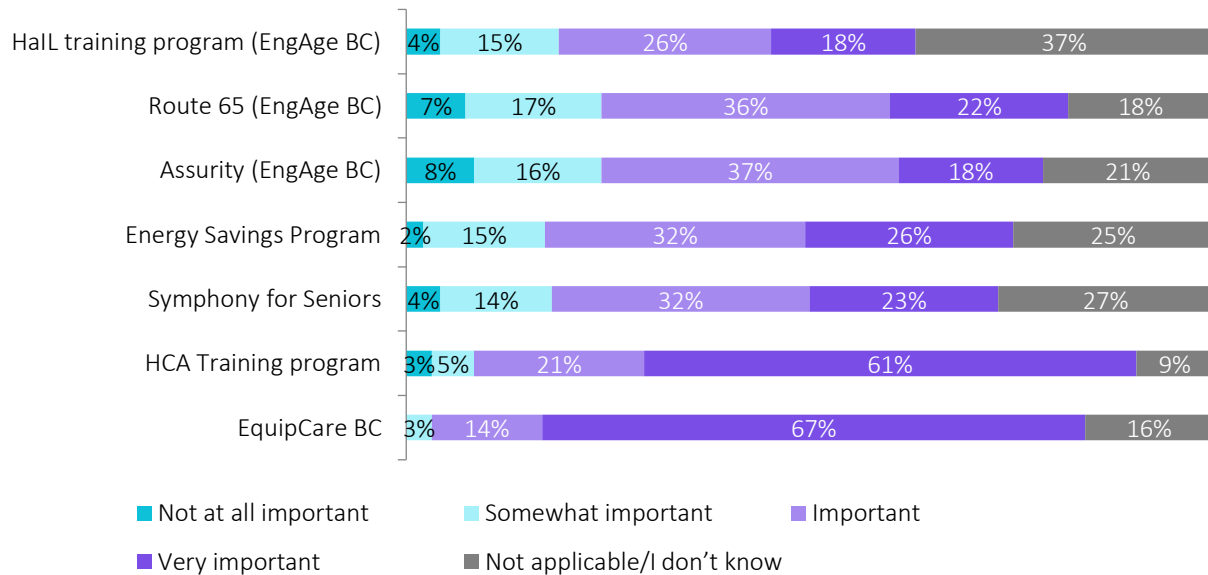
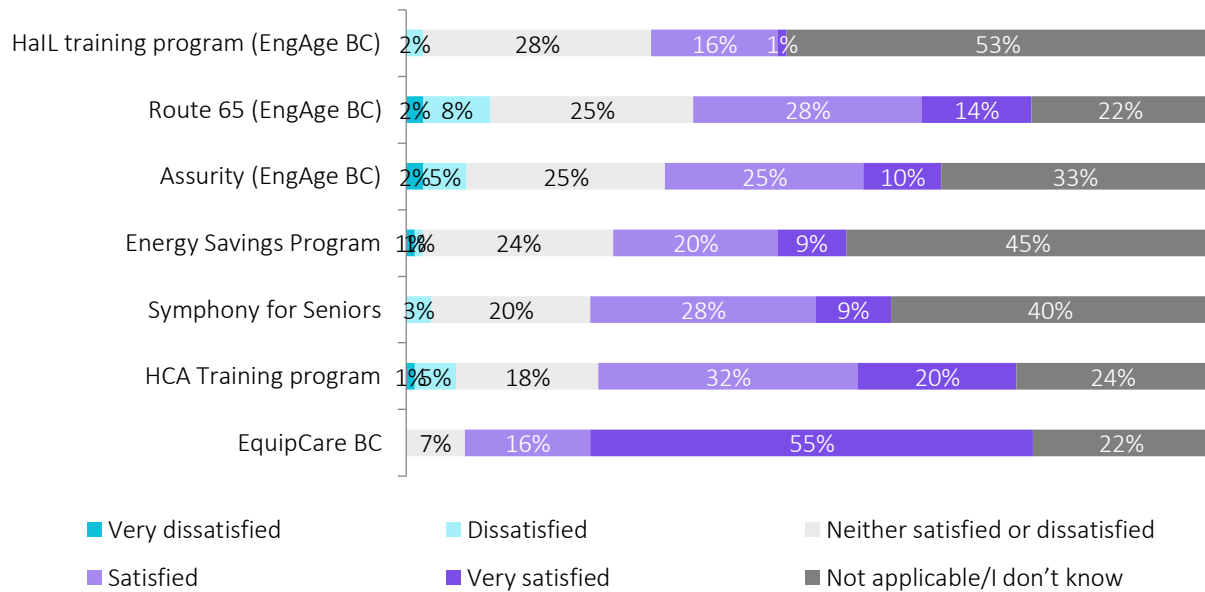


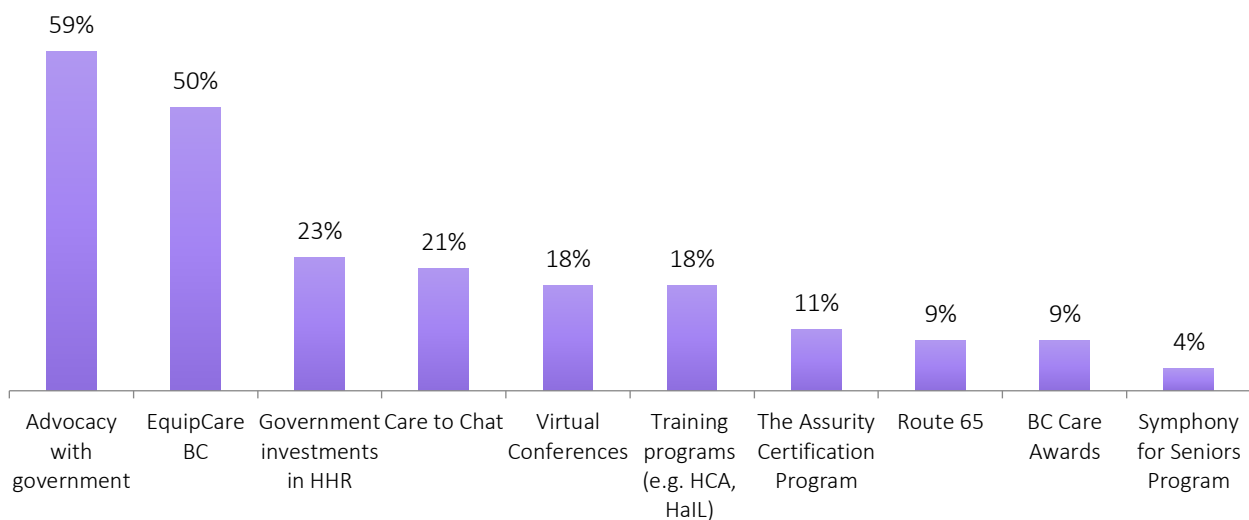
Figure 20. Satisfaction with programs (care and service provider members, n=96)



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: developing a matrix of performance indicators (as Ontario does), providing best practices, staffing complement, workload, and policies to support members in their development of organizational policies and procedures, considering offering LPN and RN training, and supporting new leaders through mentorship programs.

When asked what the most meaningful initiatives have been, care and service provider members most commonly report advocacy with government and EquipCare BC (Figure 21).

Figure 21. Most meaningful initiatives (care and service provider members, n=103)



Route 65

Of the 95 care and service providers who responded to questions around Route 65, almost two-thirds (61%) indicated they have a listing, nearly one quarter do not have a listing (23%), and the remaining 16% did not know if they had a listing. Of the 57 members who have a listing, over three quarters found it valuable (61%, somewhat valuable, 18%, very valuable). Just 16% found it not at all valuable. The majority of these same respondents felt their time spent was somewhat beneficial (47%) and definitely beneficial (18%), while 18% felt their time spent creating a Route 65 listing was not beneficial.

Care and service provider members who do not list their organization on the Route 65 website most commonly do not feel it is relevant (i.e., they have sufficient referral sources, feel their communities know about them already) or that Route 65 is perceived to be in direct competition with internal marketing, as demonstrated by the following quotes:

I would rather use Google to drive people to only our sites, not be competing with others.
– Care and service provider member

We feel that this site is in direct competition for online presence with our own websites. By purchasing key ad words to promote Route 65, this site is causing the members to have to compete for the same key words.
– Care and service provider member

We have centralized placement services through the health authority and our own marketing plan.
– Care and service provider member

A few care and service provider members stated they were unaware they could list their organizations and a few also said they had overlooked listing their organizations and/or that they were mid-way through the process.

Care and service provider members feel that Route 65 could be improved by:

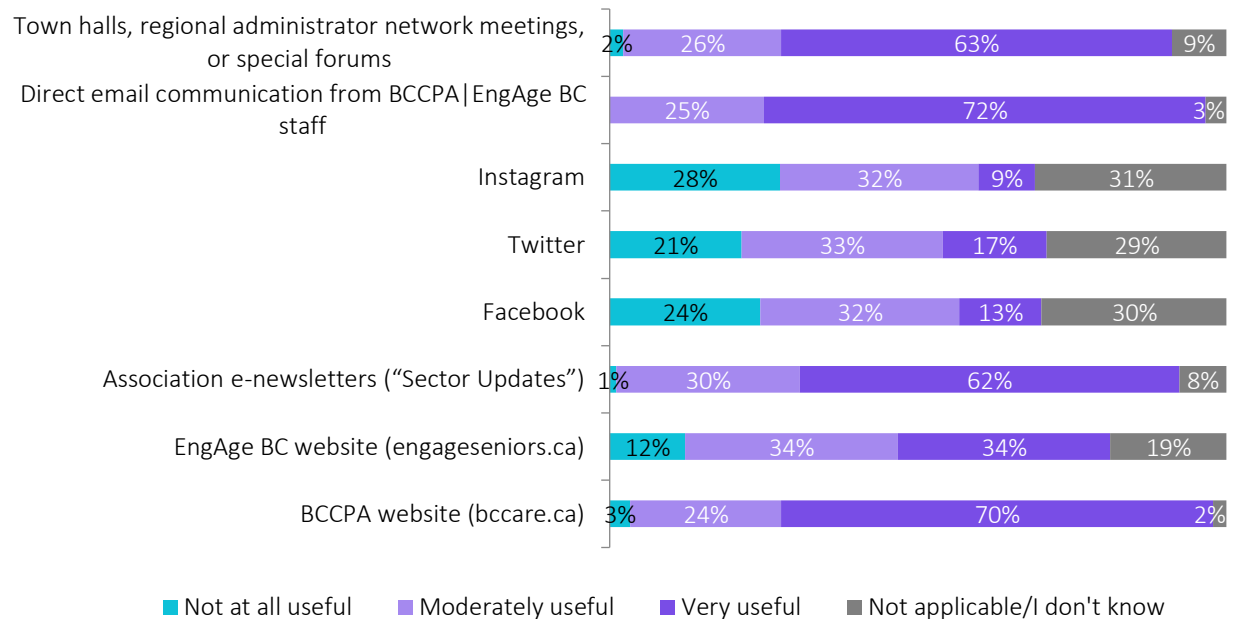
- Enhancing marketing and awareness to the public and to families, including leveraging other sites where families and residents search for housing and services
- Becoming more relevant as the one stop for older persons
- Improving traffic to the website
- Enabling more online promotion, including cross promotion through effective web links

There is a perception from a few members that Route 65 is “mostly for the mainland, expensive to highlight your organization, and that it’s just another listing”. It is worth noting that these members may be unaware that EngAge BC has adapted the Route 65 model – features which were once only available through a paid “enhanced listing” are now available to members free of charge. Featured listings continue to be available on a paid basis. Several members commented that they have yet to receive any referrals from the Route 65 website. One member reported having no idea about Route 65 and another felt that association’s role “should not be about promoting our individual members but about supporting our members as operators through advocacy efforts and information sharing, and that the resources being dedicated to Route 65 would be better served on other programs”. One specific suggestion was brought forward that instead of listing the links alphabetically, buttons could be used so that all the links are on one page rather than having links on the second page.

Communication

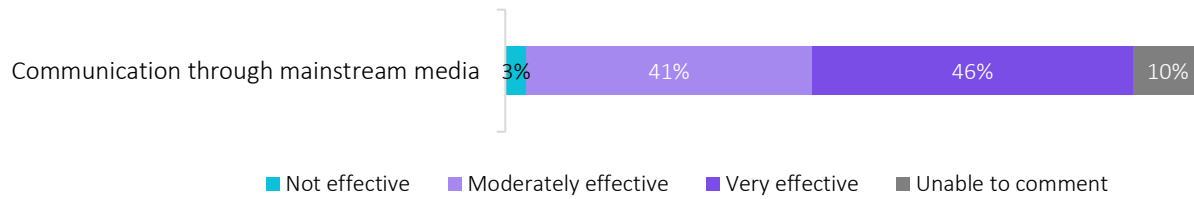
Nearly all care and service provider members found effective BCCPA|EngAge BC’s direct email communication from BCCPA|EngAge BC staff, BCCPA’s website, association e-newsletters, and townhalls, regional administrator network meetings, or special forums (see Figure 22). EngAge BC’s website was rated as less effective than the BCCPA website and the social media channels received the lowest ratings, with less than half of care and service provider members finding them useful.

Figure 22. Usefulness of communication channels (care and service provider members, n=90)



The vast majority of care and service provider members felt the associations have been effective at communicating through mainstream media (46% report very effective and 41% report moderately effective). Just 3% of care and service provider members felt the associations have not been effective (10% were unable to comment). See Figure 23.

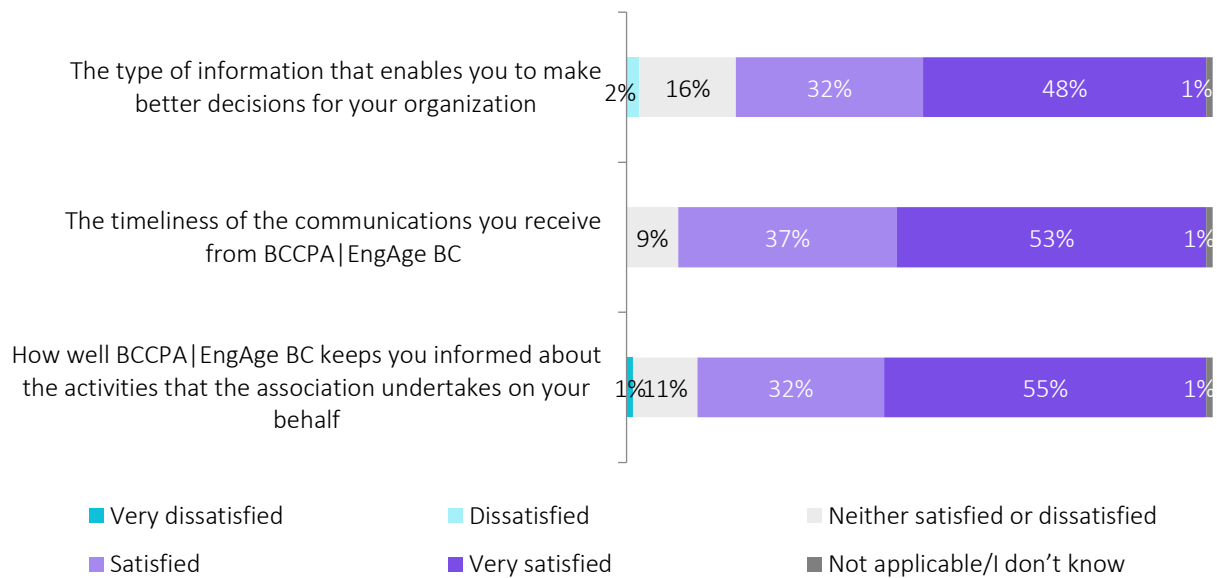
Figure 23. Effectiveness of communicating through mainstream media (care and service provider members, n=90)



Eighty-seven percent of care and service provider respondents felt the association sends the right amount of information, while 10% felt there is not enough communication and 3% feel there is too much.

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 (see Figure 24).

Figure 24. Satisfaction with aspects of communication (care and service provider members, n=91)



The majority of comments regarding communication were positive (i.e., appreciation for the associations keeping members up to date with timely, concise, transparent and trusted information).

I appreciate getting updates from BCCPA/EngAge BC and then also being able to ask questions or get clarification on issues.
 – Care and service provider member

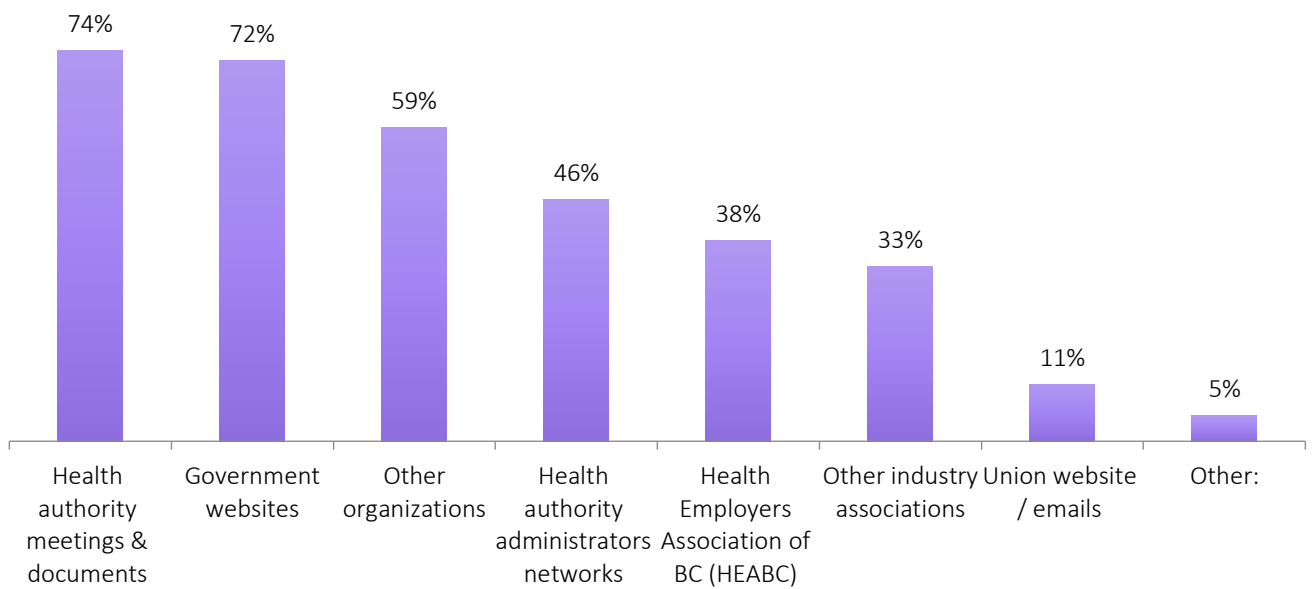
Criticism regarding communication is focused on relevance of communication that could be targeted toward specific members, timeliness of information, perceptions of over-communicating, the presence of ads detracting from content, and duplication of communication available from other sources.

There is sometimes not enough correspondence or detail on critical items while the association is sending out communication on things that are not important.
 – 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, government, and other organizations such as SafeCare BC, Alzheimer Society of B.C., and the Family Caregivers of BC, as examples (see Figure 25).

When asked for additional sources of sector information, members look to national organizations for benchmarks.

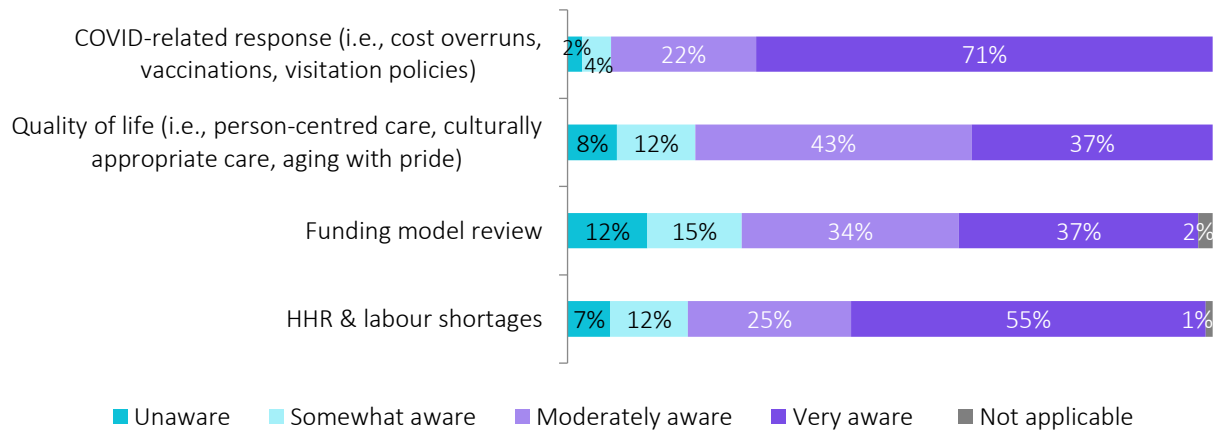
Figure 25. Other sources of sector information (care and service provider members, n=91)



Advocacy / Policy work

Care and service provider members rated a high awareness with BCCPA|EngAge BC’s advocacy of COVID-related response and moderate to high awareness with HHR and labour shortages, quality of life, and funding model review (Figure 26).

Figure 26. Awareness of advocacy role (care and service provider members, n=91)



Care and service provider members ranked the following priorities for advocacy:

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

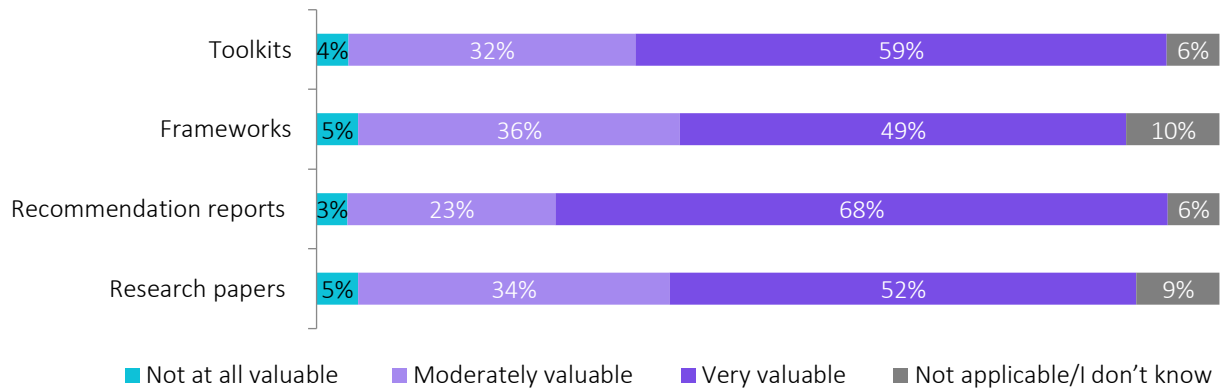
Care and service provider members would like to see BCCPA|EngAge BC have a stronger influence on government regarding the funding model. They would also like to see the association advocate in collaboration with other organizations to have an even stronger voice, be more influential in the development of policies (more so than reacting once policies are implemented), and have a greater media presence.

I think it is very important the BCCPA/EngAge BC is our voice and creates strong relationships with government and government influencers.
 – Care and service provider member

I feel that BCCPA comments on policies that have already been announced but I don't know that they are involved prior to the decisions being made - I feel that BCCPA had more of a visual presence in the media in an advocacy role a couple of years ago.
 – Care and service provider member

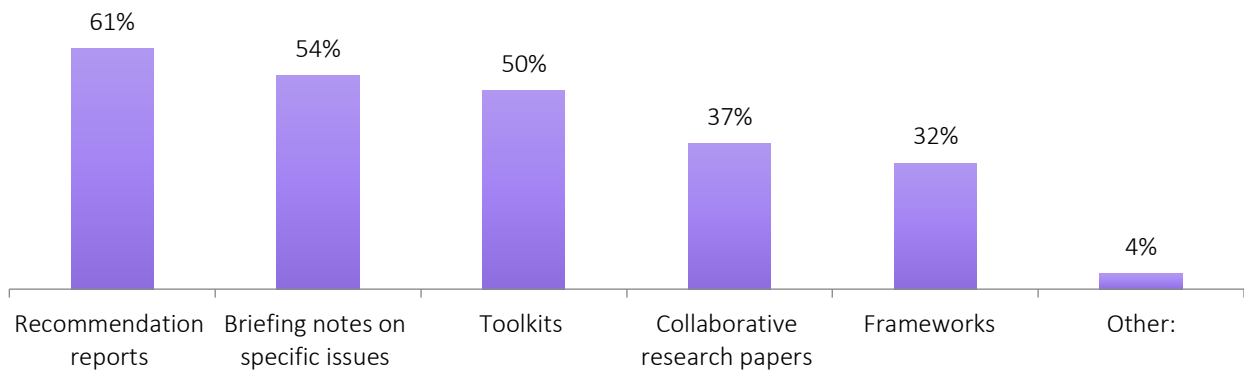
Care and service provider members reported moderate to high value of policy resources for the sector, most notably recommendation reports (see Figure 27).

Figure 27. Value of policy products to the sector (care and service provider members, n=87)



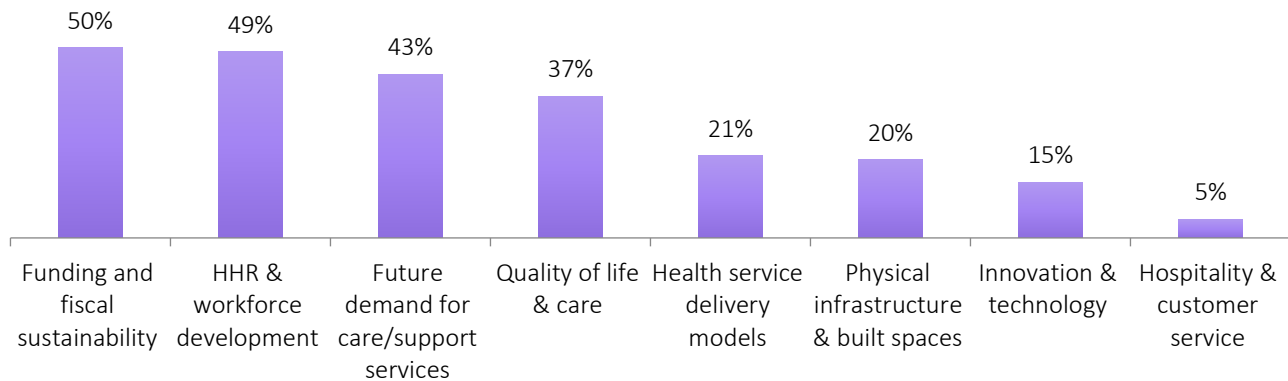
The majority of care and service provider members felt it was important for the association to publish papers on policy issues (65% very important, 20% important). The minority, 11%, felt it was somewhat important. When asked what policy resources members would like to see more of, care and service providers most selected recommendation reports, briefing notes on specific issues, and toolkits (see Figure 28). In addition to the policy resources above other suggestions from care and service provider members include more pan Canadian and international resources as well a policy templates.

Figure 28. Policy resources members would like to see more of (care and service provider members, n=91)



Care and service provider members prioritized funding and sustainability, HHR, and future demand for care/support services as policy topics in the near future (see Figure 29).

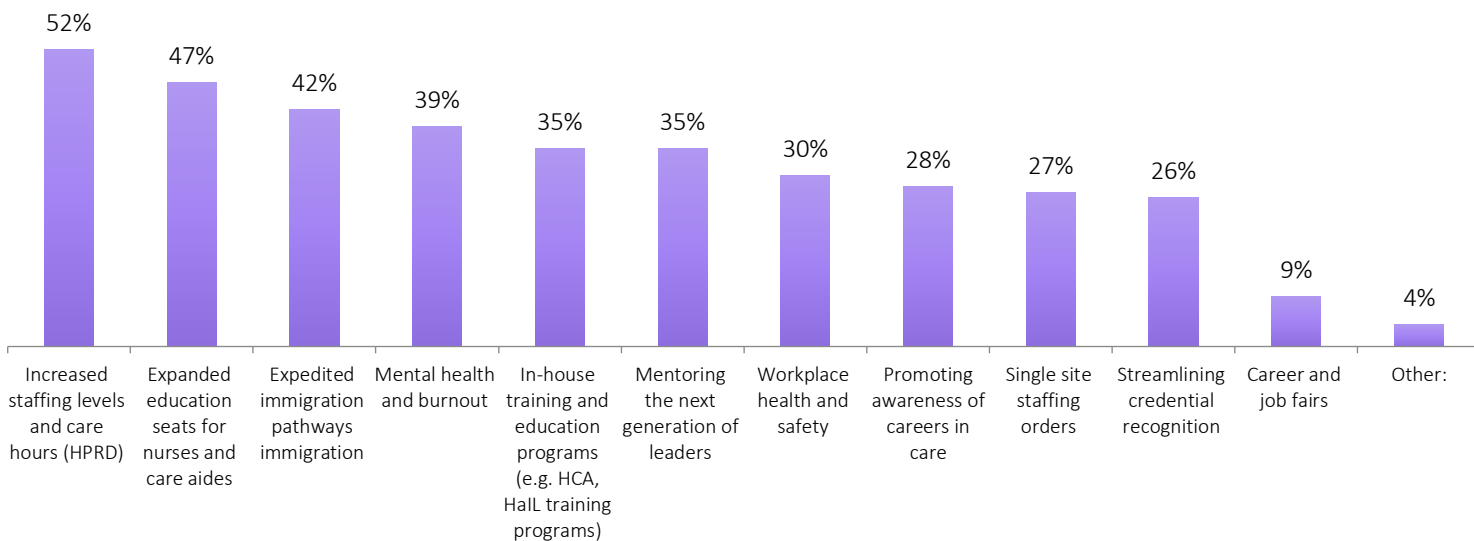
Figure 29. Policy topics for priority in the near future (care and service provider members, n=91)



In addition to the policy/research topics above, other suggestions from care and service provider members include building provider-family-community relations and supports for small operator development.

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 addressing mental health and burnout (see Figure 30).

Figure 30. Priorities within health human resources (care and service provider members n=86)



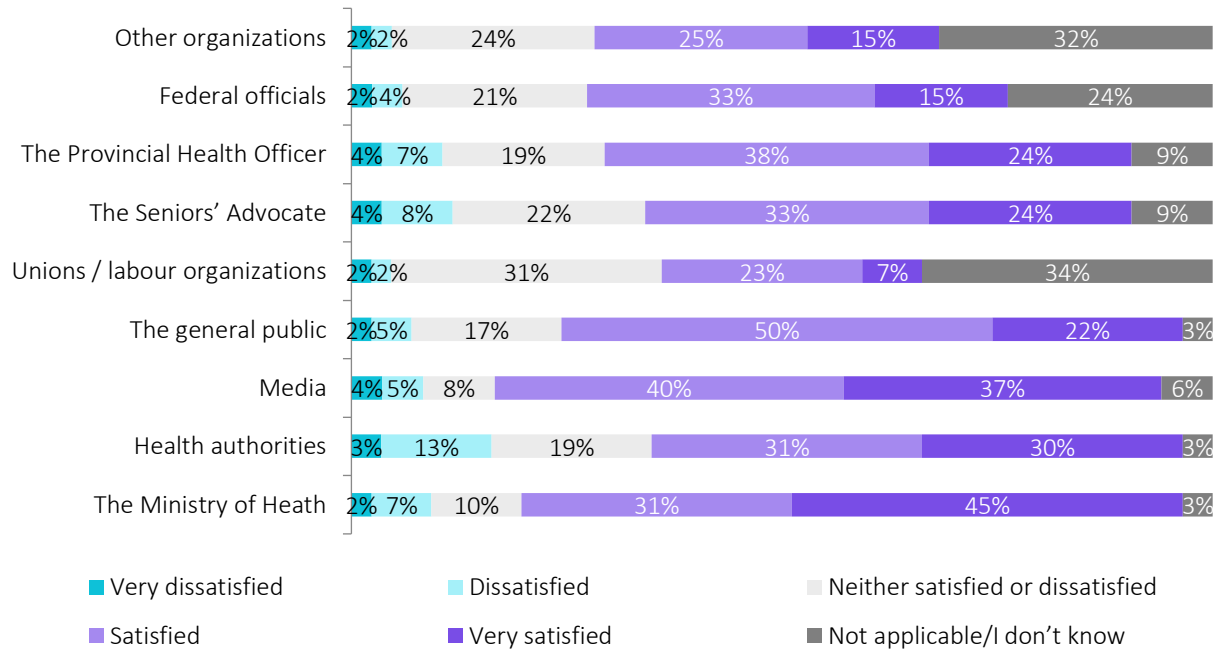
Other areas that care and service provider members would like to see prioritized over the next year include advocating and education for multi-task workers, advocating for increased wages (continuity with wage-leveling), and client-directed care funding.

When asked about the value of creating a careers hub, 57% felt it would be very valuable, 33% somewhat valuable, and 5% not at all valuable. It is worth noting that career and job fairs were a low priority (Figure

30), and while of similar nature, these are likely seen by members as single events (in-person), rather than an online service.

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 media and the general public. This was followed closely by the health authorities and the Provincial Health Officer. Care and service provider members rated satisfaction with representation to unions the lowest (Figure 31).

Figure 31. Level of satisfaction in representation (care and service provider members n=86)



Post Pandemic priorities

Care and service provider members ranked the following post-pandemic 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. Increasing number of residents/clients with behavioural issues
5. Public perception and negative media coverage of senior care and living
6. Aging infrastructure and lack of capital funding/support
7. Resident/client rights

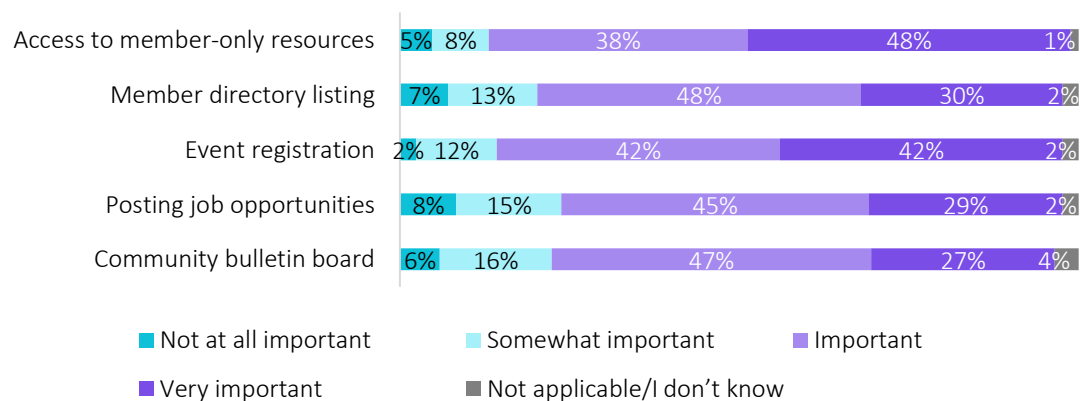
Additional post-pandemic priorities from care and service provider members include: advocacy for the needs of not-for-profits; age friendly and human rights of older persons; determining the support and services for independent living; and, being more open and supportive of small/unique operations.

M365

Of the 85 care and service provider members who responded to questions about M365, just over half (52%) indicated they or a colleague use the portal, 26% report not using the portal, and 22% were unsure. Of those who use the portal, 50% indicated occasionally, 25% often, and 25% rarely. Three quarters indicate the portal is easy to use (25% very, 52% somewhat) and 23% feel the portal is not user-friendly.

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 importance of specific features in Figure 32, whether or not they currently use M365. While all features were deemed important, the most important features are access to member-only resources and event registration.

Figure 32. Importance of features in a member portal (care and service provider members, n=85)



Seniors Living Expo

When care and service provider members were asked if they were aware of the Seniors Living Expo planned for November 2022, exactly half were aware. Of those 43 care and service provider members that were aware of the event, 41% plan to be a sponsor or exhibitor, 30% indicated maybe, 21% indicated no, and 7% stated unknown.

Commercial Members

About the respondents

Twenty-eight (28) commercial members responded to the survey; 14 indicated they were BCCPA only members, two EngAge BC only members, eight both, and four were unsure of their membership status. The majority of members represented the Interior region (18), followed by Fraser, Vancouver Coastal, Vancouver Island (16 each), and North (14), noting respondents may represent multiple regions.

Overall value and satisfaction

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, is advocating in the region, and is being the go-to when it comes to issues facing the sector (Figure 33). With the exception of influencing the provincial government and advocating in the region, which received lower agreement scores, the majority of commercial members reported moderate satisfaction with EngAge BC for the same elements (Figure 34).

Figure 33. Value of BCCPA (commercial members, n=24)

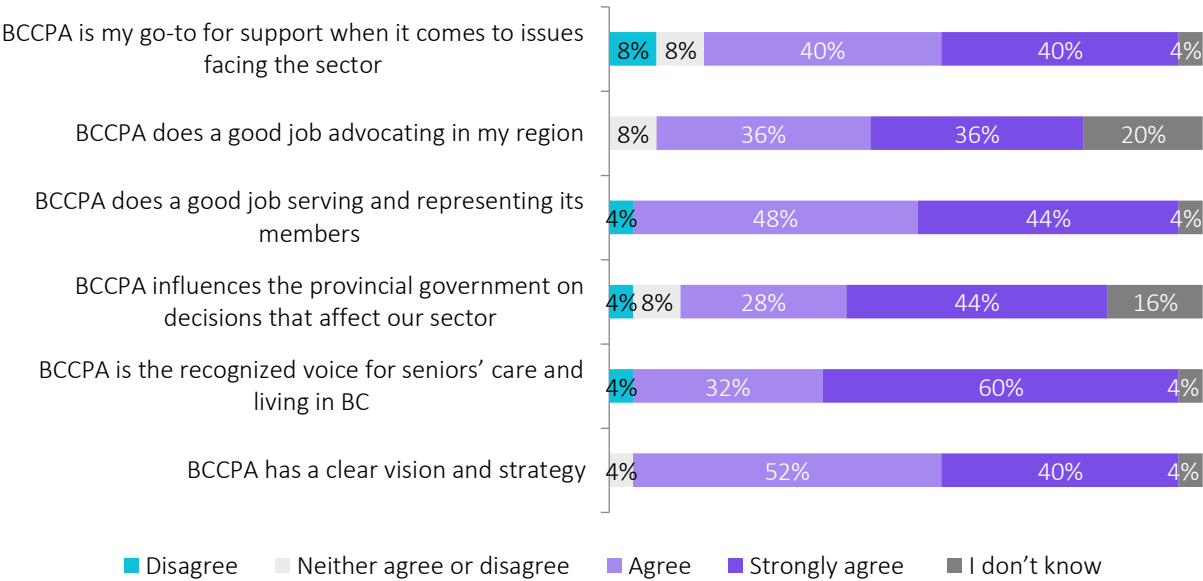
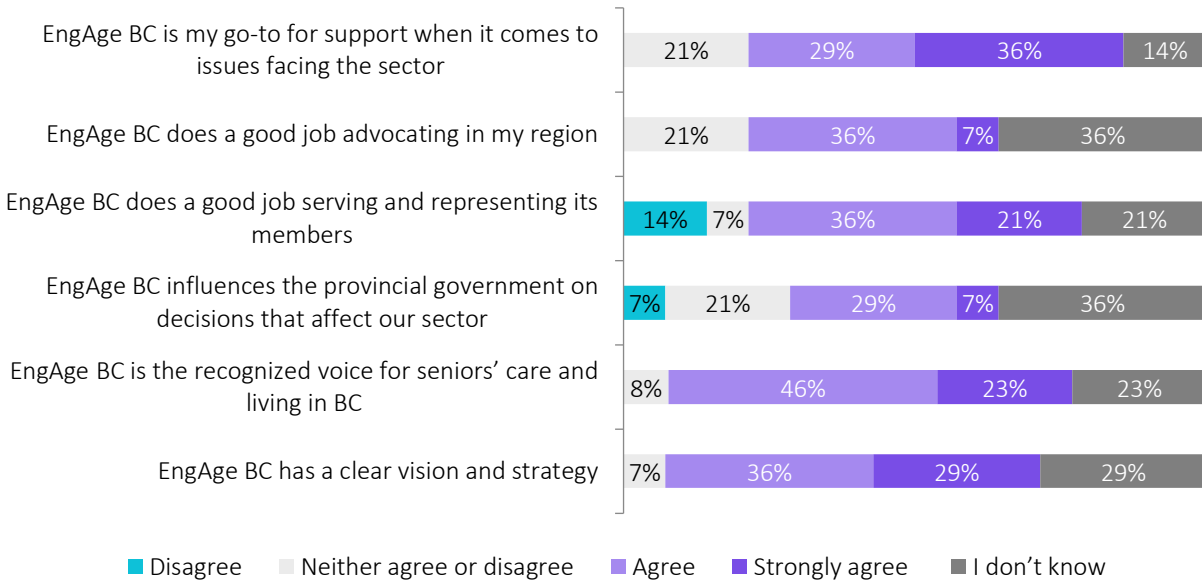
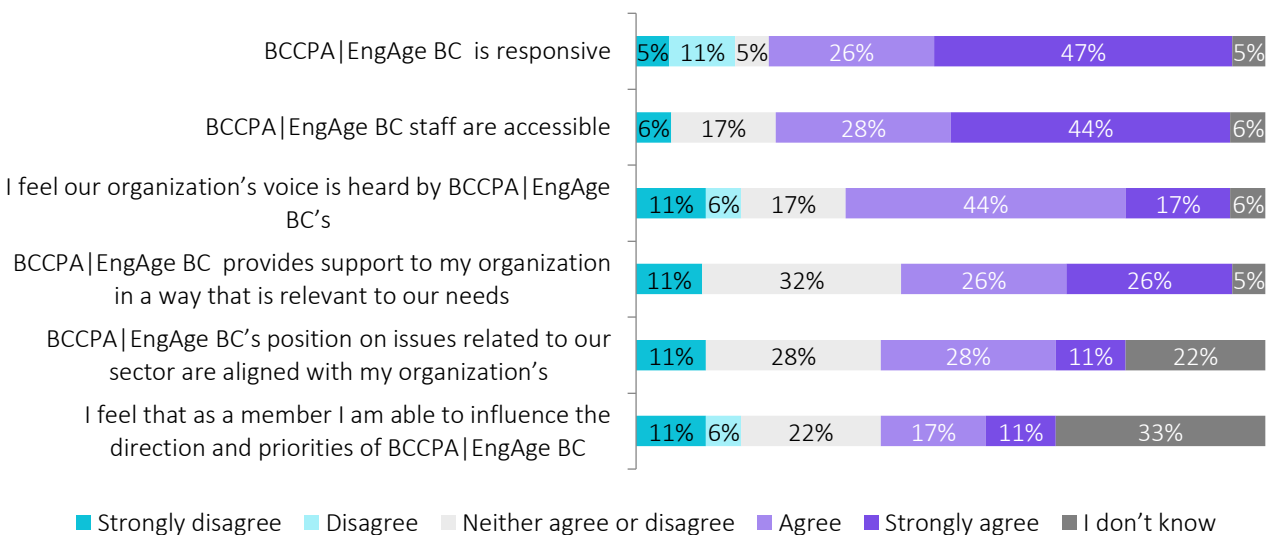


Figure 34. Value of EngAge BC (commercial members, n=24)



The majority of commercial members reported high satisfaction with accessibility and responsiveness of staff. The associations score moderately with respect to providing support to commercial members in a way that was relevant to their needs and that their company's voice was heard by the associations. Commercial members scored the associations lower 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 35.)

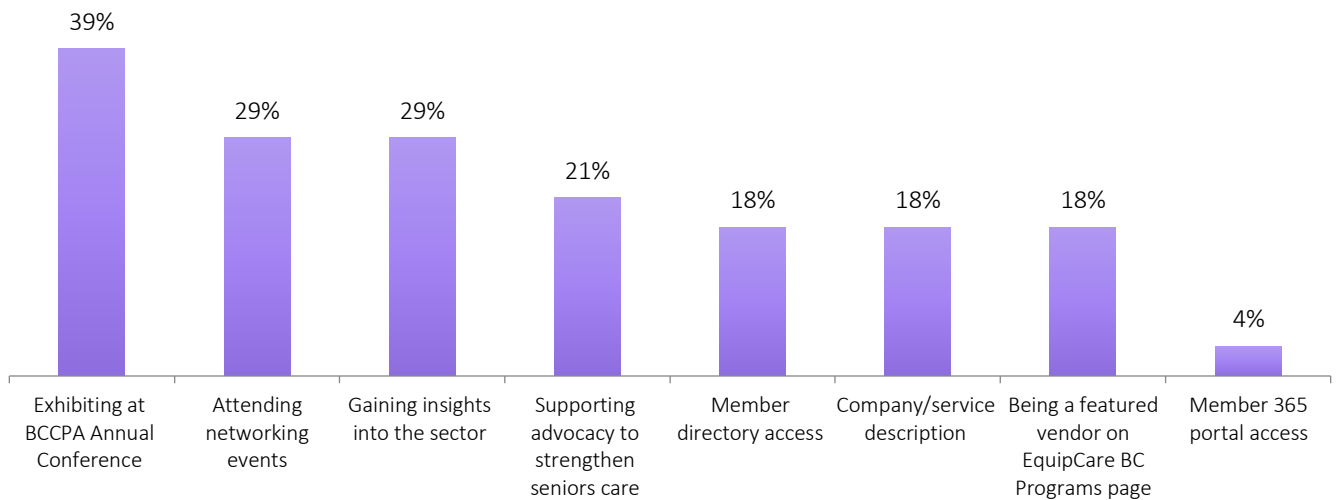
Figure 35. BCCPA|EngAge BC Outcomes (commercial members, n=19)



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. Supporting advocacy, promotional

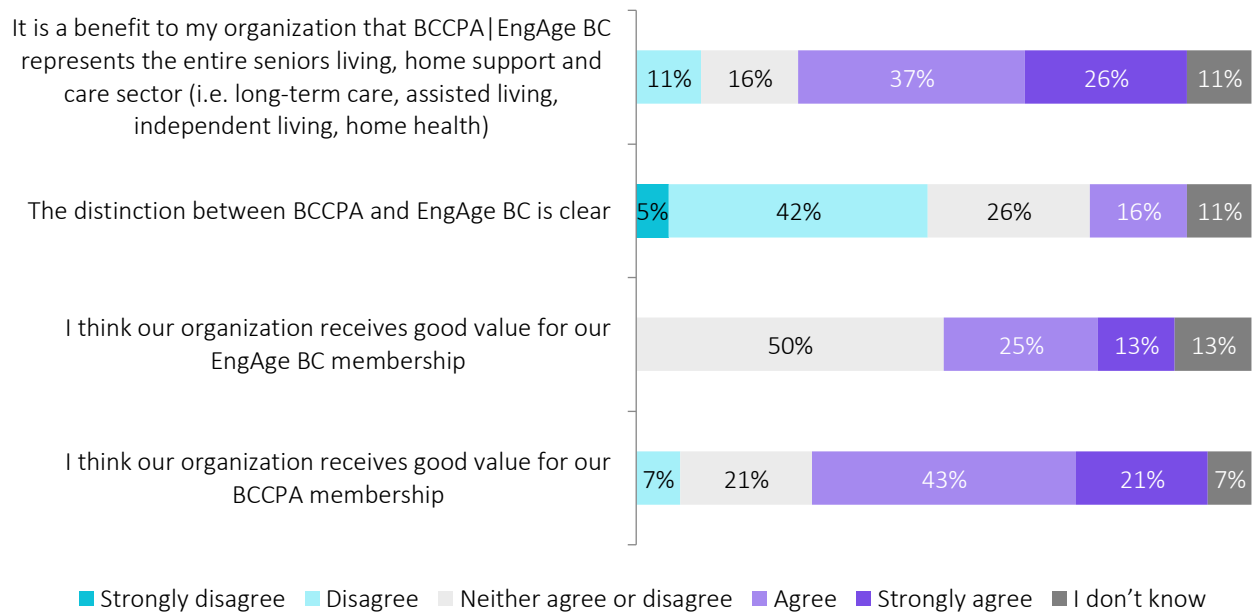
opportunities, and Member 365 portal access received lower rating as significant membership benefits (Figure 36).

Figure 36. Benefits of membership (commercial members, n=18)



Nearly two thirds of commercial members felt their organization receives good value for their BCCPA membership (64%) and that it was a benefit to their organization that BCCPA|EngAge BC represents the entire seniors living, home support and care sector (63%). A minority felt the distinction between BCCPA and EngAge BC is clear (16%), and that they received good value for their EngAge BC membership (38%) (Figure 37).

Figure 37. Benefits and value (commercial members, n=19)



The most important actions BCCPA could take to improve commercial members’ level of satisfaction with the organization include: becoming one voice for all seniors living in the province; offering cost effective marketing options; providing more outreach; and, exploring new technology to support how members connect seniors to their loved ones.

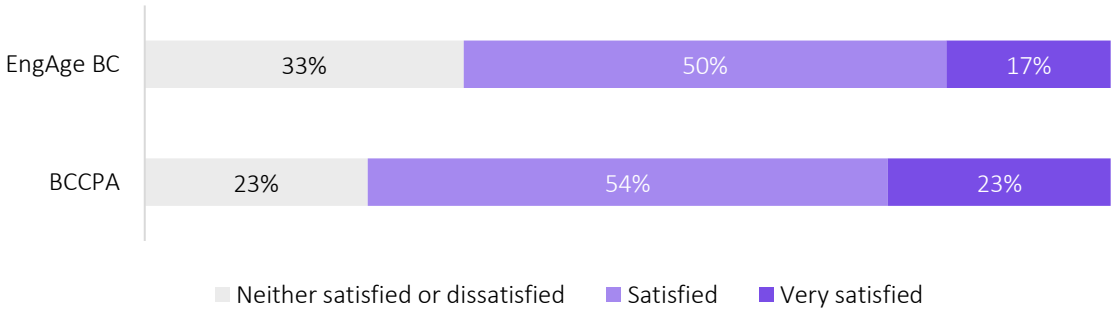
One commercial member would like to see EngAge BC join BCSLA and have one consolidated voice for seniors living in BC; another emphasized the importance of working together to achieve common goals, particularly better quality of life for seniors; and, another suggested the association disseminate a list of all members, along with their programs and services that they offer and any discounts to the entire membership.

I feel we should be connecting more on a federal level as we have a new ministry dedicated to senior care. I feel we have untapped grants to help improve the quality of lives that are not being fulfilled - both for non-profits and for profits.
 – Commercial member

Virtual component to in-person conference so that exhibitors can chat with all delegates during the conference (even if they don't visit exhibit).
 – Commercial member

The majority of commercial members were satisfied with their BCCPA and EngAge BC memberships. Overall, there is a higher rating of satisfaction with commercial members’ BCCPA membership.

Figure 38. Overall satisfaction with membership (commercial members, n=18)

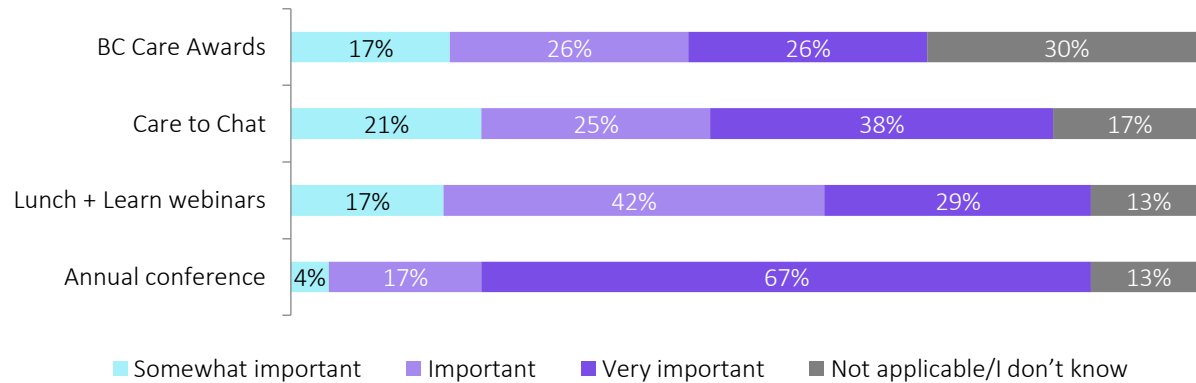


When asked about the likelihood to recommend the association to a colleague, on a scale of one to ten, commercial members provided an average score of 8 for BCCPA and 7 for EngAge BC.

Events

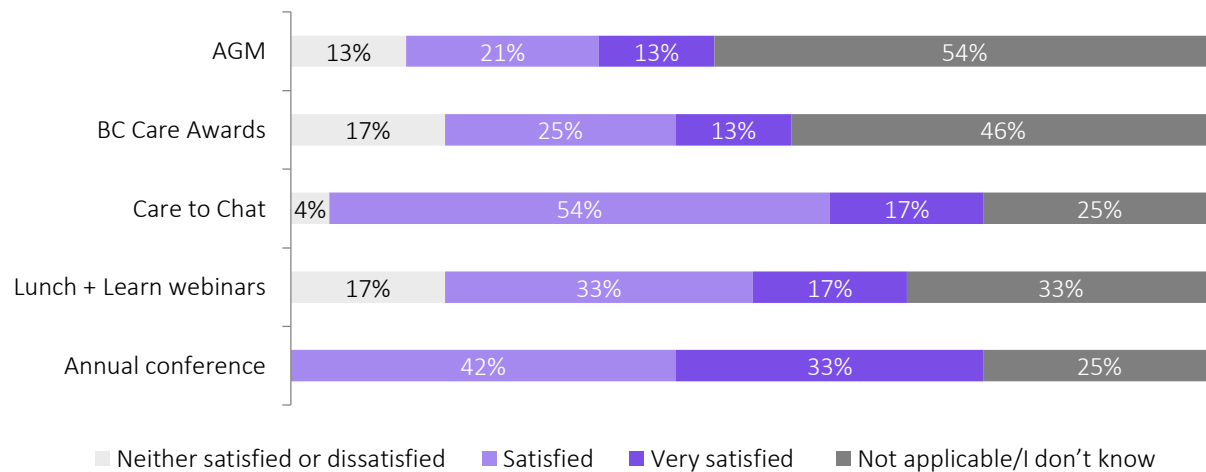
Consistent with care and service provider members, commercial members rated the annual conference, Lunch + Learn webinars and Care to Chat of highest importance (Figure 39).

Figure 39. Importance of events (commercial members, n=24)



Commercial members were most satisfied with the annual conference and Care to Chat. Half were satisfied with the Lunch + Learn webinars and just about one third were satisfied with the AGM (33%) and the BC Care Awards (38%) (Figure 40).

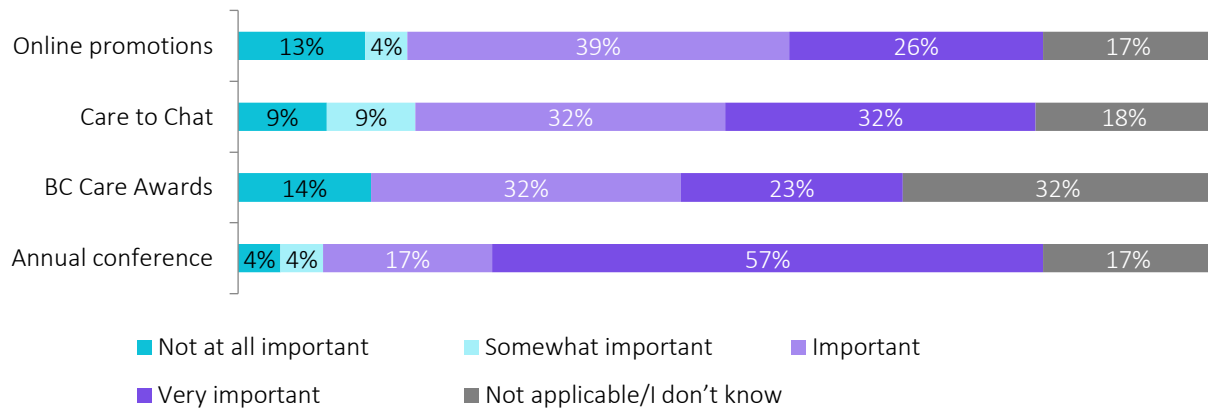
Figure 40. Satisfaction with events (commercial members n=24)



Sponsorship

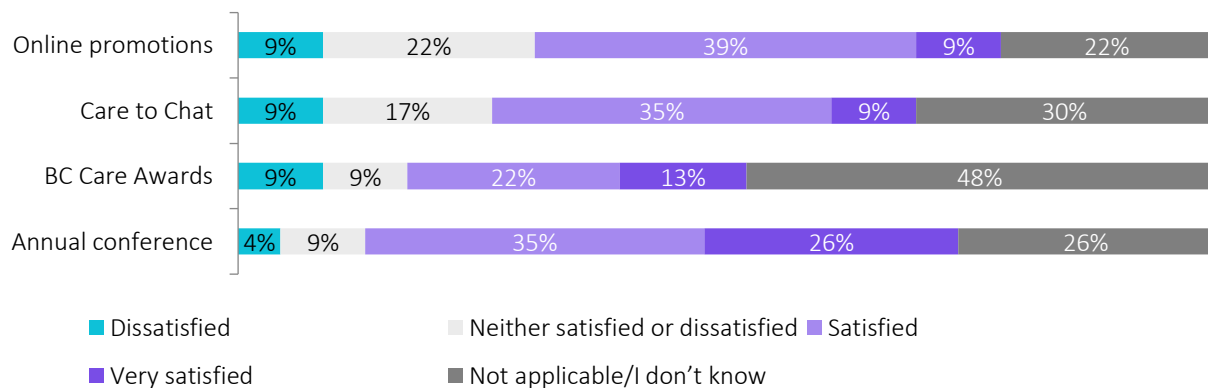
Commercial members reported high to moderate importance with sponsorship opportunities, most notably the annual conference, followed by online promotions and Care to Chat. BC Care Awards scored lowest with approximately half of members rating this was important to very important (Figure 41).

Figure 41. Importance of sponsorship opportunities (commercial members, n=23)



Commercial members reported moderate satisfaction with sponsorship opportunities. The highest rated sponsorship opportunity was the annual conference (61% very satisfied or satisfied). Less than half rated satisfaction with online promotions (48% very satisfied or satisfied) and Care to Chat (43% very satisfied or satisfied) and about one third rated satisfaction with the BC Care Awards (35% very satisfied or satisfied) (Figure 42).

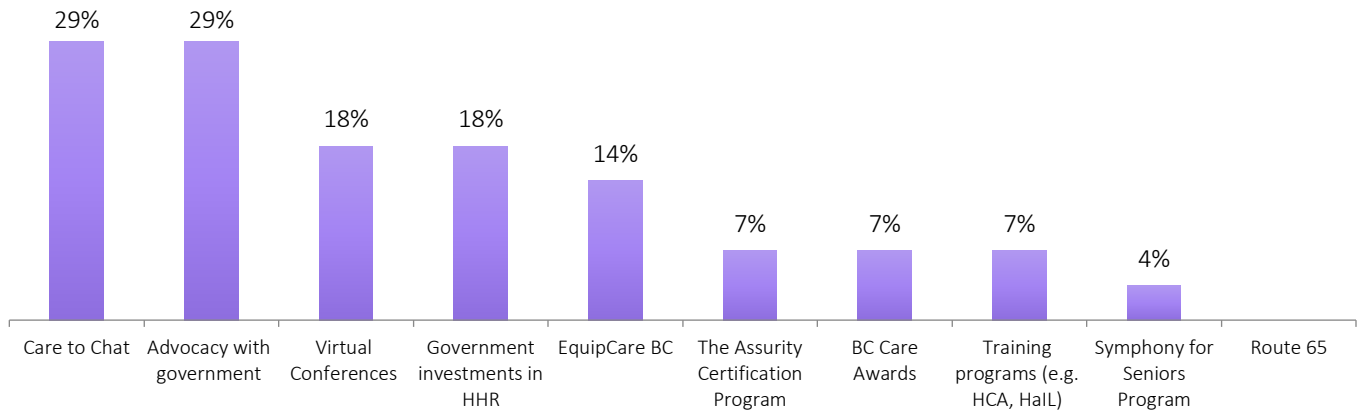
Figure 42. Satisfaction with sponsorship opportunities (commercial members, n=23)



Programs and initiatives

When asked what the most meaningful initiatives have been, commercial members most commonly reported Care to Chat and advocacy with government (Figure 43).

Figure 43. Initiatives that are most meaningful (commercial members n=18)



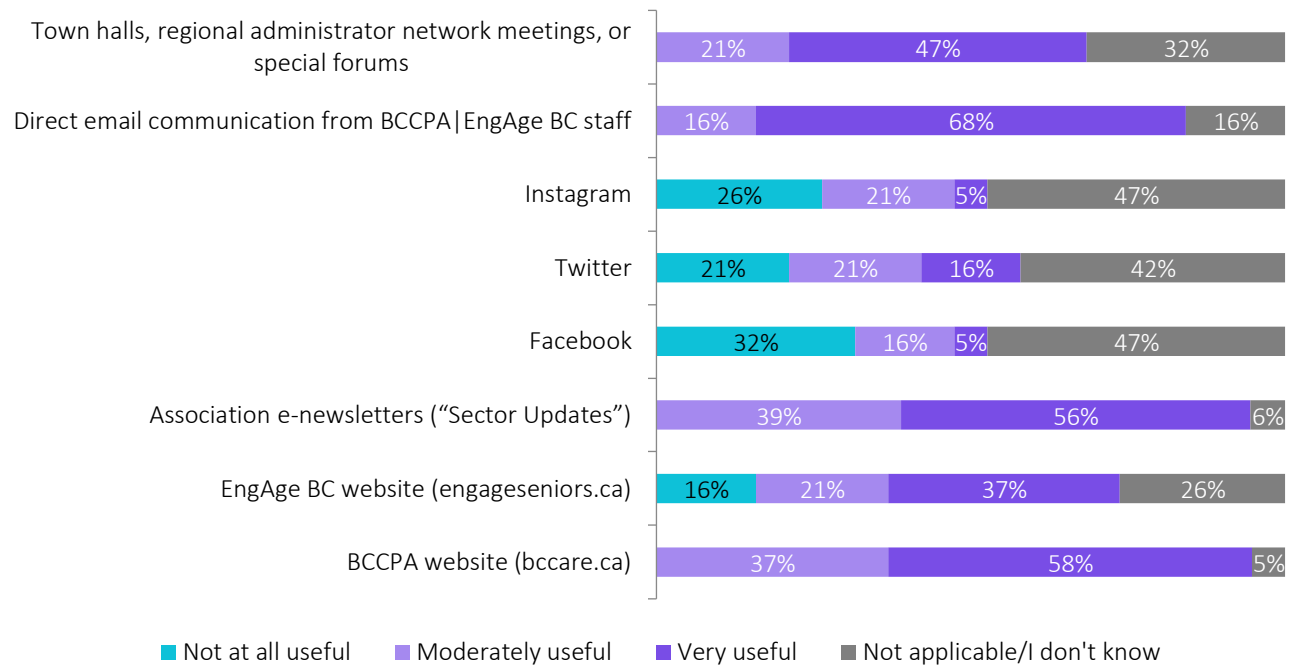
Commercial members ranked the following post-pandemic priorities for the association:

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

Communication

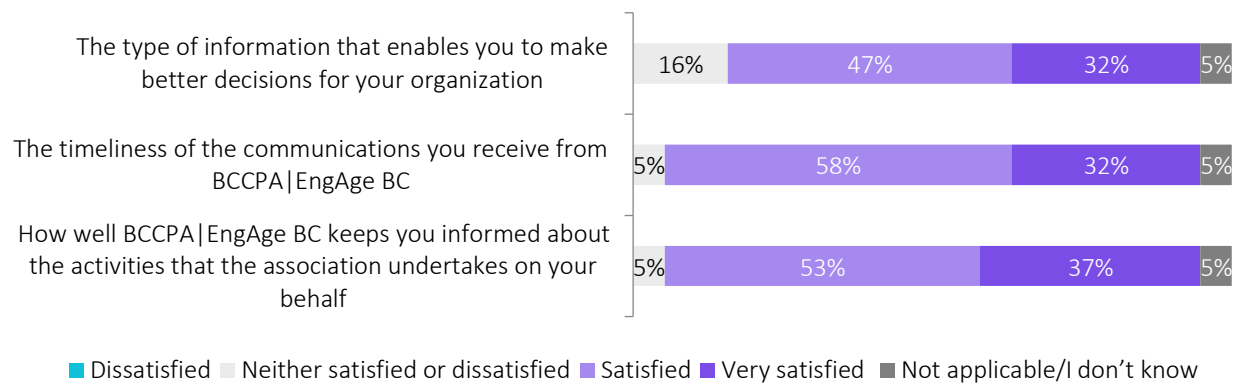
Commercial members found direct email communication from BCCPA|EngAge BC staff, BCCPA’s website, association e-newsletters, and townhalls or special forums most effective. EngAge BC’s website was rated as less effective than the BCCPA website and the social media channels received the lowest ratings (Figure 44).

Figure 44. Usefulness of communication channels (commercial members n=19)



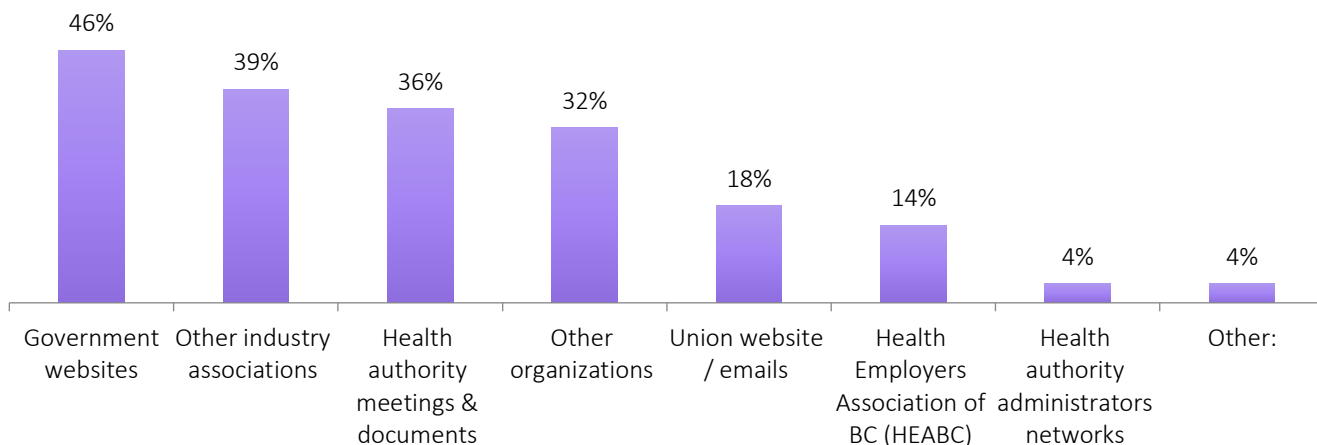
Commercial members were satisfied with how well BCCPA|EngAge BC kept them informed about activities that the association undertakes on their behalf, the timeliness of communication, and the type of information that enables members to make better decisions for their organization (Figure 45).

Figure 45. Satisfaction with communication (commercial members n=19)



The majority (89%) 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 (46%), other industry associations (39%), documentation and reports from health authority meetings (36%), and other organizations such as SafeCare BC or Family Caregivers of BC (32%) (Figure 46).

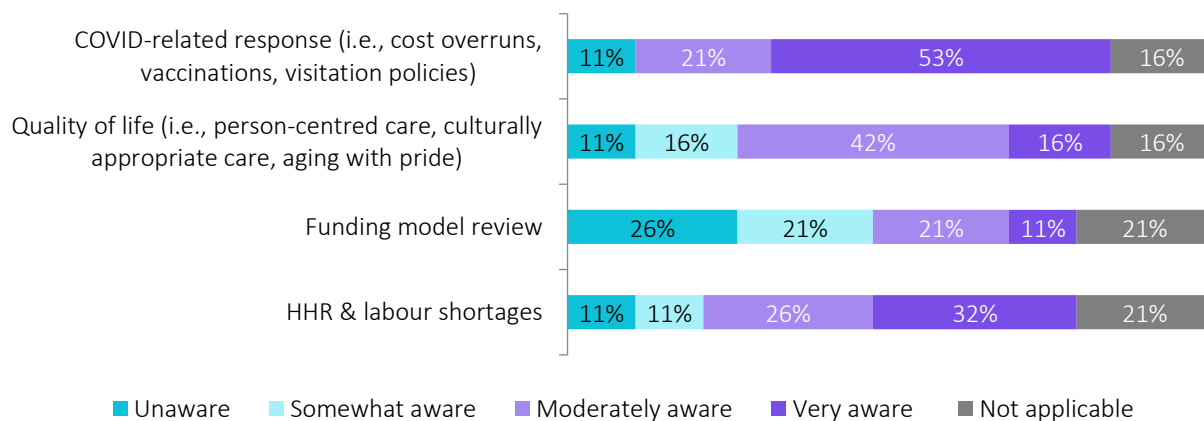
Figure 46. Other sources of sector information (commercial members, n=19)



Advocacy / Policy work

Commercial members rated a high awareness with BCCPA|Engage BC’s advocacy of COVID-related responses and moderate awareness with HHR, labour shortages and quality of life, and a lower awareness of the funding model review (Figure 47).

Figure 47. Awareness of advocacy role (commercial members, n=19)



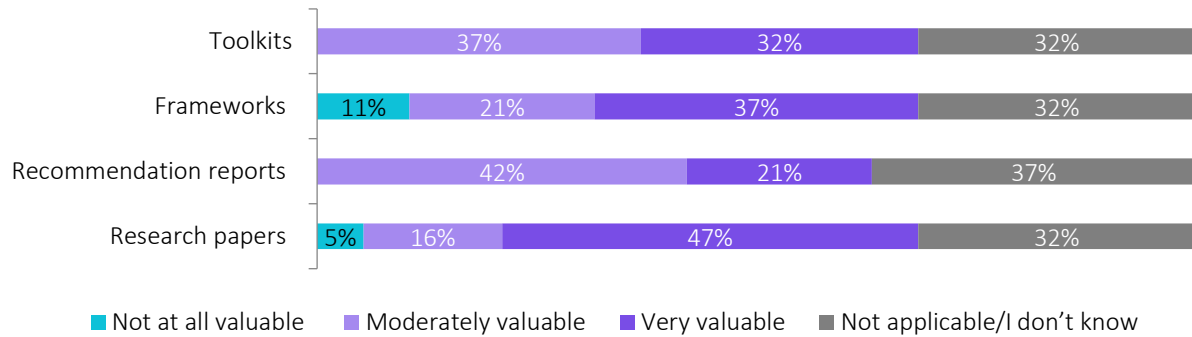
Commercial members ranked the importance of following areas of advocacy as:

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

A commercial member suggested that BCCPA|EngAge BC communicate an annual advocacy plan on what the associations are planning for the upcoming year, so that members have a greater level of awareness.

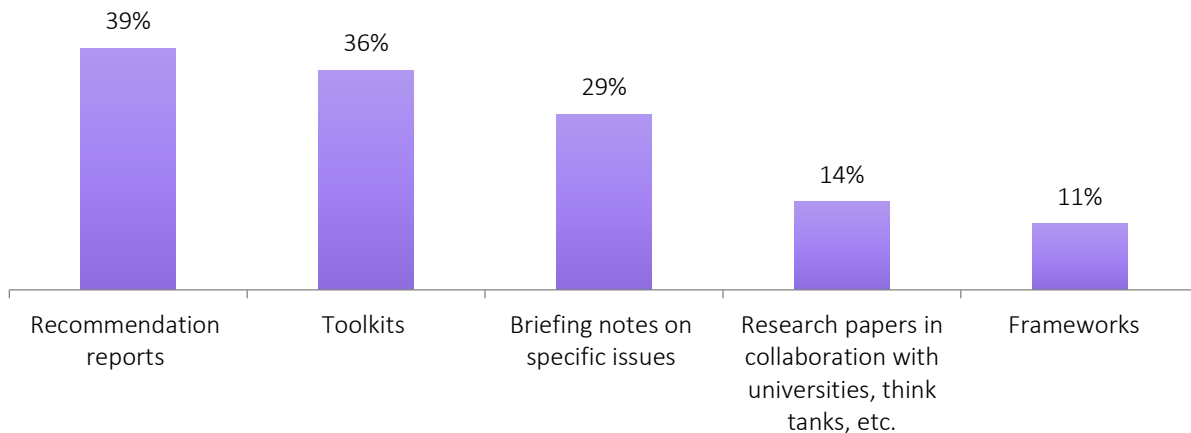
Commercial members value policy resources for the sector, most notably toolkits (see Figure 48).

Figure 48. Value of policy work (commercial members, n=19)



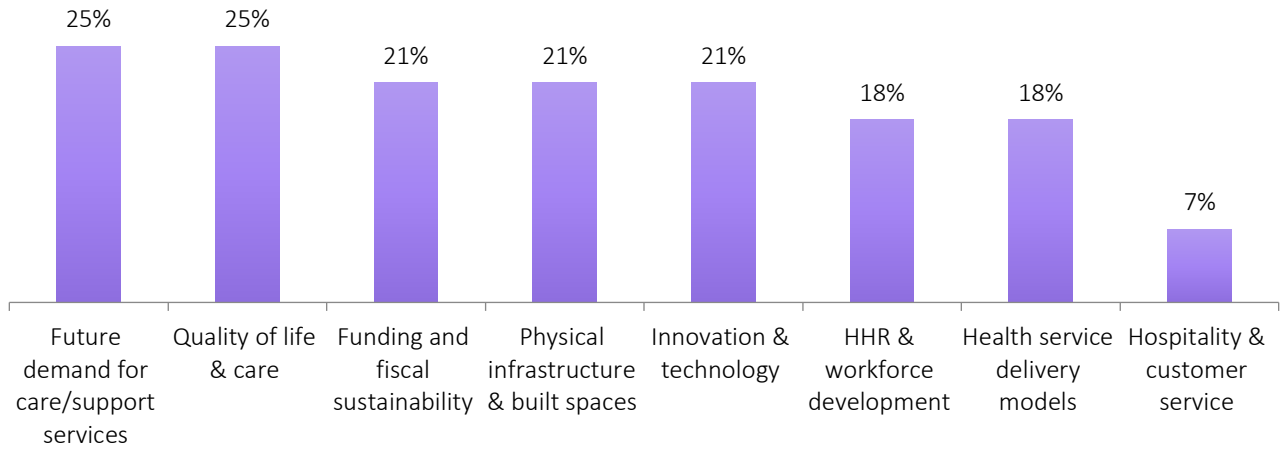
Most commercial members felt it was important (50% important and 44% very important) to publish papers and reports on policy issues. They would most like to see recommendation reports (39%), toolkits (36%), briefing notes (29%), and collaborative research papers (14%) (Figure 49).

Figure 49. Type of policy resources, moving forward (commercial members, n=19)



Commercial members would like policy work on future demand for support services (25%), quality of life/care (25%), fundings and fiscal sustainability, physical infrastructure and innovation (21%) followed by health human resources and health service delivery models (18%) (Figure 50). Within HHR, commercial members recommend the focus be on in-house training (29%), mental health and burnout (25%), advocating for staffing levels (21%).

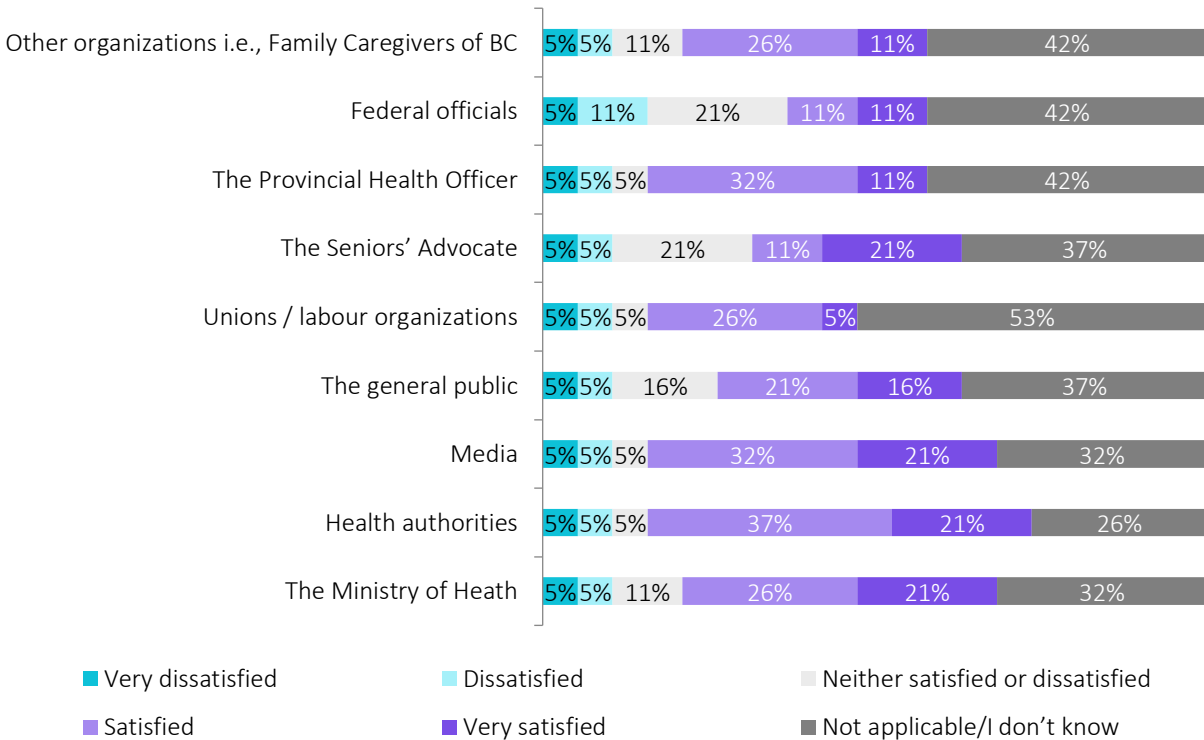
Figure 50. Priority policy topics for the near future (commercial members, n=19)



The majority of commercial members felt it would be valuable (41% very valuable, 41% somewhat valuable) for the associations to create a careers hub.

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, and the Ministry of Health (Figure 51).

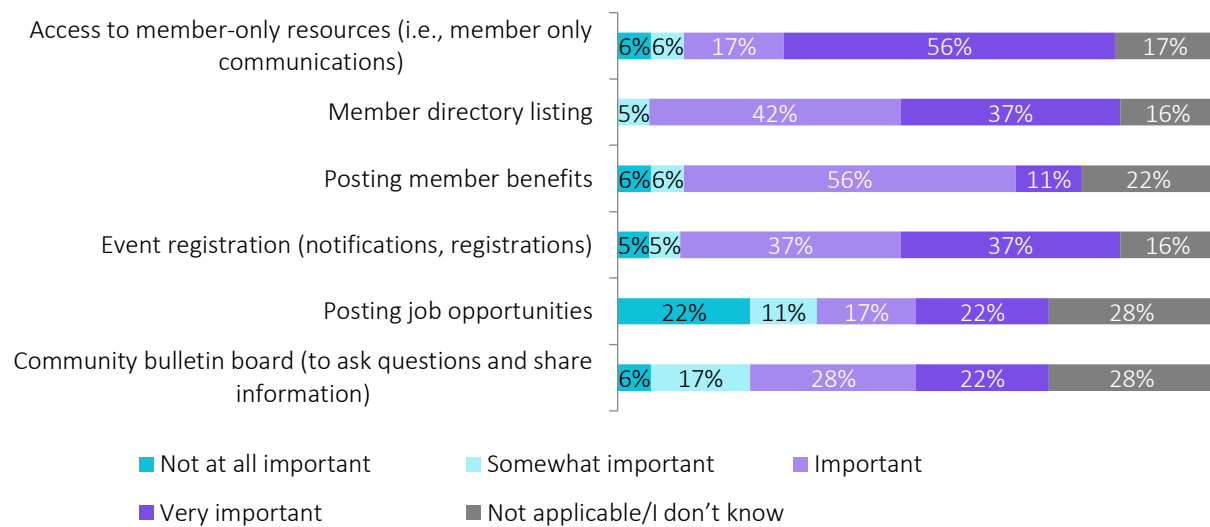
Figure 51. Level of satisfaction on representation to organizations (commercial members n=19)



M365

Of the 19 commercial members who responded to the question on the M365 member portal, nine used the portal, six did not, and four did not know. Of the nine, four used the portal occasionally and five rarely. These respondents found the portal either very (n=2) or somewhat (n=6) user-friendly. The majority of commercial members agreed access to an online portal was important (31% yes, definitely and 58% yes, somewhat). Respondents provided their opinion on the importance of specific features, whether or not they currently use M365 (Figure 52). While most features were deemed important, the most important features were the member directory listing, access to member-only resources, and event registration.

Figure 52. Importance of feature for a member portal, commercial members (n=18)



Seniors Living Expo

When commercial members were asked if they were aware of the Seniors Living Expo planned for November 2022, ten out of 18 respondents were aware. Of those ten commercial members, two indicated they plan to be a sponsor or exhibitor and six reported that they may be interested in sponsoring/exhibiting.

Associate Members

About the respondents

A total of five respondents indicated they were associate members, two of BCCPA only, two of BCCPA and EngAge BC both, and one was unsure. Two of associate respondents were from the Fraser region, and one each from Vancouver Island, Interior, and Vancouver Coastal.

Given the small sample of associate members, caution is given on the interpretation and extrapolation of the results.

Overall value and satisfaction

Associate members reported high satisfaction with accessibility and responsiveness of staff and that the associations' position on issues related to the sector was aligned with their organization's. The majority felt that the associations provide support to their organization in a way that was relevant to their needs, that their organization's voice is heard by the associations. The associate members did not feel they were able to influence the direction and priorities of BCCPA|EngAge BC.

Associate members agreed or strongly agreed that BCCPA and EngAge BC have a clear vision and strategy, influences the provincial government on decisions that affect the sector, do a good job serving and representing its members, do a good job advocating in the region, and are the go-to for support when it comes to issues facing the sector. Associate members felt that BCCPA is the recognized voice for seniors' care and living in BC, but that EngAge BC is not.

Associate members felt their organization receives good value for their BCCPA membership and their EngAge BC membership, and felt that it was a benefit to their organization that BCCPA|EngAge BC represents the entire seniors living, home support and care sector. Also, like care and service provider and commercial members, associate members were unclear about distinction between BCCPA and EngAge BC.

Associate members rated their overall satisfaction high with both organizations – all indicated being satisfied or very satisfied.

When asked the likelihood to recommend the association to a colleague, on a scale of one to ten, associate members provided an average score of 9 for BCCPA and 9 for EngAge BC.

Programs and initiatives

Consistent with care and service provider and commercial members, associate members highly rated the importance of and satisfaction with EquipCare BC and the HCA training program. Advocacy with government was the most important initiative to associate members over this past year.

One associate member would like to see an additional program around enhanced oral health care for residents in partnership with the oral healthcare professions (dental hygiene, denturists, dental assistants). Other initiatives/toolkits and frameworks that would be of interest to associate members include: best practices for menu planning /healthy meals; programs designed to partner with schools (like the Symphony for seniors); policies and practices to enhance the quality of life framework; a toolkit for starting a resident or family council; practices to support end of life protocols, and providing more information for families.

Two associate members listed their organizations with Route 65. Suggestions to enhance Route 65 surround marketing and clarity with respect to Assurity, as compared with accreditation.

Communication

Also consistent with care and service provider and commercial members, associate members rated BCCPA|EngAge BC's direct email communication, BCCPA's website, association e-newsletters, and townhalls, regional administrator network meetings, or special forums as most effective. EngAge BC's website was rated as less effective than the BCCPA website and the social media channels received the lowest ratings. Associate members were satisfied with how well BCCPA|EngAge BC kept them informed about the activities that the association undertakes on their behalf, timeliness of the communications, and the type of information that enables decision-making. Associate members were also satisfied with the amount of correspondence received from BCCPA|EngAge BC. Associate members most frequently looked to health authority meetings and documents, other organizations (i.e. SafeCare BC, Alzheimer Society of B.C., Family Caregivers of BC), government websites, and health authority administrators networks as other sources of information in addition to BCCPA|EngAge BC.

Advocacy / Policy work

Associate members were most aware of BCCPA|Engage BC's advocacy of COVID-related responses and quality of life.

Associate members ranked the following priority areas for policy work:

1. Funding model review
2. HHR & labour shortages
3. Quality of life (i.e. person-centred care, culturally appropriate care, aging with pride)
4. COVID-related response (i.e. cost overruns, vaccinations, visitation policies)

One Associate member suggested BCCPA elevate issues of advocacy with the Ministry of Health and health authorities by "sitting at their tables", i.e., joining into pre-existing structures, rather than creating new committees.

Associate members reported all policy resources as important and felt that BCCPA|EngAge BC should publish papers and reports on policy issues. Consistent with care and service providers and commercial members, associate members would like to see more of recommendation reports, briefing notes on specific issues, and toolkits.

Associate member ranked the following priorities for the association, post-COVID:

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. Increasing number of residents/clients with behavioural issues
5. Public perception and negative media coverage of senior care and living
6. Resident/client rights
7. Aging infrastructure and lack of capital funding/support

Conclusion

The engagement explored members' satisfaction with current services and provided an opportunity to gather input on priorities and desired future services.

Members feel BCCPA and EngAge BC have a clear vision and strategy. While BCCPA is the recognized voice for seniors' care and living in BC, EngAge BC has not yet achieved this status. The majority of members feel their organization receives good value for their BCCPA and their EngAge BC membership. While most respondents feel it is a benefit for BCCPA|EngAge BC to represent the entire seniors living sector, there is a lack of clarity about the distinction between BCCPA and EngAge BC.

While the majority of care and service provider members felt they were able to influence the direction and priorities of BCCPA|EngAge BC, the minority of commercial members felt this same way. Care and service provider, commercial and associate members reported satisfaction with with BCCPA's leading role in advocacy. When asked the likelihood of recommending the association to a colleague on a scale of one to ten, members provided an average score of 8 for BCCPA and 7 for EngAge BC.

A summary of key findings highlighting similarities and differences between care and service provider and commercial members is provided below:

Events
<ul style="list-style-type: none">• The majority of care and service provider members are satisfied with key BCCPA EngAge BC events, most notably Care to Chat, the annual conference, and the Lunch + Learn webinars.• Commercial members are most satisfied with the annual conference and Care to Chat.
Sponsorship opportunities
<ul style="list-style-type: none">• Commercial members report moderate satisfaction with sponsorship opportunities. The highest rated sponsorship opportunity is the annual conference.
Programs and initiatives
<ul style="list-style-type: none">• Members highly rate importance of and satisfaction with EquipCare BC and the HCA training program.• The most important initiatives over the past year were advocacy with government for all members and EquipCare BC for care and service provider members and Care to Chat for commercial members.
Route 65
<ul style="list-style-type: none">• Just under two thirds of care and service provider members have a listing, and just under two thirds find it beneficial. Care provider members that do not list with Route 65 say it is because they do not feel it is relevant and/or that it creates competition.

Communication
<ul style="list-style-type: none"> • Direct email communication from staff, BCCPA’s website, association e-newsletters, and townhalls, regional administrator network meetings, or special forums are the most effective communication channels. • EngAge BC’s website was rated as less effective than the BCCPA website. • Social media channels received the lowest ratings, compared with other channels. • Members are satisfied with how well BCCPA EngAge BC communicates through mainstream media, keeps them informed about the activities that the association undertakes on their behalf, timeliness of the communications and the type of information that enables decision-making. • Members are satisfied with the amount of correspondence received from BCCPA EngAge BC. • Members most frequently look to other organizations (i.e., SafeCare BC, Alzheimer Society of B.C., Family Caregivers of BC), government websites, and health authority meetings and documents. Care and service providers also look to health authority administrator networks and commercial members also look to other industry associations.
Advocacy/policy work
<ul style="list-style-type: none"> • Members would like to see more recommendation reports and briefing notes on specific issues, and toolkits. • Members rate the same priority of areas of advocacy: HHR & labour shortages, funding model review, quality of life, and COVID-related response. • The majority of members feel it is important for the association to publish papers on policy issues. • Members support the development of a career hub. • 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 media and the public. • 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, and the Ministry of Health. • Care and service provider and commercial members ranked staffing issues and adequate funding as the top two post-pandemic priorities for the association. These are followed by increasing numbers of residents/clients with high needs and behavioural issues for care and service provider members and aging infrastructure and lack of capital funding/support for commercial members.
M365
<ul style="list-style-type: none"> • About half of members use M365. Less than half who use the portal use it regularly and the majority who use it find it user-friendly. • The majority of all members say that having a membership portal is valuable. • The most important features for members are access to member-only resources and event registration. Commercial members also rate the member directory as a key benefit.
Seniors Living Expo
<ul style="list-style-type: none"> • Half of care and service provider members are aware of the Seniors Living Expo planned for November 2022 and only 10 of 19 commercial members are aware. 71% of care and service providers either plan to, or would consider, sponsoring/exhibiting. Only 2 commercial members plan to or would consider sponsoring/exhibiting.

For Consideration

Based on the engagement findings, Howegroup puts forward the following for consideration by BCCPA|EngAge BC:

Alignment with strategic and operational workplans

1. There is a great deal of alignment with these findings and the Board and leadership insights during the June 2021 strategic planning session. There may be opportunities to fine-tune the strategy based on the engagement (i.e., the top member priorities post pandemic).
2. Implement an annual member survey and report on findings and outcomes to members. Use the annual engagement survey to inform workplans.

Collaboration

3. Revisit the associations' strategic direction in the seniors living and home health sectors.

Communication

4. Balance the *prominence* of advertising with *clarity* of messaging in online communication, including the website and e-newsletters, so as not to detract from messaging and to enhance BCCPA|EngAge BC's professional image.
5. Support members to enhance their engagement with social media, as social media is a growing communication channel, particularly among families and the general public.
6. Although respondents indicated M365 was user friendly, only half of the respondents reported using it. It would be worthwhile exploring ways to increase the awareness, benefits and operation of M365 in order to improve utilization by membership.

Value of membership

7. Use the results from this member survey to communicate the value of the associations to non-members.
8. Provide cost effective solutions for small business owners (commercial members), such as advertising, promotions, and reduced registration fees.
9. Continue to build the EngAge BC brand, creating distinction between BCCPA and EngAge BC and improving the website.
10. Continue the Lunch + Learn virtual series in a post-covid environment (as they were rated highly by membership).

Policy and research

11. Focus policy resources on useful tools that bridge the gap between research and operations such as recommendation papers and toolkits.

HHR

12. Explore the viability of establishing a careers hub to promote career opportunities in the seniors' care and living sectors.