



The Medical Equipment Lending Society
of West Central Alberta

STRATEGIC BUSINESS PLAN
2018-2023

INTRODUCTION

The M.E.L. Society came about when Alberta Health Services put in place a policy that had all the medical equipment that had previously been lent out to clients through the Home Care Program no longer an active program. The Directive to Facilities was to gather all their equipment and send it to a lending program that operated as a not for profit in Red Deer Alberta and also to the Red Cross Organization in the rest of the province.

If this had happened, all people from within the West Central Alberta would have had to travel to Red Deer to obtain needed equipment. This would have created a significant hardship for many people and, as a result, it became the goal of some dedicated individuals to keep the equipment within Rocky Mountain House and West Central Alberta.

On October 6th, 2016 The Medical Equipment Lending Society of West Central Alberta (known as The M.E.L. Society) officially opened its doors to the public. It is a Society that is dependent on volunteers, grant monies, corporate sponsorship and private donations to maintain its operations and keep its doors open. The M.E.L. Society currently operates out of a bay located in the town of Rocky Mountain House.

Executive Statement:

The intent of developing The M.E.L. Society is to provide for our West Central Alberta residents/clients medical equipment that can be loaned out to them to be used for their medical needs for as long as they need it for a minimal charge. The office is open four days a week and is operated by a paid Executive Director and a slate of wonderful volunteers. Activity reporting to the Volunteer Board of Directors takes place monthly by the Executive Director who organizes the volunteers and manages the day to day activity of the organization. The Board of Directors sets policy, monitors progress and directs the Executive Director in his reporting and grant applications.

The organizations reports back on statistics and use of funds to our local and other funders as required by the individual funder and maintain an active membership in the Alberta Societies Act and the Canada Revenue Agency.

We plan to expand our operations as opportunities become available and hope to serve an even larger area of our province as we move forward in the next few years.

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Values:

- We provide individuals, families and all people with a sense of independence.
- We have the courage to shape, solidify and provide a solution for a growing social need.
- We engage in mutually beneficial community and regional collaborations.
- We are accountable and transparent in all dealings.
- We act in an honest, trustworthy and respectful way.

Vision:

- We will be a self-sufficient preventative service to allow everyone in need to have access to the resources they need.
- We promote and assist a better quality of life.

Mission:

- We provide a preventative service that promotes mobility, independence, increased self-worth and overall, an increased quality of life for individuals and families.

Outcomes:

- | | |
|--------------------------|--|
| A. Accessibility | The Medical Equipment Lending Society will: <i>in conjunction with medical institutions and partners, operate strategically to provide access to medical equipment</i> |
| B. Responsiveness | The Medical Equipment Lending Society will <i>maintain a structure that anticipates and responds quickly and effectively to opportunities and demands as a result of changes in the community served, technology and government policy</i> |
| C. Affordability | The Medical Equipment Lending Society will: <i>provide quality services that are affordable and competitively priced</i> |
| D. Accountability | The Medical Equipment Lending Society will: <i>achieve excellence in outcomes while remaining fiscally responsible</i> |
| E. Sustainability | The Medical Equipment Lending Society will: <i>strive to attain a long-term service which exemplifies professionalism and compassion</i> |

The Medical Equipment Lending Society

STRATEGIC OBJECTIVES AND MEASURES

A. Accessibility

The Medical Equipment Lending Society will:

In conjunction with medical institutions and partners, operate strategically to provide access to medical equipment

KEY INDICATORS

- **Increased Awareness of Services**

Measures will consist of specific Actions, Established Timelines, Results and Reporting to the Board:

- Digital Marketing Tools
- Personal Contacts
- Brochures in Strategic Locations
- Regional Events

- **Efficient Operation of Facility**

Measures will consist of Monitoring, Evaluating Conditions and Needs, and Reporting to the Board:

- Appropriate Parking
- Equipment Handling Facilities
- Reasonable Hours of Operation
- Adherence to Health and Safety Standards

- **Equipment usage patterns**

Measures will consist of Monitoring, Evaluating and Reporting to the Board

- Frequency of Use
- Non-usage
- Late returns
- Disposal of equipment
- Replacement of equipment

B. Responsiveness

The Medical Equipment Lending Society will: *maintain a structure that anticipates and responds quickly and effectively to opportunities and demands as a result of changes in the community served, technology and governments*

KEY INDICATORS

- **Expansion and enhancement of network with related services**

Measures will consist of keeping Anecdotal Records of Results and Reporting to the Board

- AHS contacts
- Community Service Groups
- Regional Institutions, including Senior Facilities
- Retailers

- **Knowledge of available new and updated equipment**

Measures will consist of maintaining a Record of research results and Reporting to the Board

C. Affordability

The Medical Equipment Lending Society will: *provides quality services that are affordable and competitively priced*

KEY INDICATORS

- Comparison with similar services
- Comparable to funding applications
- Observations from clients

Measures will consist of Tabulating Results, Reporting to the Board, and Strategizing with the Board on methods to address arising issues:

- “Evaluation of Service” Questionnaires offered to every client
- Annual Telephone Surveys
- Data from funding applications

D. Accountability

The Medical Equipment Lending Society will: *achieve excellence in outcomes while remaining fiscally responsible*

Key Indicators

- **Maintain Charitable Status**

Measures will consist of Timely Renewal of Registrations and Reporting to the Board:

- Societies Act of Alberta
- Canadian Revenue Agency

- **Continually explore, apply and evaluate fundraising options**

Measures will consist of a Prioritized List of Potential Donors, Board-approved Method of Approach, and Listing of Annual Deadlines for Grant Applications, Tabulating Results of activities, appropriate Recognition of Donors, and Reporting to the Board:

- Individual
- Corporate
- Service Clubs
- Government Agencies

- **Establish predictable annual flow of income**

Measures will consist of regular financial reports to the Board including:

- Cumulative Year to Date Incomes and Expenses
- Comparatives to Previous Years
- Annual Budget

E. Sustainability

The Medical Equipment Lending Society will: *strive to attain a long-term service which exemplifies professionalism and compassion*

Key Indicators

- **Volunteer relationships**

Measures will consist of dated records of interactions, nature of the activity, results of the activity and Reporting to the Board on Numbers of volunteers and Hours of work

- Recruitment
- Management
- Training
- Recognition

- **Schedule of Short/Mid-term/Long-term Activities**

Measures will consist of evaluating success of the activity and Reporting to the Board

- Description Phone survey (short term)
- Resources ED, Volunteers
- Completion Date Apr 2019
- Desired Outcome Affordability
- Results Majority of Clients surveyed satisfied with service
- Description : Satellite Offices medium term
- Resources Corporate Partners, Municipalities and MEL
- Completion Date: 2023
- Desired Outcome New Broader Service Provision

- **Performance Evaluations**

Measures will consist of assessment of performance as established in the Bylaws, Policies and Contracts of the Society

- Executive Director
- Board of Directors
- Volunteer Satisfaction Survey

CONCLUSION

Message from the Chair of the Board

As the current chair of the MEL Society I am pleased to thank you for reading our strategic plan which outlines where we have been and intend to be within five years. I know it is ambitious but in this quickly aging society we must react with speed and accuracy to address the needs of our population and the people of Alberta. We intend to serve those in the surrounding communities such as Drayton Valley and Grande Prairie with satellite offices to meet the needs of their populations locally while the management will be retained in Rocky Mountain House at our headquarters. Our longer term goal will be to have a new office and warehouse in ten years time.

The Board members sincerely ask that you support our services as we move forward through an exciting and challenging time ahead together with our communities.

*Sincerely yours
Jean Graham*

ORGANIZATIONAL STRUCTURE

