



in the news



Quality Guild Award Unveiled at Leisureworld Gala

Outstanding team and individual efforts now recognized

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By Lisa Bailey
RICHMOND HILL,
Ont. - A new symbol of outstanding team effort to advance quality was unveiled at Leisureworld Senior Care Corporation's third annual Award of Excellence ceremony and holiday party in Richmond Hill Nov. 13.

Leisureworld Caregiving Centre Elmira received the inaugural Quality Guild Award before a glittering and appreciative record-setting assembly of more than 500 Leisureworld and Preferred Health Care Services team members and guests.

Leisureworld chief operating officer Paul Rushforth presented the award, saying it reflects the focus on quality that is centre-piece of the organization and "at the centre of the minds and hearts" of all employees.

"No one person can make the whole organization stand for quality. It takes a tremendous team effort," he said.

Leisureworld Elmira as well as Richmond Hill, Brampton Meadows, St. George, North

Bay and Streetsville were assessed in a number of award areas, such as people, quality improvement initiatives, improvement processes, financial diligence and participation in research projects.

Rushforth noted great strides made to enhance quality in the last year are particularly commendable as homes also meet the requirements of substantive legislative changes. Following the Quality Guild Award, the five Award of Excellence winners were announced. Each team member exemplifies Leisureworld's core values of Respect, Commitment, Teamwork, Communications and Learning.

They were chosen from 344 nominations that were reduced to 25 finalists by the award committee. The group attended a reception with senior leadership earlier in the evening and was led into the awards ceremony by the infectious samba beat of the Batucada Carioca drummers.

CEO David Cutler said nominees are a "vital part of our success over the years" and their commitment to the core

values "have set an example for all of us to follow."

Nominees were enthusiastically greeted with applause and cheers as their names were read, followed by more bursts of audience approval as each winner walked to the stage to be congratulated by Cutler, Rushforth, Preferred Health Care Services president Tracy Jones, and emcee and Leisureworld vice-president of human resources Josephine DesLauriers.

Each winner received a \$1,000 monetary gift, \$500 for a charity donation, a statuette, and a certificate. A framed certificate also goes to their respective home for display.

The 2010 Award of Excellence winners are: Respect — June Brodie, a personal support worker (PSW) at Leisureworld Altamont; Commitment — Lora Palmer, director of administration (DOA) at Etobicoke; Teamwork — Violet Cadougan, PSW at St. George; Communication — Shirley Fleetham, PSW at Muskoka; Learning — Susan

Bock, DOA at Streetsville.

Bock, who said she was "very, very honoured" by the award, said learning is a life-long process and an integral part of long-term care.

"I think everyone is long-term care learns something new every day, be it around a resident or family member or how to fix a problem. It's a fascinating job because every single day you're learning a whole bunch of new things."

Cadougan, who has been with Leisureworld St. George for 36 years, said teamwork is everything, with the group at her home facing unique challenges with residents who are primarily younger and have different behaviours.

"We try our best, we treat them with respect, let them know that Leisureworld is their home and do the best we can for them."

Also during the evening, a number of staff members were recognized for years of service. They included Cutler, who was surprised with a slide-show presentation, poem and token of appreciation for 20 years with Leisureworld.