

ANNUAL REPORT 2024



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Prepared by

**Lissa Miles,
Director of Communications
and Strategy**

**&
Ritthvik Joshi,
Marketing Coordinator**

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LETTER FROM OUR EXECUTIVE LEADER

Dear Friends,

As we step into 2025, I want to take a moment to reflect on the past year. Celebrating Classic LifeCare's 50th anniversary in 2024 was a humbling reminder of what makes this company special: the people. Whether it was sharing early memories, reconnecting at events, or coming together as a team, it was a year filled with gratitude and connection.

It was also a year of progress. We launched a new website, improved systems to better serve our clients and employees, and revisited our *Mission, Vision, and Values* to ensure they reflect who we are today. That work isn't finished yet, but I can tell you this: it's sparked some engaging conversations, and I'm excited to see where it takes us. Through our Classic Cares program, we gave back to our communities in meaningful ways—supporting seniors, families, and those in need.

On a personal note, I can't help but reflect on how special this year has been for me. Turning 50 the same year Classic LifeCare also celebrates its 50th anniversary feels like it was meant to be—a perfect alignment of personal and professional milestones. It's a reminder of how far we've come, and how much more we have ahead of us.

As we look to the future, our commitment remains the same: to provide care that feels personal and makes a difference in people's lives. Thank you for being part of this journey with us. Whether you're a client, a partner, or an employee, you are what makes Classic LifeCare more than just a company—you make it a family.

Here's to another year of care, kindness, and connections.

**Warmly,
Yvette Litterscheidt**



**YVETTE
LITTERSCHEIDT**

Executive Leader,
Classic LifeCare

90%

Client Satisfaction
Rate

91%

Employee Satisfaction
Results



COMPANY OVERVIEW

MISSION

Enriching Lives Through
Compassionate Care

VISION

To be the trusted choice in compassionate
home care, where every individual is treated
not just as a client, but as a valued member
of our family.

VALUES

Kindness, Empathy, Joy,
Understanding & Respect



2024: A CLASSIC RECAP

We had a lot of fun and enjoyed some nostalgia as we celebrated Classic LifeCare's 50th anniversary for the entire year. We peppered fun events throughout the year, highlighted 50 milestones of the company, enjoyed trivia from 1974, distributed our 50th anniversary t-shirts across the company to celebrate the spirit and brought all four offices together for a holiday celebration. We are so proud of our 50-year heritage and excited for the next 50 too!

We ended the year revisiting our *Mission, Vision, and Values*. As we prepare for the exciting future at Classic, we saw an opportunity to refresh and redefine our "Why"—to clearly express what drives us each day and why we do what we do.

Classic's WHY is multi-faceted and there are some strong opinions about what words to include and themes to incorporate into our Mission, Vision and Values. We have done a lot of brainstorming, reviewing client testimonials and employee feedback and are getting closer to landing somewhere that feels like Classic. We are looking forward to sharing this work and getting more input from you.

Additionally, we made **lots of improvements** at Classic in 2024 and **continue to evolve** and grow as individuals and as an organization. From education to technology to new ways of supporting one another in this important work, we close the year out stronger and better than when we began. Thank you every individual along for the ride and contributing your energy to our **WHY**.





CLASSIC CARES

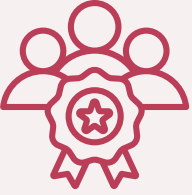
Our formalized corporate giving program, Classic Cares, was launched in 2023 and picked up steam over the past year. We participated in walks for a cause, helping the homeless, seniors clubs and associations, collecting financial donations and much more. A few of the many things we've done include:

- Terry Fox run
- Alzheimer's run
- Run for the Cure ALS
- Serving Breakfast at the Mustard Seed Shelter
- Volunteering at Burnaby Food Bank
- Calgary JB Music Therapy, Classic donated a 1-hour session to Bow Cliff Seniors
- Calgary funded the Good Companions Christmas Event, and volunteered serving cake & tea to seniors.
- Delivering Christmas food baskets to our senior clients in Comox.



- Senior Day Paint in the Park, Calgary office coordinated painting supplies to seniors to gather in the park and make art.
- BCNE Senior's Fair (PG)
- Wildfire Donations from Classic LifeCare office staff
- Skrastins Outdoor Club, Calgary
- We wrote cards and messages to isolated seniors and sick children.
- Hockey Marathon for Kids
- Earth Day street clean-up
- Volunteering at the Legion and a Poppy Drive
- Holiday shoe boxes of supplies for women in need

A big thank you for everyone who helped organize these events and for encouraging your colleagues to participate. This is important and rewarding work.

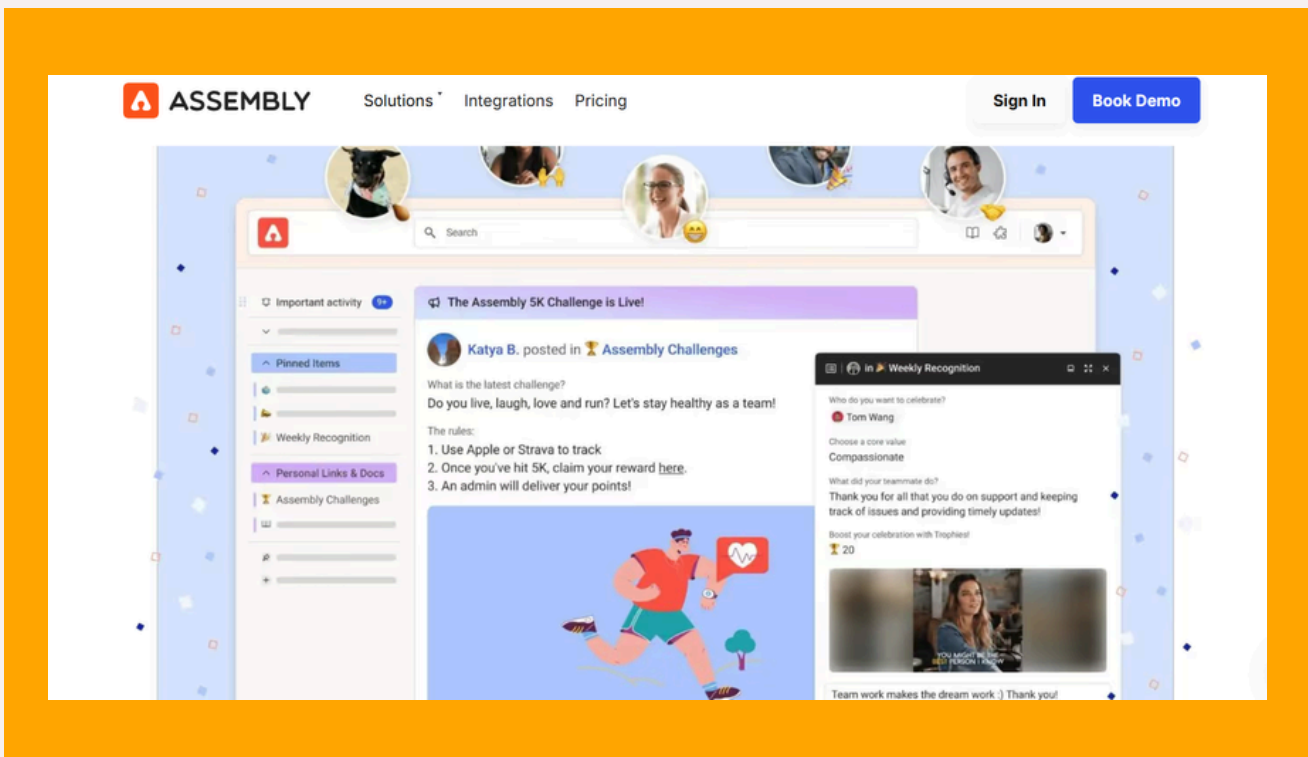


EMPLOYEE RECOGNITION

A fun and exciting addition to Classic LifeCare this year has been the introduction of an employee rewards program within our offices. Mid-year, we adopted Assembly, a platform that allows employees to recognize one another's contributions while earning trophies that can translate into rewards and prizes.

This program isn't just about recognition—it's about building a culture of appreciation and camaraderie. It gives every team member the opportunity to celebrate their peers' efforts, big or small, fostering a sense of community and shared purpose.

On top of that, Assembly has introduced an element of fun and friendly competition. Employees are motivated to go the extra mile, knowing that their hard work can be acknowledged and rewarded, while also encouraging them to excel in their roles. It's more than just a program; it's a way to reinforce our values and create an environment where everyone feels seen, valued, and inspired to do their best.





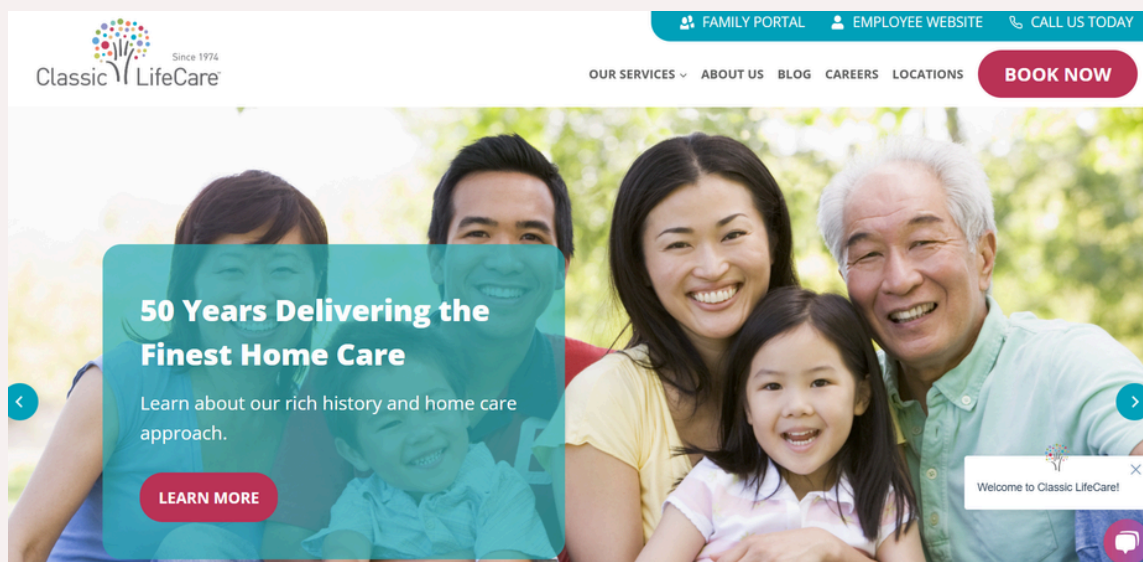
HOW DID WE IMPROVE IN 2024?

Improvements, Upgrades and Evolution

One of the highlights of 2024 for us at Classic LifeCare was the *launch of our revamped website*, which we're proud of as it now captures our values and services more effectively than ever. Major improvements include expanding our reach to neighboring cities through dedicated landing pages that make it easier for locals to find and access our support, growing our "LifeCare Insights" newsletter with 120 new subscribers, sharing client stories that highlight the heart of our care, and updating the site's content to ensure smoother navigation and better accessibility for all visitors.

Another important milestone this year was upgrading our phone system at Classic LifeCare. The new web-based communication system is a game-changer, especially during emergencies, as it allows for quicker and more reliable connections. The added feature of using a camera during calls has made interactions more personal and effective. Both our clients and employees have shared positive feedback, and we're glad to see it meeting everyone's needs.

We also enhanced our payroll system by upgrading to an improved version of ADP. This new system is seamlessly integrated with AlayaCare, our scheduling platform, making payroll processing more accurate and efficient. It also includes an advanced performance management platform, which we're exploring to unlock its full potential. These upgrades have been a great support for our finance team and set the stage for even better functionality in the future.





HOW DID WE IMPROVE IN 2024?

Education and Development Opportunities

At Classic LifeCare, we've prioritized education across all levels of the company. From motivating the leadership team with a book club to encouraging office employees to pursue education courses and rolling out improved online courses for everyone, we're creating opportunities that keep our entire team learning, growing, and staying engaged in the meaningful work we do. We've even added some fun to the mix with *"Lead It Like Ted Lasso,"* where we explore leadership lessons while enjoying a great show.





CLINICAL

This year has been one of progress and purpose, with every effort focused on improving the experience for our employees and the care we provide to clients. Health and wellness have been key priorities this year. We've started developing mental health wellness modules to support all employees, offering tools and resources to promote balance and resilience. Regular check-ins remind our team that reaching out is encouraged and welcomed. Across the organization, we're fostering a culture that prioritizes mental health alongside physical well-being. Our newsletters have become another channel to share relatable stories, helpful advice, and resources that strengthen this focus.

Safety remains at the core of what we do. Our *incident reporting process* is undergoing revisions, making it easier for employees to report concerns and ensuring a clear action plan for follow-up. *Regular hand hygiene audits* are underway, and we've refreshed our orientation materials for new hires to set a solid foundation from day one. We also encouraged participation *with the annual flu vaccine program* and took extra steps this year by providing CPR training and certifications for our Health Care Workers. *Monthly Occupational Health and Safety (OH&S) meetings* continue to be a valuable space for sharing safety strategies, reviewing policies, and discussing education topics, which are also shared on the employee website for easy access.





CLINICAL

We've also kept our eyes on growth. We're working to identify gaps in both employee support systems and client services, engaging with communities to better understand where additional care might be needed. Maintaining high-quality service for our current contracts remains a top priority, while we actively seek opportunities to expand. To deepen employee engagement, we're *reviewing metrics and identifying areas for improvement*.

Networking continues to play a key role in our work, whether through conference attendance or as active members of the Home Health Committee at BCCPA (BC Care Providers Association). These efforts help us stay connected, informed, and ready to grow. Last year, we were especially proud to see one of our own, *Registered Care Aide- Jamie Aspinall*, recognized for their exceptional dedication and compassion by winning the *2024 Care Provider of the Year Award in Home Health* from the BCCPA. At Classic, we understand that meeting the changing needs of our clients and employees requires adaptability, dedication, and a shared sense of purpose- and this year, we've continued to embrace that challenge.





ACCREDITATION

Classic Life Care began its journey with Accreditation Canada in 2012. This process helped us apply our knowledge and practices to align with national and global standards through innovative/creative programs that are customized to our client specific needs.

Accreditation not only improves the way we operate but also reinforces our commitment to delivering quality service. Through our connections with other agencies, funders, and partners, we've come to realize that being an accredited home care agency with Accreditation Canada also sets us apart from the competition, highlighting our dedication to excellence.

As we prepare for our *Global Workforce Survey in 2025*, we are focusing on refining our practices to ensure readiness for the Accreditation process scheduled for spring 2026. This ongoing work will emphasize how we are different from other agencies by examining the "how" behind our "why," further showcasing our commitment to not just meeting, but exceeding industry standards.





ANNUAL EMPLOYEE DEVELOPMENT AND TRAINING METRICS

Classic LifeCare has continued to prioritize employee growth, development, and recognition throughout the year. Below is a summary of our efforts across various branches:

1. Employee Development Initiatives

Across all branches, a total of 179 employees participated in development programs. These numbers reflect our ongoing commitment to fostering skills and career growth among our team.

2. Employee Recognitions

In 2024, we celebrated the hard work and contributions of our employees by delivering a total of 284 recognitions.

Employee recognition remains a core aspect of our organizational culture, ensuring that achievements and efforts are appreciated across all locations.

3. Respiratory Training

Specialized respiratory training was a focus for the Calgary branch, where 92 employees underwent training. This program equips our team with vital skills to ensure safe and effective care delivery.



ANNUAL EMPLOYEE DEVELOPMENT AND TRAINING METRICS

4. Employee Orientation

To support new hires and ensure they integrate smoothly, we provided orientation programs to 303 employees across all branches.

This effort underscores our dedication to welcoming new team members and preparing them for success in their roles.

5. Quality Assurance Calls

This year, Classic LifeCare conducted a total of 1,452 Quality Assurance calls across all branches. These calls were a crucial part of our efforts to ensure that the care and services provided met the highest standards. By gathering feedback and maintaining open communication, we reaffirmed our commitment to delivering reliable and compassionate care to our clients.



PEDIATRIC HOME CARE

Classic LifeCare's journey in *pediatric health care* began in 2013 with a contract to provide home care services for children in Calgary through *Alberta Health Services (AHS)*. What started as a small initiative has grown over the past decade to become the cornerstone of our Alberta operations, reflecting our commitment to meeting the unique needs of children and families.

Today, we continue to partner with AHS while also working with *two Alberta school boards*, delivering specialized pediatric health care services to student.

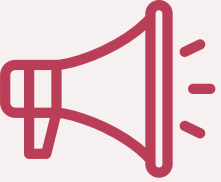
These partnerships are built on trust, nurtured by the strong relationships developed by our team of nurses, care aides, and client care coordinators. Their dedication ensures that children receive consistent, high-quality care both at home and in-school environments.



To maintain and enhance the quality of our services, we've introduced several initiatives this year. Orientation modules for pediatric nurses have been improved to align with service requirements, and new policies have been implemented to benefit both clients and caregivers. We've also redeveloped teaching sheets to provide training with comprehensive and practical education. Clinical supervisors play an active role, conducting regular check-ins to support nurses' well-being and address any challenges they face.

Looking ahead, we remain committed to supporting children's health at home and in schools. This area represents a significant opportunity for growth, with the potential to expand our pediatric services into other regions. At the heart of it all is our unwavering dedication to the health and well-being of children, guided by values that emphasize exceptional care and the trust of the communities we serve.





CLASSIC IN THE COMMUNITY

Being connected to the people and organizations around us- our clients, industry peers, and other home care providers- is a huge part of what we do. It's how we stay grounded and make sure we're offering care that truly helps.

How We Stay Involved

1. Attending Industry Events

This year, we had the chance to show up and learn some great events:

- The *Home Care Symposium* with BC Care Providers, where we connected with others in the home care world.
- The *Occupational Therapy Conference*, which gave us fresh ideas on supporting recovery and mobility.
- The *WorkSafe Conference*, where we focused on safety- both of our staff and the people we care for.
- There were plenty of smaller events that we continuously participated in to share and listen to stories, challenges and the solutions with other professionals.

2. Local & Personal Connections

Each of our branches has coordinators who make it their job to build real relationships in the community.

- They spend time talking to clients and families to understand what they need.
- They also keep in touch with local health professionals and organizations to make sure we're all working together.

Why It Matters

This isn't just about staying busy. It's about doing things that make a difference:

- Meeting other people in the field helps us keep improving the care we provide.
- Listening to our clients and communities makes our work personal and effective.
- Learning from events and conferences keeps us sharp and ready for whatever comes next.

Staying connected is how we keep growing as a team and as a part of the community we care about.



FUTURE OUTLOOK

When we reflect back over 2024, it's truly remarkable to see the quantity and quality of work we have accomplished. We have had success in so many different areas of the business and should be proud of the many challenges we overcame as well. The operational plan that guides so much of our work is already filling up with to-do's for 2025, and I have no doubt we will cross off every item on that list. It's incredibly important to us that the services we provide not only help, but also feel like they are part of our family. Again, reflecting on our 50th year, I am so proud of everyone involved in this company, I am proud of the work we do every day for our valued clients and their families, and I see a very bright future ahead for Classic LifeCare. That's my *WHY*.

A handwritten signature in black ink that reads "Gretta Littlefield".

EXECUTIVE LEADER

