




CELEBRATING
50+
years

Since 1974

Classic LifeCare[™]

homecare for all generations

STRATEGIC PRIORITIES 2026



**Prepared By:
Yvette Litterscheidt**





A WORD FROM THE EXECUTIVE LEADER

After Classic LifeCare's monumental 50th anniversary year in 2024, we found 2025 to be a year of flux. We experienced lots of change and employee turnover in each of our locations throughout the year. And while we worked hard to settle those offices and recruit people who fit with our culture, miraculously, the business continued to grow. That felt like a relief because our attention was often divided, which can make for a difficult climate to achieve goals.

That said, 2026 is a year of rebuilding strong foundations, refocusing and growth. Not just growth of service hours and Classic's bottom line, but growth of our teams and ourselves as individuals. We continue to prioritize learning and expand our understanding and development as people. As we welcome each new year, we want to stop and reflect on the prior 12 months so we can evolve and improve.

We will have our next Accreditation Canada survey in 2026, which is an opportunity for us to highlight our strengths and improve as an organization. More growth.

In closing, everything we strive for this coming year goes right back to the reason we come to work each day - our clients. We are passionate about home care and will continue to find ways to provide quality, safe care with heart.

A handwritten signature in black ink that reads "Yvette Litterscheidt".

YVETTE LITTERSCHEIDT
EXECUTIVE LEADER



1. Mission

Enriching Lives Through Compassionate Care

2. 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.

3. Values

- **Kindness:** We lead with our hearts, bringing integrity and authenticity to the care we provide.
- **Empathy:** We seek to understand and honor each person's unique journey, ensuring every interaction is both personalized and meaningful.
- **Joy:** We aim to be a light, fostering moments of happiness and connection.
- **Respect:** We uphold the dignity of every individual, honoring their wishes and celebrating their individuality.
- **Understanding:** We listen deeply, ensuring we meet the needs and hopes of those we serve.

STRATEGIC DIRECTION



At Classic LifeCare, we shape our plans based on what matters most to our employees, clients, and community, as well as in response to economic, environmental and social change. We listen—through surveys, conversations, and everyday experiences—to understand what’s working and where we can do better.

Each year, we set clear goals to improve how we care for people and support our team. In the next few pages, we’ll go over what we’re focusing on in 2026 and how we plan to get there. Our aim is simple: to keep doing what we do well, find ways to do it even better, and make sure Classic LifeCare remains a place where both clients and employees feel valued and supported.

QUALITY SERVICE

Objective:

Enhance the quality of services while upholding our Mission, Vision and Values.



AREAS OF FOCUS

- **Quality Assurance**

Implement a comprehensive quality improvement plan with defined metrics and key performance indicators (KPIs) that measure both successes and areas for growth. This will ensure we consistently uphold our quality standards, as well as our mission, vision and values.

- **Technology**

Maximize the potential of systems such as AlayaCare and ADP to drive operational efficiency, while exploring AI integration to shape the future of our business.

- **Education and Training**

Develop and deliver a comprehensive education program that provides high-quality, location-specific training designed to support excellence in our services.

- **Engagement**

Foster strong client and employee relationships by ensuring satisfaction with our services. Build a robust support system for new employees and creating personalized client services tailored to each client's unique needs. Utilize care plan reviews as a means to engage clients in their care plan development.

- **Culture**

Uphold our Mission, Vision, and Values while fostering a unique and supportive culture for both clients and employees. We are committed to enriching lives through compassionate care, ensuring that this commitment is embraced and demonstrated by every team member.

- **Compliance**

Ensure adherence to contractual obligations and accreditation standards by maintaining accurate, up-to-date client documentation with real-time data accessibility.

How We Plan to Measure?

- Client quality assurance calls
- Employee quality assurance calls
- Orientation
- Education Modules
- Individual Key Performance Indicators
- Home Visits
- Careplans
- Orientation Feedback Surveys
- Documentation

SAFETY

Objective:

Create a culture of safety that ensures the well-being of clients and employees by implementing proactive measures, continuous learning, and collaborative accountability.



AREAS OF FOCUS

- **Education and Training**

Develop a comprehensive education program that addresses essential safety topics, ensuring knowledge, preparedness, and competence across all team members.

- **Risk and Emergency Preparedness**

Regularly review and strengthen emergency preparedness and risk management plans to ensure business continuity and the uninterrupted delivery of services.

- **Communication**

Promote a blame-free culture where employees feel empowered to report safety concerns. Provide clear resources and open communication channels to ensure employees and clients feel informed, supported and valued.

- **Quality Assurance**

Implement a consistent review process for safety metrics and SBAR reporting to support clear communication and effective decision-making.

- **Community**

Collaborate with healthcare professionals and community organizations to promote safety initiatives and enhance relationships with staff and clients.

How We Plan to Measure?

- Workplace Injury
- Client Satisfaction with Safety Measures (Survey)
- Incident Reporting
- Employee and Client Surveys
- SBAR (Situation, Background, Assessment, Recommendation)
- Flu Vaccines
- Hand Hygiene Audits
- Employee Retention
- Feedback from focus groups

HEALTH AND WELLNESS

OBJECTIVE:

Promote a culture of well-being by supporting the physical, mental and emotional health of employees and clients



AREAS OF FOCUS

- **Education and Training**

Develop and deliver education and training programs focused on physical, mental and emotional health for both employee and clients.

- **Communication**

Implement a quality improvement plan that actively engages clients and employees with a strong emphasis on mental health.

- **Wellness/Engagement**

Strengthen the employee recognition program to celebrate contributions, milestones and success stories. Foster moments of happiness and meaning to build connections.

- **Community**

Advance the Classic Cares initiative to give back to the community, while encouraging employees to actively participate in meaningful events and volunteer opportunities.

- **Health and Well Being**

Implement wellness initiatives that support the physical, mental, and emotional health of employees and clients.

How We Plan to Measure?

- Assembly Challenges
- Classic Cares Initiatives
- Employee Surveys
- Employee Education
- Sick Time Leave

GROWTH

OBJECTIVE:

Expand services by increasing client reach, strengthening partnerships and improving operational efficiency.



AREAS OF FOCUS

- **Brand Awareness**

Build strong brand awareness to attract new business and support recruitment through strategies such as an optimized website, Google Ads, and SEO.

- **Recruitment**

Grow our team in both field and office roles by attracting individuals who align with our Mission, Vision and Values.

- **Business Growth and Development Opportunities**

Continuously explore services at each location to meet evolving community needs, while promoting individual and organizational learning.

- **Community Partnerships**

Engage in networking opportunities with industry professionals, community leaders and potential partners. Strengthen relationships through events and collaboration to support business growth, enhance brand visibility and foster innovation.

- **Marketing Plan**

Leverage our CRM (HubSpot) to deliver targeted campaigns that highlight the uniqueness of each location. Focus on attending community events to promote our services, strengthen local connections, and ensure we meet community needs.

- **Financial Sustainability**

Develop strategies to achieve financial sustainability across all locations, while supporting and fueling growth initiatives.

How We Plan to Measure?

- Client Numbers
- Recruitment and Retention Rates
- Revenue Growth
- Service Hours
- Employee Numbers
- Number of Locations
- Range of Services Offered
- Brand Presence
- Website Traffic/SEO
- Google Ad Clicks



ADDITIONAL THOUGHTS

Alongside this strategic plan, Classic LifeCare has a detailed operational roadmap that keeps us focused on our goals and the countless steps it takes to achieve them. It's also a way to track our progress and celebrate success.

We continue to build off the growth we saw in 2025 and strive for more in 2026. The challenging and rewarding pediatric work we do in Alberta within the schools and in the homes of our clients continues to be an area of focus with lots of opportunity for growth. And in each of our locations we continue to balance the unique needs of public and private home care work, always while upholding our mission, vision, values and Classic culture.

This year, we are focusing on the essential teamwork of the clinical and service aspects of our business. Our service teams and clinical teams need to work together closely to ensure we are delivering quality services to our clients and supporting our valued employees. Together, we can achieve big things in 2026.