

PHILIPS LIFELINE SASKATCHEWAN

Annual Report for SSM 2017-2018

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2017 Achievements

Executive Director, Holly Schick has given me the opportunity to present new innovations from Philips Lifeline and distribute marketing material to board members. SSM office staff, Holly, Lynne, and Michel continue to refer people in need of the service via phone, email, and walk-ins as well as promoting our service at all events they attend. SSM board members and their organization members have also referred clients to the Lifeline service resulting in installations. I attended the SSM's Annual Conference in June 2017 in Regina and I will attend 2018 SSM Conference in May in Regina.

One page ads in Gray Matters Newsletters in all quarterly editions and our upgraded link to the SSM webpage have given Lifeline increased exposure and installations.

I am proud to educate people in my travels about the value of the SSM and to support the SSM with partnership fees paid quarterly.

Ongoing: Continue to build rapport with VAC (Veterans Affairs Canada) with sales calls and updates in Regina office only to 1.5 client service agents— this has drastically reduced the number of referrals of vets to Lifeline.

Royal Canadian Legion- continue to build rapport with the 244 Legions in SK replenishing in my travels throughout SK and quarterly direct mail outs from Toronto office. Since Philips Lifeline's partnership with the Royal Canadian Legion nationally in Jan/08 Lifeline continues offering the legion members 2 months free for the Lifeline service for themselves, family, or

friends. Lifeline did not have a display at 2017 conference as I was unable to attend but I was reassured Lifeline will be invited again to 2019 Conference I attended and had display booths at numerous national, provincial and local conferences, and education days for a variety of healthcare professionals- SAOT (SK Association of Occupational Therapists), SRNA (SK Registered Nurses Association), Diabetes Association Tradeshow, Nurse Practitioners. Displays at numerous conferences and trade shows locally and provincially, attended primarily by seniors' organizations, seniors and their families/caregivers but also healthcare professionals

Total of 40 Healthcare Professional in services completed in 2017.

A total of 16 seniors' presentations in 2017

Displays at wellness and falls prevention clinics/ fairs/tradeshows in seniors' centers and residences urban and rural

Developing and maintaining provincial and community relationships through visits, emails, phone calls, and meetings to:

All hospitals and health centres, primary health care centres (healthcare professionals-nurses, nurse practitioners, physicians, therapists, social workers, discharge planners) in SK Health Authorities

Provincial Home Care

Community Health Nursing Services in First Nations Communities

Private Home Health Care Services

Community Clinics/Family Services

Physicians' offices

Podiatrists

Footcare clinics

Pharmacies

Day Programs/ Convalescent care, Extenders/Transitional and Quick Response Units

Allan Blair Cancer Centre

Veteran Affairs Canada (VAC) Regina

Emergency Medical Services

Mental Health and Addictions Services

Schools of Nursing-Regina and Saskatoon

Physiotherapy and Rehabilitation Clinics in Community

Caregiver Support Groups-Saskatoon and Regina

Seniors Education Centres

Other health-related organizations: Parkinson's Foundation, Canadian Diabetes Association, Alzheimers Society, Multiple Sclerosis Society,

Arthritis Society, Osteoporosis Society, Saskatoon Balance and Dizziness Clinics, Gerontology Association, CNIB, Stroke/Caregiver Education Program, SK Aids to Independent Living

Other groups- various seniors centres and groups in seniors' complexes and churches.

First Nations: In services and sales calls to bands in SK, Directors and Home care nurses have resulted in installs, many being funded by the bands from the Community Development Corporation and the local casinos.

Philips Lifeline Marketing Resource Team: assisted with multiple pilot projects in introducing new marketing tools to referral sources and gathering information from referral sources to discover their needs.

Home Service Representatives (Lifeline installers): recruited prospects, collected resumes, and completed face to face interviews and orientation training. I have also trained some of my Home service Representatives (Lifeline installers) to man Lifeline displays at tradeshow and present at seniors buildings

Celebrated my 18th year of service with Lifeline and 18 years of partnership with SSM in Nov 2017.

Thank you SSM for the many opportunities you have given me to grow the Philips Lifeline program in Saskatchewan providing the people of SK with a better quality life and saving lives!