

## NORTH SIMCOE MUSKOKA HOSPICE PALLIATIVE CARE NETWORK PRIORITIZES COMPASSION FOR THEIR EMPLOYEES, BECOMING A CANADIAN COMPASSIONATE COMPANY

FOR IMMEDIATE RELEASE

Ottawa, August 31, 2021 — The Canadian Hospice Palliative Care Association (CHPCA) is happy to announce North Simcoe Muskoka Hospice Palliative Care Network (NSMHPCN) as the newest addition to the growing number of Canadian Compassionate Companies (CCC). CHPCA and its Champion's Council award the designation of a CCC if a company meets at least three out of five criteria that offer support for employees who are grieving or caretakers of a loved one nearing end-of-life.

It is an incredibly stressful and difficult time when a loved one is dying and/or near death. Among other things, the financial security of an employee's family may be jeopardized while caring for a gravely ill family member. Employers who are changing their policies to support those going through these challenging times are rightfully recognized for taking this crucial step when becoming a CCC. Being one of sixteen End of Life (EOL) networks, NSMHPCN's goals are to provide a dedicated, compassionate, holistic palliative approach to care for all, and to achieve excellence and leadership in hospice palliative care. Above all, the organization values respect, collaboration, inclusivity, and integrity.

"Compassion is particularly important to us, especially when it comes to our employees," said Executive Director of NSMHPCN, Whitney Vowels, "We wanted to make sure that our staff, their family, and our community feels supported and valued, and figured that there is no better way for us to demonstrate this than becoming a Canadian Compassionate Company."

"Companies need to recognize that employees may occasionally require more time off from work than is strictly accommodated by their regular leave policies. The Canadian Compassionate Company program is here for those who are willing to accommodate their employees and provide a space for them to succeed, regardless of their personal hardships," stated CHPCA's Champion's Council Chair, Russell Williams.

Proven compassionate companies have an edge in attracting and retaining talent and instilling a sense of loyalty to the employer. Regardless of it being the right thing to do, employee engagement is important from a financial perspective. According to a 2015 Gallup article, companies that double the rate of engaged employees achieve an average of 147% higher earnings per share than their competition.

To learn more about CCC and how you can become one today, visit [chpca.ca/campaigns/ccc](https://chpca.ca/campaigns/ccc).