



Press Release  
For Immediate Release

### **Yee Hong Strategic Plan 2016-2020 Survey**

TORONTO, ON, Feb 10, 2016 – Yee Hong Centre for Geriatric Care invites the Chinese and ethnic communities to participate in providing feedback on their proposed Strategic Plan for 2016 – 2020.

Yee Hong’s 2010 – 2015 Strategic Plan has effectively guided the development and continued effort of the organization to be both a “Provider Of Choice” and an “Employer Of Choice” of seniors’ health service.

Yee Hong Centre for Geriatric Care started the development process for a new 5-year Strategic Plan in September 2015. In shaping the next strategic plan, Yee Hong has been reaching out to its key stakeholders including residents, family members, clients, staff, physicians, donors, volunteers, provider partners, and various community groups for input into the development of the new strategic plan.

Yee Hong would like to extend this invitation to the broader Chinese and ethnic communities, as well as other key stakeholders, to provide feedback on the proposed Strategic Plan.

“Stakeholder engagement helps us to understand how the community we serve has changed and how it might yet evolve going forward. Your opinion will help confirm the direction of the strategic plan which will guide the development and continued effort of the organization in the next five years.” said Eric Hong, CEO of Yee Hong Centre for Geriatric Care.

The online survey is available at the Yee Hong website: [www.yeehong.com](http://www.yeehong.com) until February 25rd, 2016. For more information, contact Yee Hong’s Acting Senior Director of Corporate Development, Janet Chee, at 416-412-4571 ext. 1103 or [janet.chee@yeehong.com](mailto:janet.chee@yeehong.com)

Yee Hong offers a continuum of care to Chinese seniors and long-term care services to seniors from various cultural backgrounds, including South Asian, Japanese, Korean, Filipino, Vietnamese, Portuguese and Italian.

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