Strategic Plan 2021 - 2024



Head Injury Rehabilitation Ontario's vision is to help every person with a brain injury to realize their full and unique potential. HIRO achieves this through its mission to provide high quality, person-centered rehabilitation and care for people with brain injuries to help them adapt, learn and live more independently.

HIRO's 2021-24 Strategic Plan is structured in the Quadruple Aim Model (QAM), which balances client experience, care team needs, financial and risk management, as well as HIRO's desire to play a leading role in the advancement of ABI research and population health. HIRO seeks to achieve these objectives while cultivating a diverse and inclusive environment where clients, staff and volunteers feel a strong sense of belonging and acceptance.

The Strategic Plan sets the overall direction for the organization, as approved by its Board of Directors, and is supported by more detailed operational plans developed by HIRO's management, as well as Board work plans.



Enhancing the Client Experience Ensure that the service delivery model evolves to meet client needs in an environment of dignity, respect and hope.

- A. Assess HIRO's current client profile and anticipate emerging community needs.
- B. Develop Organizational Continuity Plans (OCP) that meet the emotional, physical and safety needs of clients.



Care Team Well-being Ensure HIRO is a preferred employer in the health care sector where staff are highly engaged and empowered.

- Develop a staff engagement plan for HIRO.
- Support the development of a 'learning organization' and continuous quality improvement.



Reducing Costs

Create a sustainable funding plan for the organization.

- Develop a funding plan reflecting cost inflation and new, pandemic-related cost pressures.
- B. Optimize organizational capacity and use of funding.
- Identify and evaluate new or enhanced funding or revenue opportunities.
- D. Support the Board of Directors in exploring and refining the role of the Foundation and developing guiding principles for the management of funds.



Improving Population Health

Build upon HIRO's leadership in ABI practices while contributing to a broader understanding of ABIs on individuals and communities.

- Define HIRO's unique client value proposition and its role in the ABI community.
- B. Build coalitions and partnerships that enhance the client journey.
- C. Contribute to a broader understanding of ABIs and the impact on individuals and communities.