

Lisa Rotstein



Lisa Rotstein is a Gerontologist. Her consulting specializes in elder care model reviews, private care and creating winning proposals. She is an innovator with an entrepreneurial spirit that has led to over 5 years of management consulting success with over 20 years working with health service providers in the not for profit, private and public sector. As a consultant, she has demonstrated experience reviewing delivery models of care in the community, she created a corporate program geared to Canadians to improve accessibility to care for working caregivers and those needing the care themselves. Lisa is on the Board of Directors at one of the largest not for profit subsidized housing organizations for mental health in Ontario where they have a rapidly aging population.

Lisa's approach to developing and packaging services and generating profit are based on assessment of risk. She has successful experience building business centres and positioning healthcare companies for contract awards, that would otherwise be unattainable due to lack of time, expertise or resources. Further, she has proven experience leading human capital research and model reviews for hospitals, dental homes, retirement homes and home care companies. Her experience, work ethic and commitment make her a strong consulting partner with senior managers, CEOs and Board Members.

Relevant Project Experience

- Led Call for Proposal process to find a new health care staffing provider through a request for proposal process for the provision of onsite nursing and personal support services for Board and CEO, Cedarhurst.
- Created and launched new employee assistance product for working caregivers in Corporate Canada.
- Conducted model review at dementia care home for seniors, identified gaps and presented future state viable options, resulting in phased in approach for improving quality, risk, accountability and sustainability.
- Developed analysis for investment report for complex conversion of a hotel in Niagara Falls, ON to an assisted living facility for CanAccess.
- Contracted to lead national opportunity by Personal Emergency Response System partnership with a national home care company.
- Led creation of strategic business development centre and winning proposal strategy for award-winning Mobile Dental Company in Simcoe Region who as a result was able to meet their target and establish new sites in York Region.
- Developed KPIs for performance tracking of PSWs and Nurses in Retirement home, allowing for Executive Leadership to track performance against contracted obligations of the nursing provider for a retirement home.
- Developed several viable staffing scenarios that were submitting in a business case to the LHIN to support funding for an integrated patient-centered model for frail elderly for Veteran's Health Centre and a hospital in Ottawa.
- Conducted pediatric dental practice organization and insurance review, identified gaps in finance, human resources, operations and legislation. Designed strategic plan to close all gaps and position the company for growth and/or acquisition.
- Led the development of a customer service training program. Included in-house mystery shop and employee surveys across 39 branches. Program designed in four months and targeted training for 5000 employees over a six-week period

Industry Experience and Expertise

- Hospitals
- Retirement Homes
- Home Care/Community Care
- Aging/Geriatrics
- Group Benefits/Employee Assistance Programs
- Personal Emergency Response
- Public Health
- Dementia/Caregiver
- Holocaust

Functional Expertise

- Business and Innovation Strategy
- Integration Planning and Service Delivery Model Design
- Sales and Marketing
- Facilitation & Change Management
- Organization Design
- Stakeholder Alignment
- Strategic Planning

Career History

- Health Innovations Group Consultant Associate, 2017
- Board of Directors, Mainstay, 2017
- Health Innovations Group, associate, 2015
- Launched Gerontology Solutions Inc., 2013
- Director of Client Services, Circle of Care, 2012
- National Director of Business Development Revera Home Health, 2011-2012