



HEALTH COALITION

OF ALBERTA

Annual Report

2020



WHOWEARE

The Health Coalition of Alberta started in 2006 as an alliance of voluntary health sector organizations, patient and consumer groups as well as individuals with common health issues and concerns. By 2014, the Coalition had formalized into a registered non-profit society. The diversity of the Health Coalition of Alberta's membership base reflects a wide variety of diseases and conditions, ages, populations and genders. Through the strength of our membership, we will be consulted with, and listened to, when decisions are made that impact the health of Albertans.

The Health Coalition consists of more than 100 organizations and individuals committed to working together and advocating with a united voice for better access to optimal health care for all Albertans. Members have identified three priority areas: patient/stakeholder engagement in health care discussions/decisions; improving access to care for all Albertans; and, improving access to medications for all Albertans. The Coalition works to achieve these priorities through primary initiatives such as education of members and the public, raising awareness regarding health care reform decisions and service changes which could impact Albertans, particularly patients in their care pathways, as well as advocacy on key health care access issues.

Through ongoing engagement of our membership in activities that align with our mandate and principles, the Health Coalition of Alberta Society is able to bring the voice of patients and their caregivers to represent our positions on common health and health care issues.

Our MISSION

We are a coalition of voluntary sector organizations, groups and individuals advocating with a united voice for better access to optimal health care for all Albertans.

PRESIDENT'S REPORT

On behalf of the Board of Directors, I am pleased to present the Health Coalition of Alberta's annual report for 2020. It was a difficult year for our members as the COVID-19 pandemic challenged us all both personally and professionally. We learned to adapt to physical distancing restrictions and online gatherings as a new way to stay connected. Many members faced lay-offs, restructuring and rapidly evolving business models in order to continue to serve Albertans and stay safe.

Thankfully, the Health Coalition of Alberta already functioned as a virtual organization and the Board of Directors is proud of our team's response to the issues brought to light during the pandemic. As noted in the Executive Director's report, we implemented several new programs and services to best support our members.

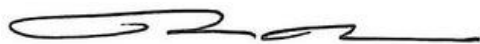
As we approached the end of our first quarter, we were well aware of the financial impact the pandemic was having on Albertans. As a result, the Board of Directors made the decision to set our membership fees at \$0 for 2020. We also chose to defer the Coalition's long-term strategic planning process for one year as we felt it was vital to focus our resources on pandemic response and support.

Despite the upheaval caused by this pandemic, 2020 saw a 15 per cent growth in the Coalition's membership. As you will see in the Treasurer's Report, our finances also remained healthy. This allowed the Board of Directors to add to our staff. In October, we welcomed Jaymee Maaghop as Administrative Assistant. Although we pay her for just a few hours per week, Jaymee has truly become an essential member of our team and has played a key role in the development of our policy and procedures manual!

Thank you to all of our members for your ongoing support and engagement. Our voice is strengthened by your expertise and your lived experience shapes all that we do. I also thank our corporate and gift-in-kind supporters for your ongoing contributions. Every donation impacts our ability to advocate for better healthcare in Alberta.

Finally, this is my last year as a Director, although I am still an active member of the Coalition. I have witnessed tremendous growth in our membership, financial support, reputation and achievements since I joined the Board in 2014. I am confident I am leaving the organization in capable hands and look forward to seeing what our future has in store for all members!

Respectfully submitted,



Bruce West
President

EXECUTIVE DIRECTOR'S REPORT

2020 was a year of evolution for all of us as we learned to implement measures and adapt our environment to keep safe from COVID-19. It was also one that proved the importance of working together to improve healthcare for Albertans.

It was a year that shifted the type of support our members needed from the HCA. Historically, the Coalition's focus has been on systemic advocacy, however, last year also saw demand for individual advocacy support as our members coped with reduced resources. Cases ranged from those easily solved with a phone call to more complex cases requiring research to find answers.

Our advocacy operations expanded to provide in-depth COVID-19 updates to members and respond to emerging issues during the pandemic. Continuing care, access to loved ones, and support for the non-profit sector were concerns that came to the forefront. Our work ranged from partnering with Dementia Network Calgary and the Red Cross to host online PPE trainings, to advocating for the recognition of designated support persons as part of care teams, to meetings, reports and consultations to drive transformation for all levels of continuing care. Our monthly updates became weekly to share new information. Members asked for more networking opportunities so we created our online Coffee Catch-Ups. We launched our new website, including the Biosimilars Resource Centre and our monthly blog, giving members an avenue to share their projects. We kicked off our new Member Webinar Series with a presentation by the governments of Alberta and British Columbia on biologics and biosimilars.

All of these projects were accomplished with the aid of Health Coalition members, supporters, and volunteers but also by expanding our staff as we welcomed a new member to our team. Jaymee Maaghop works a limited number of hours as Administrative Assistant but her contribution surpassed this time and enabled the expansion of member services.

I also want to recognize Bruce West and Angeline Webb, who have both served their full term as volunteers with the Health Coalition of Alberta's Board of Directors. Bruce's leadership and depth of knowledge has been invaluable to me. He has been generous in sharing insights with me and our members. Angeline's expertise in public health issues has guided the Coalition's work. In particular, her willingness to share her health equity, diversity and inclusion knowledge will shape our future. On behalf of everyone at the Health Coalition, thank you, Bruce and Angeline!

In closing, I would like to express my appreciation to everyone who checked on me during the pandemic. Isolation became a big factor for so many of us and I value your effort to reach out to me. I look forward to the year ahead as we use the best parts of 2020 to create a brighter future!

Respectfully submitted,



Beth Kidd
Executive Director

TREASURER'S REPORT

I am pleased to present the Health Coalition of Alberta Society's Financial Statements for the 2020 fiscal year.

The Health Coalition of Alberta ended the year with a strong cash reserve of \$124K and recognized \$150K in total revenues. This is due to steady efforts by the Executive Director to grow the corporate supporters program, recognizing a 67% increase from the prior year. Membership fees were not recognized in 2020 as the fees were waived during the membership campaign due to financial hardship experienced by the members from COVID-19.

Overall expenditures of \$100K for 2020 are up 26% from the prior year. The more notable increases in expenditures were related to increased workload and hours of the Executive Director and the completion of website development and Search Engine Optimization (SEO). These expenditures are offset by savings in changing the virtual administration platform to Microsoft Office 365 and conducting virtual board meetings and a virtual AGM, thus reducing meeting and travel expenses. The Health Coalition of Alberta was anticipating an additional \$30K in expenditures for 2020 related to projects such as development of the strategic plan, additional SEO work, and enhancing communications, however, the advocacy demands on the organization significantly increased in 2020 due to the economic environment from COVID-19. These deferred expenditures are anticipated to be spent throughout 2021.

The Health Coalition of Alberta recognized an operating surplus of \$50K in 2019. This surplus would have been further reduced by \$30K for the additional anticipated expenditures for 2020 that have been deferred to 2021, thus presenting a more balanced financial year.

The Health Coalition of Alberta's financial statements for 2020 will be provided to all voting members and shared at the AGM.

Respectfully submitted,



Karen Knutson
Treasurer

2020 CORPORATE SUPPORTERS

Funding from our Corporate Supporters helps the Health Coalition of Alberta to focus on achieving our strategic plan and our mission. We thank all our Corporate Supporters for their commitment to ensuring patients are included in health care decisions.

GOLD:



SILVER:

Celgene Inc.

Innovative Medicines Canada

GIFT IN KIND:

Canadian Cancer Society

Microsoft

2020 BOARD OF DIRECTORS

President Bruce West



Bruce West is a continuing care advocate. He retired in October 2013 after five years as Executive Director of the Alberta Continuing Care Association (ACCA), a voluntary, non-profit advocacy organization that represents the owners and operators of long term care and supportive living facilities, and the providers of home care and home support services throughout Alberta. Prior to his time with the ACCA Bruce had a 30-year career with the Government of Alberta where he held a number of senior management positions related to Alberta's housing and continuing care systems. Bruce has particular interests in promoting high quality and sustainable seniors housing, health care and continuing care to enhance the quality of life of Albertans.

Vice-President Teren Clarke



Teren is the former CEO with Spinal Cord Injury Alberta (SCI) and Executive Director of the Alberta Paraplegic Foundation. She is an ongoing member of the Strategic Clinical Network for the Neurology, Rehabilitation and Vision with AHS; Executive Committee for the North American SCI Consortium; and the Canadian SCI Care Advisory Committee. Teren was with SCI Alberta since 2005. Prior to that, she worked with Muscular Dystrophy Canada between 1993 and 2005 in roles including National Director of Programs, Prairies Executive Director and Provincial Services Director. Teren earned a BN from the U of C and a Masters in Management from McGill University.

Treasurer Karen Knutson



Karen is the founder of Active Coaching Inc. and works with professionals to help them gain control over their personal and professional finances. She is based out of Calgary, Alberta and is a CPA - Chartered Accountant with a Masters in Professional Accounting. Karen has over 15 years of experience in corporate accounting, finance, and leadership roles, and has served as a director and treasurer on various not-for-profit boards. Her previous role was Manager External Reporting & Internal Controls for WestJet. Karen is also a health and wellness enthusiast working towards a transformational nutrition coaching certification.

Secretary

Angeline Webb



Angeline Webb is Regional Manager of Health Policy and Health Promotion with the Canadian Cancer Society where she has been engaged in health policy advocacy and health promotion for the last 17 years. She develops, implements, and administers public health advocacy and health policy development initiatives and health promotion programming for the Canadian Cancer Society in the Prairie and Northern regions as well as at the federal level. Angeline's focus is healthy public policy and chronic disease prevention.

Member-at-Large

Joan King



Joan King is a Government Relations and Advocacy Director for Diabetes Canada. Joan has been a long-time patient advocate working for Diabetes Canada and with health coalitions and partner health charities. Joan has worked with hundreds of volunteers in advocating the positions and policies of Diabetes Canada to the Canadian public, governments, non-government organizations and the media on behalf of the diabetes community in Canada.

Member-at-Large

Fraser Hall



Fraser Hall is a Services Specialist for Muscular Dystrophy Canada. In this role, he supports individuals and their families who are affected by neuromuscular disorders, by helping navigate health care systems, community supports, recreation opportunities and financial aid. He also advocates for patient rights, caregiver supports, and accessibility issues. He also has a background working with individuals with special needs and outdoor Education.

Member-at-Large

Shirley Duia



Shirley is a post-secondary education student at the University of Alberta studying Physiology. Shirley has been passionate about health care from a very young age. Her mother is a family physician and a role model for Shirley. Her ambition is to enter medical school and become a doctor. Shirley is a volunteer ER attendant at the Misericordia Hospital where she aids nurses and provides assistance to patients and visitors. She also volunteers as at Villa Caritas and provides support to seniors. Her volunteer experience includes special events like the Heritage Festival and Walk for Seniors as well as helping at the Mustard Seed kitchen. Shirley's goal is to learn about other aspects of health care, including how to enable easily accessible health care for all.

Executive Director

Beth Kidd



Beth has 25 years of experience in developing, directing, and implementing patient advocacy, government relations, public relations, and marketing strategies. Beth has spent the majority of her career in the health charity sector although she came to the Health Coalition of Alberta from the corporate world. Beth is a life-long volunteer with many charities, political parties and community groups. Currently, she is a member of Research Canada's Board of Directors and a member of CADTH's Patient and Community Advisory Committee.

Administrative Assistant

Jaymee Maaghop



Jaymee provides organizational support to the Board, the Executive Director, and the Coalition members on a part-time basis. She graduated with a Bachelor of Arts in Law from Carleton University and has four years of experience working with patient organizations on healthcare access issues. She is passionate about research, writing, and advocacy, and values spending time to connect with diverse populations to learn of different perspectives on social justice. While she is based in BC and works full-time for a member organization, the Gastrointestinal Society, she is eager to work with the Health Coalition of Alberta to achieve its mission for better access to optimal healthcare for all Albertans.



OUR MEMBERS

Alberta Committee of Citizens with Disabilities (ACCD)
Alberta Community Council on HIV
Alberta Continuing Care Association
Alberta Council on Aging (ACA)
Alberta Hospice Palliative Care Association
Alberta Pituitary Patient Society
Alberta Seniors & Community Housing Association (ASCHA)
ALS Society of Alberta
Alzheimer Society of Calgary
Alzheimer Society, Alberta and Northwest Territories
Aplastic Anemia and Myelodysplasia Association of Canada/Network of Rare Blood Disorders
Arthritis Society Alberta and NWT (The)
Autism Society of Edmonton Area
Brain Care Centre
Canadian Association for Porphyria (The)
Canadian Association of Pompe
Canadian Cancer Society
Canadian Cancer Survivor Network
Canadian Down Syndrome Society
Canadian Liver Foundation
Canadian Mental Health Association, Edmonton Region
Canadian Mental Health Association, Alberta Division
Canadian MPN Research Foundation
Canadian Psoriasis Network
Canadian Pulmonary Fibrosis Foundation
Canadian Skin Patient Alliance / Canadian Association of Psoriasis Patients
Canadian Spondylitis Association
Caregivers Alberta
CARP Calgary Chapter
CARP Edmonton Chapter
Cerebral Palsy Association in Alberta
CNIB AB & NWT/ Vision Loss Rehab
Creekside Support Services Ltd
Crohn's and Colitis Canada
Cystic Fibrosis Canada - Calgary & Southern AB Chapter
Cystic Fibrosis Canada - Edmonton & Northern AB Chapter
Dementia Network Calgary
Diabetes Canada
Easter Seals Alberta
Edmonton Down Syndrome Society
Epilepsy Association of Calgary
Fibromyalgia Society of Edmonton and Area
Gastrointestinal Society / Canadian Society of Intestinal Research
Greg's Wings (formerly Health Arrows)
Heart & Stroke Foundation of Alberta, NWT & Nunavut
HIV Community Link - Calgary & Medicine Hat
HIV Network of Edmonton
Huntington Society of Canada
Kidney Foundation of Canada - Northern Alberta & Territories
Kidney Foundation of Canada- Southern Alberta Branch
Leukemia & Lymphoma Society of Canada
Lung Association - Alberta and NWT
Lupus Society of Alberta
M.E. Society of Edmonton
March of Dimes
Multiple Sclerosis Society of Canada - Alberta & NWT Division
Muscular Dystrophy Canada - Prairies & NWT
Myeloma Alberta Support Society
Natural Health Practitioners Canada
Osteoporosis Canada – BC & Alberta Region
Parkinson Association of Alberta



Psychologists' Association of Alberta
Save Your Skin Foundation
Schizophrenia Society of Alberta
Seniors Community Health Council in
Alberta on Aging
Southern Alberta Myeloma Patient Society
SouthWest Edmonton Seniors Association
(SWESA)
Spina Bifida and Hydrocephalus Association
of Northern Alberta
Spinal Cord Injury Alberta
Turning Point Society
Unmasking the Reality of Lung Cancer
Ups and Downs - Calgary Down Syndrome
Association
Voice of Albertans with Disabilities
John Bachnyski

Tim Battle
Ganive Bhinder
Rick Brick
Kathy Kovacs Burns
Mary Chibuk
Shirley Duia
Darlene Gallant
Rayne Johnson
Karen Knutson
Rita Lyster
Jeff MacKay
Austin Mardon
Larry Pempeit
Tom Perkins
Catherine Ryan
Katie Soles
Kathy Watson
Bruce West

Our MANDATE

The mandate of the Health Coalition of Alberta Society is to advocate for people-centered health care in Alberta. Through the strength of our membership, we will be consulted with, and listened to, when decisions are made that impact the health of Albertans.

Contact Us

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