STRATEGIC PLAN 2022 – 2025





Our STORY

Health Coalition of Alberta is an alliance of health charities, patient groups, non-profit organizations and individuals driven by a unified purpose. Through the strength of our membership, we have voice and influence into public health decisions that impact the health of Albertans.

Formed by a group of volunteers in 2006, the Health Coalition of Alberta formalized as a registered non-profit society in 2014. Our membership base quickly grew to one of the largest advocacy coalitions of this kind in Canada; more than 100 members inform our work.

We use a collaborative, solution-focused approach to engage with governments, health policy decision-makers and other stakeholders to achieve our goals.

We recognize that, for many reasons, not all users of the health care system choose to be referred to as patients. However, we use this collective term to positively reinforce the concept that the health care system must be effective for each person in care regardless of the services they receive or where they are served. It also differentiates the unique voice of people with lived experience from health care providers and other professionals.

Our VISION

We envision a health care system where all Albertans have an equitable voice and access to services needed to achieve their full health potential.

Our PURPOSE

The Health Coalition of Alberta advocates for the adoption of a relational model of care that is centered on patient needs to achieve their full health potential. We support shared decision-making between the health care team and educated and informed patients in order to make choices that will have the most impact on not only the health but also the emotional and social needs of each individual.

We achieve our purpose by: advocating on key health care issues; educating our members and the public so they can engage effectively with the health care system; and, by raising awareness and stimulating dialogue around health care policy and service changes that impact Albertans.

Strategic Map

	Goals	Aspirations			Objectives			Preferred Future		
1	Foster a Strong Coalition	The Health Coalition of Alberta h membership and resources nec effective collective action.		1.2 D	eepen & broaden member collabor evelop management plans that ado opment, sustainable funding, and r	Iress Board recruitment and		All Albertans have equitable access to quality		
2	Deliver Member & Public Education	Health Coalition of Alberta mem Albertans have access to availab to advocate effectively for their i	to available information and tools		rovide members with access to ava ort advocacy on Health Coalition of rovide public access to available re cate effectively for their health ne	of Alberta priorities. sources to support their ability		health services. Patients, families, and caregivers		
3	Champion Health Equity	Every Albertan has an equitable their full health potential.	opportunity to achieve	Coali	evelop and utilize a health equity m tion and share the approach with dvocate to decision-makers for the	our members.		have voice and influence into the decisions that impact their health.		
4	Amplify Patient & Caregiver Voice	Patients, families, and caregivers are equal and informed partners in co-creating improved health care.		 4.1 Promote the need for balanced and meaningful representation in health policy and research bodies. 4.2 Advocate for the use of real-world evidence & lived experience in decision-making processes. 4.3 Encourage public consultation with diverse & marginalized communities. 				The Health Coalition of Alberta is an effective advocate for a health care system that is centred on		
5	Promote a Relational Model of Care	Every Albertan has equitable access to quality health care that is centered on patient needs and based on shared decision-making involving informed and educated patients.		 5.1 Advocate for the adoption of a relational model of care. 5.2 Create & promote patient-informed standards & best practices in virtual care. 5.3 Advocate for a continuing care system in Alberta that is flexible, supports independence and provides choices for care. 						
6	Improve Access to Medications & Medical Devices	Every Albertan has equitable access to the medications and medical devices that best address their individual needs.		6.2 Ei treatn 6.3 Ao	 6.1 Ensure Albertans have voice in federal and provincial health initiatives. 6.2 Ensure Albertans have timely & equitable access to medications, testing & treatment required as part of patient-physician developed treatment plans. 6.3 Advocate for enhanced patient input into health technology assessments and funding decisions. 			patient needs to achieve healthy lives.		
		Assumptions &	Key Drivers							
	Political uncertainty impacts the health system as well as community supports.		Increasing complexity of h needs driven by demogra changes & disparities	aphic	Virtual care, biosensing & the personalization of health care accelerate innovation.	COVID-19 has created a backlog in diagnosis & treatment.	practitioner	ce sustainability and burnout are concerns in ealth care system.		

MARKERS OF SUCCESS

	Goals	Objectives	Markers of Success	Preferred Future
1	Foster a Strong Coalition	 1.1 Deepen and broaden member collaboration and collective action. 1.2 Develop management plans that address Board recruitment and development, sustainable funding, and membership base. 	 Increased participation and collaboration among Coalition members. Improved organizational capacity, including human and financial resources. 	
2	Deliver Member & Public Education	 2.1 Provide members with access to available educational tools and resources to support advocacy on Health Coalition of Alberta priorities. 2.2 Provide public access to available resources to support their ability to advocate effectively for their health needs. 	• Enhanced ability of Health Coalition of Alberta members and the public to advocate for their health needs.	All Albertans have equitable access to quality health
3	Champion Health Equity	3.1 Develop and utilize a health equity methodology to inform the work of the Coalition and share the approach with our members.3.2 Advocate to decision-makers for the adoption of population health strategies.	Increased knowledge of health equity and population health among members and engaged decision-makers.	services. Patients, families, and caregivers have
4	Amplify Patient & Caregiver Voice	 4.1 Promote balanced and meaningful representation in health policy and research bodies. 4.2 Advocate for the use of real-world evidence and lived experience in decision-making. 4.3 Encourage public consultation with diverse and marginalized communities. 	 Increased participation of the Coalition and members in policy development processes. Expanded diversity of voices in the Coalition's advocacy and engagement processes. 	voice and influence into the decisions that impact their health. The Health Coalition
5	Promote a Relational Model of Care	 5.1 Advocate for the adoption of a relational model of care. 5.2 Create and promote patient-informed standards and best practices in virtual care. 5.3 Advocate for a continuing care system in Alberta that is flexible, supports independence and provides choices for care. 	• Enhanced awareness among engaged decision- makers of the priorities for virtual care, relational model of care and a modernized continuing care system.	of Alberta is an effective advocate for a health care system that is centred on patient needs to achieve healthy lives.
6	Improve Access to Medications & Medical Devices	 6.1 Ensure Albertans have voice in federal and provincial health initiatives. 6.2 Ensure Albertans have timely and equitable access to medications, testing and treatment required as part of patient-physician developed treatment plans. 6.3 Advocate for enhanced patient input into health technology assessments and funding decisions. 	 Improved understanding among engaged decision-makers of the value of patient perspectives when assessing equitable funding of medications and devices. 	-incaliny inves.

