

STRATEGIC PLAN 2022 – 2025



**HEALTH COALITION
OF ALBERTA**

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.

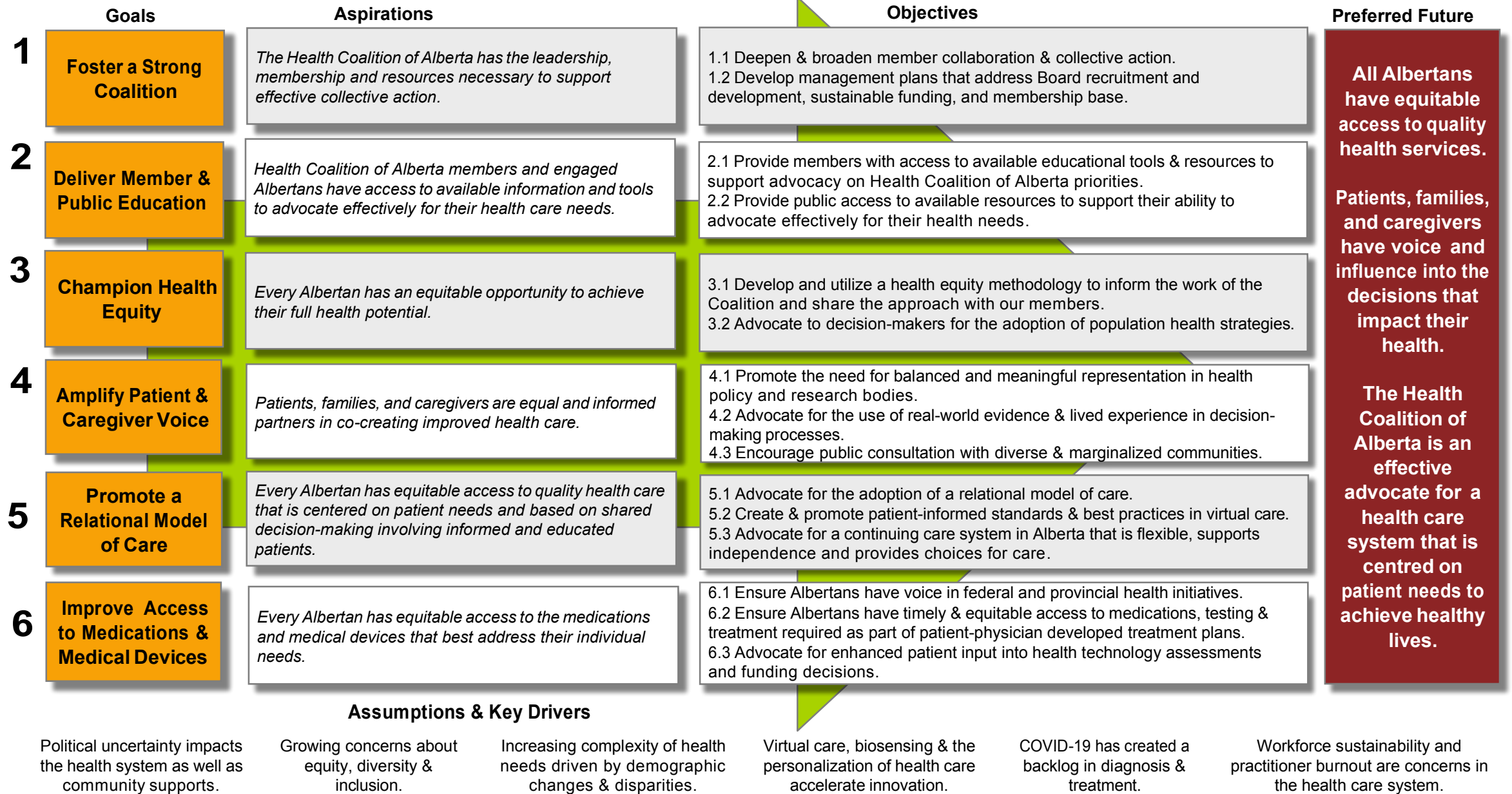
Our PURPOSE

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.

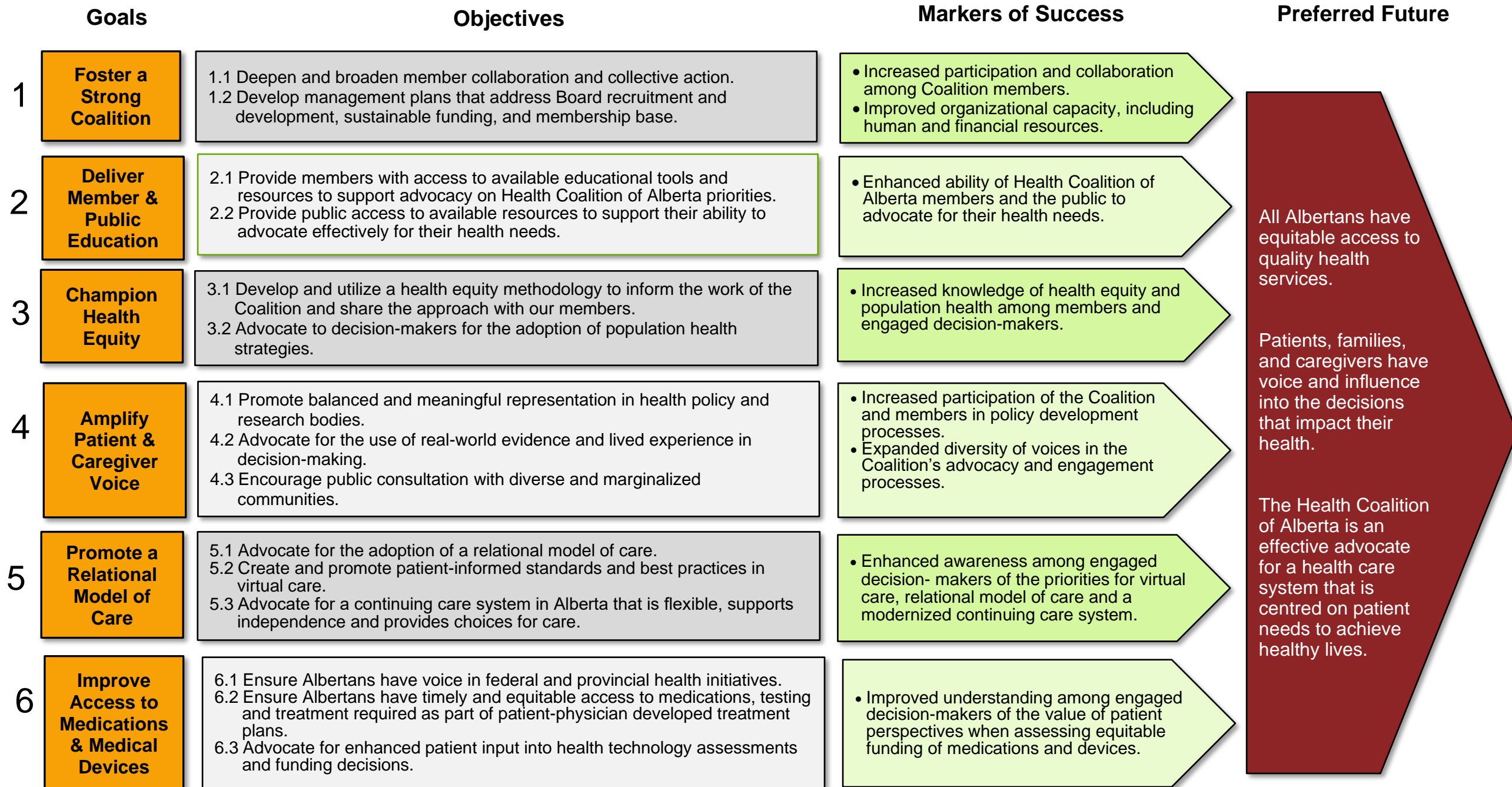
We achieve our purpose by: advocating on key health care issues; educating our members and the public so they can engage effectively with the health care system; and, by raising awareness and stimulating dialogue around health care policy and service changes that impact Albertans.



Strategic Map



MARKERS OF SUCCESS



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