



**HealthCareCAN**  
*Leading. Innovation. Together.*

# 2019 - 2021

## STRATEGIC PLAN





# The Voice of Health Care Transformation

*Now more than ever there must be a clear, clarion call for action at the federal and provincial levels to transform our health system to meet the needs of patients now and into the future.*

**The HealthCareCAN 2019-2021 Strategic Plan is a roadmap to take the organization to the next level of advocacy with a strong, engaged membership, a sound financial foundation and clear objectives.**

The frontline health organizations and health researchers that comprise our membership give HealthCareCAN the critical perspective needed to seize collaborative and innovative opportunities to drive change. Our dedicated members separate us from the many competing organizations and raise our voice above the din.

The diverse expertise and experience of our membership covers the full continuum of care within the health system and their innovative work is an impressive economic contributor to Canada's growth.

HealthCareCAN advocates for – and represents the interests of – our members. We also remain committed to providing for their unique education and leadership development needs.

Health care in Canada is changing at a tremendous rate. The leader of today who fails to adapt and grow will be left behind. HealthCareCAN is focused on developing the next generation of health care leader, and the next, and the next...

It has been said that Canada is a “nation of pilot projects” when it comes to health. The historic politicization of health care has played a significant role in efforts to transform the health system; sometimes serving as a catalyst for change, sometimes creating obstacles.

Now more than ever there must be a clear, clarion call for action at the federal and provincial levels to transform our health system to meet the needs of patients now and into the future.

This is of even greater importance given the forces of disruption currently at work: digital health, artificial intelligence, Canada's aging population and many others.

HealthCareCAN is that national voice of action and will continue to extend our efforts in support of enhancing access to high-quality health care, policy, research and leadership development.

The HealthCareCAN Strategic Plan 2019-2021 will take us to that next level.

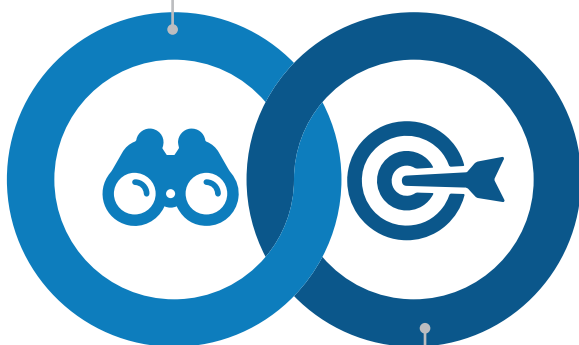
**- The HealthCareCAN Board of Directors**

# Our Vision & Mission

## **VISION**

Healthy Canadians supported by  
a world-leading health system.

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## **MISSION**

To deliver high-quality products and  
services to members in support of health  
system innovation and transformation.

# Our Value Proposition



## **ONE VOICE**

We advocate for solutions that enhance the health of Canadians through innovation and research.



## **AUTHORITY**

We provide expertise and credibility with the most relevant partnerships to address member issues.



## **COMMUNITY**

We convene and connect networks and communities of practice across the continuum of care.



## **INSIGHT**

We engage health leaders and health researchers to develop policies that shape the future of health for Canadians.

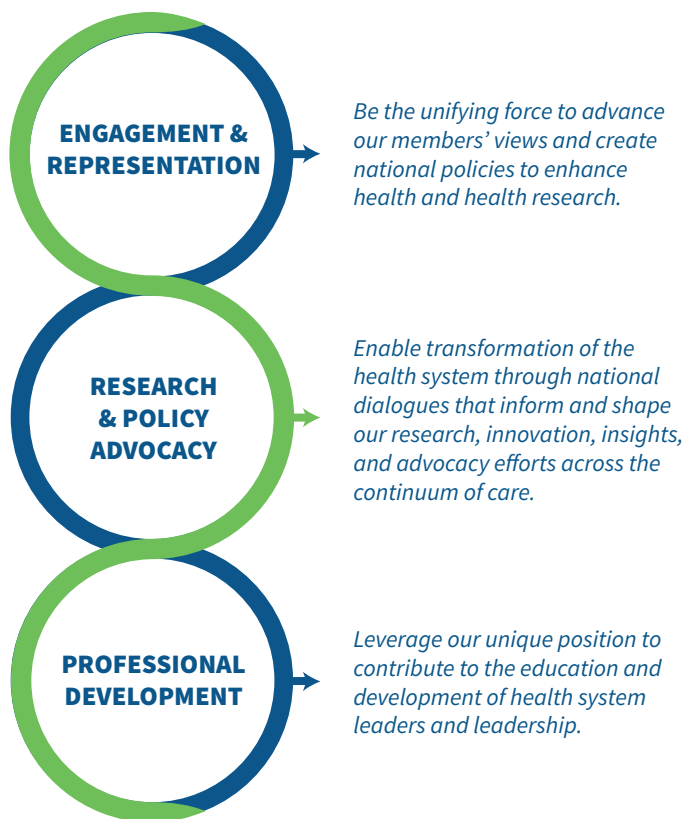


## **LIFELONG LEARNING**

We develop and empower health leaders as transformation agents of today and tomorrow.

# Our Key Result Areas

*Based on the needs identified by the healthcare community of practice across Canada, HealthCareCAN will focus on three Key Result Areas (KRAs). They show where HealthCareCAN intends to make an impact, while being flexible to allow HealthCareCAN to be responsive to system changes and emerging opportunities.*





# Engagement & Representation

*Be the unifying force to advance our members' views and create national policies to enhance health and health research.*

## OBJECTIVES

- Unite and strengthen diverse voices seeking to improve health in Canada.
- Be the source of relevant, national positions on member issues.
- Champion members' interests and issues to federal decision-makers, other levels of government and health stakeholders.

## OUTCOMES

- Members feel highly engaged and connected through participation in a regular engagement process that monitors, gathers and reflects their priorities.
- Our clear understanding of member interests and their strong engagement shape our actions and efforts.
- HealthCareCAN drives a national conversation based on the successes, contributions and experiences of our members.



# Research & Policy Advocacy

*Enable transformation of the health system through national dialogues that inform and shape our research, innovation, insights, and advocacy efforts across the continuum of care.*

## OBJECTIVES

- Unite and mobilize our members in collective action on key advocacy priorities.
- Encourage uptake of enhanced health delivery models that better meet the needs of Canadians.
- Deliver timely insight and perspective on emerging issues to members, governments and health system stakeholders.

## OUTCOMES

- Clear, focused messages determined by our members are sought out by government and health stakeholders.
- Our research advocacy and policy priorities contribute to health system transformation.
- Our work improves access to research and innovation funding for our members and identifies new support opportunities.





# Professional Development

*Leverage our unique position to contribute to the education and development of health system leaders and leadership.*

## OBJECTIVES

- Empower health professional with the knowledge, skills, and relationships to lead health system improvement.
- Provide essential professional development products that complement and respond to the needs of our members.
- Connect our members and students to thought leadership across Canada and internationally.

## OUTCOMES

- Health leaders are equipped with the capabilities to effectively lead health system transformation and deliver high-quality health services.
- HealthCareCAN is a recognized and trusted provider of leading and relevant professional development products and services delivered in an innovative and effective manner.
- We are a sought-after partner by health and professional development organizations.

# Our Values

-  Collaboration
-  Engagement
-  Integrity
-  Leadership

# Our Enablers



**MEMBERSHIP SERVICES  
& COMMUNICATIONS**



**INTEGRATION  
OF OPERATIONS**



**TALENT MANAGEMENT**



**FINANCIAL STEWARDSHIP**



# **Thank you**

to our members,  
whose unwavering  
support empowers  
us to succeed.



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