



STRATEGIC PLAN EXECUTIVE SUMMARY 2011 – 2014

ABOUT US

CREATING SYNERGY Health Coalition of Alberta is an alliance of patient and consumer individuals, groups, health charities, non-profits and other coalitions.

We have come together to strengthen our voice in advocating for and supporting a health care system that provides the best care and treatment options to every Albertan. We are a united voice advocating for better access to optimal health care for all Albertans.

We are proactively engaged in relevant discussions with governments, health professionals and other stakeholders concerning existing health care challenges or proposed health care reform.

The voice Creating Synergy potentially represents is one-third of the population of Alberta, and this could be increasing as our population ages and/or faces more health issues and/or access challenges to preventive or treatment care in the future.

MANDATE

The mandate of the Creating Synergy Coalition 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.

MISSION

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

VISION

The best people-centered health care for all Albertans.

PRINCIPLES

Values We Collectively Share:

A. Commitment to the public good and public benefit

- Align the mission of the coalition with an active and constant commitment to the public good
- Ensure that all activities are directed toward public benefit

B. Integrity and Honesty

- Act with integrity, honesty and transparency in all relationships and interactions between members, funders, and government

C. Respect for all stakeholders

- Treat everyone as people first and foremost and respect their rights, responsibilities and opinions

D. Commitment to accountability and good governance

- Commit to good governance, through directors and management who are informed, thoughtful and purposeful in their decision making
- Ensure that the steering committee periodically reviews the organization's mission and evaluates progress in achieving this mission
- Communicate effectively and clearly about the coalition's mission, objectives and governance

E. Dedication to the pursuit of quality health care

- Demonstrate a strong enthusiasm in our endeavors to make a positive difference in the lives of patients and their families.
- Communicate this enthusiasm to others in an attempt to encourage others to share in our vision.
- Ensure that patients or patient groups have a voice in the development of health policy

Strategic Priorities & Goals

Creating Synergy has identified four strategic priority areas. The four areas support a focus in expertise and resources. The plan concentrates on efforts to respond to existing environmental uncertainties and challenges such as a lack of political focus and innovation other than cost containment and attempts to support progress to rectify the health services imbalance across the continuum of care (acute, primary, chronic disease management, long term/continuing and palliative care) and the lifespan and where costs are more than the benefit gained. Through the four strategic priority areas, Creating Synergy strives for “the best people-centred health care for all Albertans”.

1. Strategic Priority: Advocacy and Public Policy Development:

Goal: Effectively Champion for Access to Quality Health Care for all Albertans

Objectives:

1. Continuously define and review Creating Synergy’s advocacy priorities
2. Collaborate or partner with other organizations in advocating for quality health care for all Albertans
3. Develop the coalition’s capacity to engage in effective advocacy
4. Implementation of advocacy strategy
5. Continuously update and monitor targets and conduct evaluation of advocacy strategies

2. Strategic Priority: Communications & Public Awareness:

Goal: Increase public awareness and support for equitable access to health care issues

Objectives:

1. Develop coalition’s capacity to implement effective communications strategy
2. Define and communicate the work and value of the coalition stakeholders
3. Continuously update and monitor targets and conduct evaluation of communication strategies

3. Strategic Priority: Organizational Capacity Building:

Goal 1: Increase Capacity of the Coalition to Support Creating Synergy’s Mandate

Objective:

1. Build effective and fully engaged diverse membership

Goal 2: Develop Administrative Capacity and Infrastructure

Objectives:

1. Enhance the capacity & sustainability of the organization's steering committee to provide effective leadership & governance
2. Ensure Creating Synergy has the necessary administrative policies, procedures, and infrastructure to operate efficiently and effectively
3. Continuously update and monitor targets and conduct evaluation of capacity development processes

4. Strategic Priority: Development of Organizational Means:

Goal 1: Ensure Creating Synergy has stable and diversified resources

Objectives:

1. Solidify relationships with current and potential donors
2. Develop the organization's capacity to engage in effective and diversified resource development
3. Continuously update and monitor targets and conduct evaluation of means development

Through ongoing consultation with our membership this strategic plan will guide the activities of Creating Synergy in support of our mandate. Together we will achieve our vision of the best people-centered health care for all Albertans.

***Working together with you...
for the best people-centered health care for all Albertans***