



PHA Canada's mission is to *empower* the Canadian pulmonary hypertension community through *support, education, advocacy, awareness, and research*. Here's how we delivered on our mission in 2017:

## STRATEGIC PRIORITIES

### SUPPORT & EDUCATION

#### EDUCATIONAL EVENTS



Welcomed **220+** community members and medical professionals at the first ever *Eastern Regional PH Symposium* in Toronto, ON

#### RESOURCES



Developed **new resources** for patients, caregivers, and families in collaboration with advisory committees, including a series of oral medication infosheets

#### COMMUNITY SUPPORT



- Transitioned to a new subscription model for *Connections Magazine*, making it **free** for all Canadians living with PH
- Kept **900+** subscribers informed with e-newsletters in both English & French
- Engaged **4,500+** followers on social media
- Assisted **6 PH Support Groups**

### EARLY DIAGNOSIS

#### EDUCATIONAL CAMPAIGN for DOCTORS



- Launched the enhanced website for educating medical professionals on pulmonary hypertension: [www.SometimesItsPH.com](http://www.SometimesItsPH.com)
- Attended educational events to raise awareness amongst both healthcare providers and at-risk patient populations

### AWARENESS



#### AWARENESS EVENTS

- Hosted an awareness event to mark **World PH Day** at the Ottawa Heart Institute
- Launched the *Life in Purple Challenge* during November awareness month to shed light on the impacts that living with PH has on both patients and caregivers

#### PUBLIC OUTREACH



- Engaged with **local and national media** to raise awareness of PH amongst the public
- Closed captioned and submitted **2 PSA's** to national broadcasters

### ACCESS TO TREATMENT

Helped provide **practical tools** and support to members of the community to demand action from their local government officials

#### TAKE ACTION PAH



#### DIRECT REPRESENTATION

Contributed to the modernization of Ontario's *Exceptional Access Program* for PAH therapies

### RESEARCH

#### PH RESEARCH SCHOLARSHIPS



- Awarded **\$10,000** Paroian Family PH Research Scholarship to a research trainee in London, ON
- Awarded **first \$10,000** Mohammed Family PH Research Scholarship to a research trainee in Laval, QC

## 2017 FINANCIALS

#### REVENUES

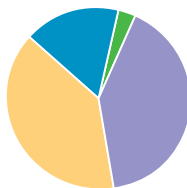
\$460,762 (TOTAL)



- Sponsorships 42%
- Fundraising 35%
- Memberships 22.5%
- Other 0.5%

#### EXPENSES

\$397,315 (TOTAL)



- Programs 38%
- HR 33%
- Administration 23%
- Fundraising 6%

2017 audited financial statements are available at [www.phacanada.ca](http://www.phacanada.ca)

“I was immediately referred to PHA Canada upon my diagnosis and was grateful for the soft landing. Today, wrapped in the arms of a united PH community, I feel stronger, more empowered, and so well educated on PH.”

—Marion Laird-Roth, patient, Milverton, ON

## IN THE WORKS FOR 2018

**NATIONAL PH MEDICAL THINK TANK**  
Vancouver, September 27-28



**EMPOWERING** patients & caregivers to raise their voices



**WESTERN REGIONAL PH SYMPOSIUM**  
Vancouver, September 28-29



**10th ANNIVERSARY** of PHA Canada's 10<sup>th</sup> year



## DONATE NOW!

Help us create a better life for all Canadians affected by PH.

Visit [phacanada.ca/donate](http://phacanada.ca/donate)