

# 2024-2027 Strategic Plan

## Values

Respect, Integrity,  
Commitment, Excellence

## Vision

A better life for all Canadians  
affected by pulmonary  
hypertension.

## Mission

Empower the Canadian  
pulmonary hypertension  
community through support,  
education, advocacy,  
awareness, and research.

## 2027 Vision Statement

In 2027, PHA Canada will reach every PH patient across Canada and ensure that every Canadian patient can participate in research and be part of the Canadian PH Registry. PHA Canada will collaborate with healthcare professionals across Canada and be a national voice for the PH community. PHA Canada will be supported by growing diversified and sustainable funding.

## Priorities & Objectives

1. Empower patients – Partner with patients to increase access to and participation in activities that improve their health
  - a. Expand support offerings to serve Indigenous, rural, and Group 2 & 3 patients
  - b. Increase education and engagement of newly diagnosed patients
  - c. Increase opportunities for patients to participate in research
  - d. Increase awareness of the burdens and needs of PH patients and families among healthcare decision-makers (i.e., governments, payers, drug developers, etc.)
2. Engage healthcare providers – Collaborate with healthcare providers to improve patient outcomes through access to high-quality care and support
  - a. Deepen the collaboration between PHA Canada and the PH expert centres
  - b. Expand engagement with clinicians treating Group 2 & 3 patients
  - c. Establish patients as partners in all Canadian PH research projects
  - d. Increase investment in PH research
3. Grow revenues – Grow a diversified and sustainable funding base that will support PHA Canada's mission
  - a. Increase annual revenues to \$1.5 million by 2027
  - b. Hire a professional fundraiser and implement a fund development strategy
  - c. Maintain a minimum of 40% of annual revenues from non-industry sources



PULMONARY HYPERTENSION  
ASSOCIATION OF CANADA  
.....  
L'ASSOCIATION D'HYPERTENSION  
PULMONAIRE DU CANADA



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