

# Alberta Doctors' Digest

## Informed Reform campaign moves into phase III

The Informed Reform campaign has been active for over a year, including Phase I, “Government’s not Listening,” and Phase II, building on the messaging of physicians as “Trusted to Lead.” These two phases are recapped in detail in the last issue of [Alberta Doctors' Digest](#). As we head into phase III of Informed Reform, we are focused on defining the health care system that Albertans deserve.

### Strategy

Alberta’s current political environment is following a narrative that emphasizes doing things “differently” by introducing new models, policies and ideas. Yet, despite a flurry of policies and promises that Albertans may mistake for action, there is a lack of answers to the fundamental questions that actually matter to patients, including: “How will these health care changes make care better, safe and more accessible/affordable over time?” Phase III strives to define and answer these questions with physicians leading the public conversation on what Albertans should expect out of their health care system.

### Messaging

The campaign will be divided into three sub-phases: defining, data and demonstrating

#### 1. Define

The campaign will seek to reframe the public conversation with simple, powerful distinctions: “Different does not always equal better”; “Change without a clear destination is not leadership”; and “Innovation without a purpose should not be mistaken for progress.” These phrases articulate what Albertans should expect from their health care system and what changes should look like when physicians' voices are at the heart of these decisions.

#### 2. Data

Meaningful change must be guided by data, science, accreditation and clinical practice. Most importantly, meaningful change is only recognized when there are visible, valuable outcomes for patients and physicians. A strong health care system is innovative not just because it is different, but because it provides beneficial outcomes that can be visible in data.

#### 3. Demonstrate

Explain why physicians play a key role in defining and upholding the expectations of Alberta's health care system through three pillars.

- Physicians' expertise is the foundation of trust
- Better outcomes define meaningful innovation
- The patient journey is the proof"

Each pillar builds trust, relationships and expectations that Albertans should hold for their health care.

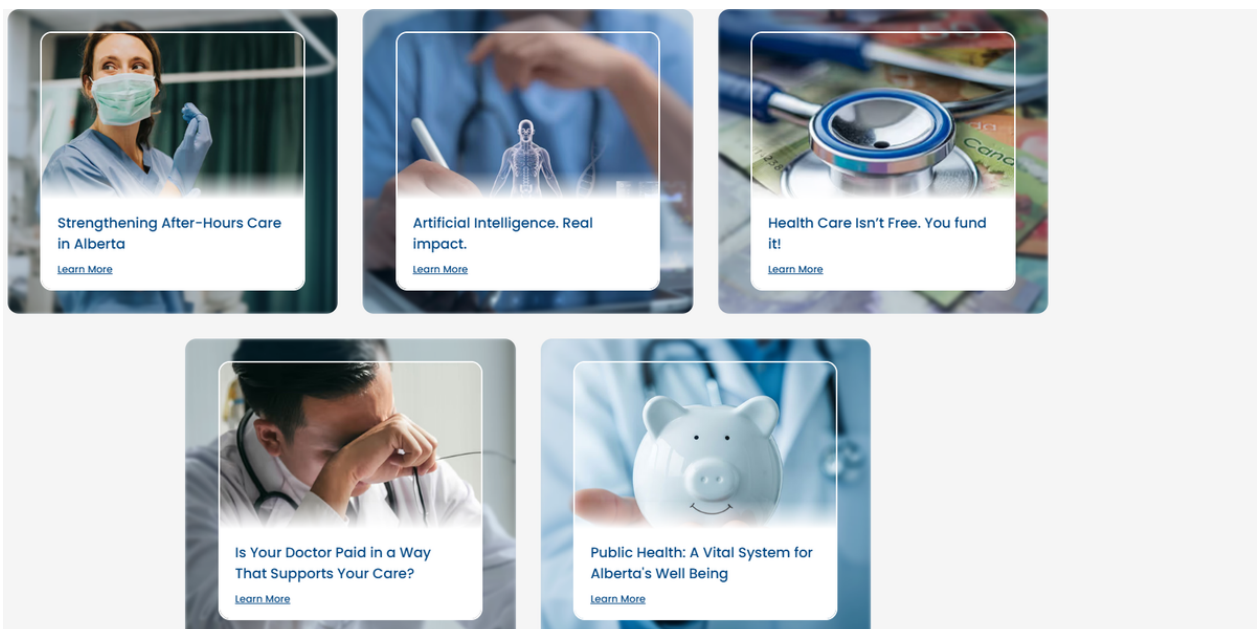
## Tactics

Phase III tactics build reach, resonance and credibility, using both digital and traditional media, grassroots engagement, data/research polling and partnerships to ensure our messages are well-supported and articulated.

Digital media assets include animated explainers of complex informed reform topics into accessible narratives and short-form videos featuring the real people behind health care. Content will direct Albertans to the Informed Reform website, which will act as a central hub for blogs, commentary and other statements.

Our grassroots engagement tactics will reinforce key messages with the government through letter-writing initiatives while building and activating our [PatientsFirst](#) user base, now at over 66,000 users.

Data and research will be a key component to the credibility and reach of this campaign. Public polling and digital surveys will help the ongoing refinement and pivoting of messaging and how we communicate.



Elements from the Informed Reform campaign

## **Campaign**

The current policy environment in Alberta is rapidly shifting. Due to these changes, this phase will employ a rapid response framework, allowing us to pivot seamlessly. Rapid responses in the campaign will include a prepared messaging infrastructure with pre-developed assets for fast-emerging issues.

## **What's next?**

Between January and March, the patient interview series will launch across YouTube and Meta Channels. We are currently working on public polling for benchmark data, creative asset development and audience building through [PatientsFirst](#) in preparation for a further launch in June 2026.

The health care system that Albertans deserve can only be defined by the experts working in the system. To innovate and reform Alberta's health care, the physicians at the heart of the system must inform it.