



Let's build the movement for better care

Care Forward is a national movement of people sharing knowledge and applying proven approaches to make healthcare better for more people, faster. With support from Healthcare Excellence Canada—through funding, resources, expert coaching and a network of peers—healthcare changemakers are driving lasting local impact and collectively improving care for at least one million people.

Starting in May 2025, HEC and supporting organizations will invite people across Canada to join this movement and take part in new offerings focused on four key priorities:



Priority 1: Expanding access to care and easing pressure on emergency departments

We're helping health and social care organizations expand access to quality primary and community care, ensuring people get the right care, in the right place, at the right time with four new offerings:

- **Right Care Challenge** supports health and social care organizations to launch or enhance initiatives that ensure patients receive the right care, at the right time, in the right place—all while helping reduce avoidable emergency department visits.
- **Enhancing Integrated Care** support primary and community care organizations to strengthen integrated team-based care models, including virtual care, making access easier and reducing pressure on emergency departments.
- **Paramedics and Social Prescribing** helps paramedic teams use social prescribing to connect clients with local community services, improving overall health and wellbeing, ensuring that people are provided with the right care and support, in the right place.
- **Primary Care Access Improvement** helps team-based primary care organizations adjust resources, so patients receive timely care, regardless of urgency or demand.



Priority 2: Helping more people age where they call home

We're helping health and social care organizations expand access to quality primary and community care, ensuring people get the right care, in the right place, at the right time with four new offerings:

- Building on its success in New Brunswick, Nursing Home Without Walls supports jurisdictions across the country to bring nursing home support and services to older adults in their own homes, helping them age safely and comfortably where they already live.

For information on how to participate, email nhww-fssm@hec-esc.ca



Priority 3: Advancing safe, person-centred LTC

We're helping long-term care homes deliver more person-centered care with this awards-based improvement program:

- The Sparking Change in Appropriate Use of Antipsychotics Awards program provides long-term care homes across Canada with support to use person-centered approaches to reduce potentially inappropriate antipsychotic use. (Open for [registration now](#))



Priority 4: Supporting the health workforce

Across all of these offerings, teams will help create the conditions for healthcare professionals to thrive, supporting well-being, capacity and adaptability to enhance retention and care delivery.

How can our organizations collaborate?

Healthcare Excellence Canada invites organizations across the country to join us as supporting organizations to help amplify **Care Forward** and advance these four shared priorities.

In sharing information about this initiative with your networks, supporting organizations can help spread evidence-based solutions, connect their teams to funding and learning opportunities and contribute their expertise to a national movement. Healthcare Excellence will provide materials and support to make it easy to spread information and encourage participation.

By working in collaboration, we can drive meaningful change in healthcare—promoting proven approaches and equipping teams with the tools they need to make care better for more people.



To learn more or to become a supporting organization, contact
supportingorg-orgappui@hec-esc.ca