

Alberta Health Services

How Alberta Health Services Creates Connections in
Healthcare and Cultures

100+

projects

300,000+

site visits

7,000+

registered participants

3,750

online-session participants
in a three-month span

OVERVIEW

Alberta Health Services (AHS) launched **Together4Health** in 2018 as a tool for Albertans to participate in projects and initiatives, as they are interested and able. They soon discovered the virtual tool could help overcome engagement challenges to expand and grow connections with diverse communities.

SITUATION | CREATING CULTURALLY RESPECTFUL CONNECTIONS

AHS saw a need to provide a space for the critical conversations around Indigenous healthcare issues and to reach Indigenous communities, as well as AHS staff, to support engagement during National Indigenous Peoples' Month each June, and Canada's National Day for Truth and Reconciliation (held annually on September 30, since 2022).

SOLUTION | DATA AND STRATEGY BUILD POSITIVE ENGAGEMENT

Granicus' **EngagementHQ** solution provided both the tools to expand AHS' engagement efforts, and the analytics and data to help manage numerous projects. Using EngagementHQ, the AHS Engagement team was able to organize content and engagement around themes that both responded to the immediate needs of communities and encouraged further engagement with other related topics.

RESULTS | SUCCESSFUL IMPACT FOR COMMUNITIES

During National Indigenous Peoples Month, outreach saw great success with over 3,200 people visiting the dedicated project page in June 2020 (with approximately 2,800 visiting during a celebration week), downloading over 60 documents, and attracting 441 participants to promoted online sessions.



MUST HAVE SOLUTION
EngagementHQ

“The platform provides an accessible way in which all our audiences can contribute their voice to the many projects and initiatives Alberta Health Services is undertaking.”

Nicole Merrifield, Director,
Community Engagement &
External Relations,
Alberta Health Services