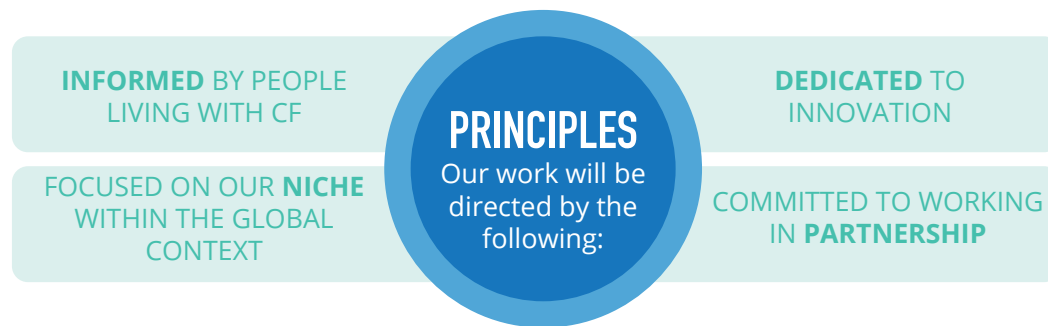


CYSTIC FIBROSIS CANADA'S STRATEGIC PLAN 2020-2023

We have embarked on a new era in cystic fibrosis (CF). People are living longer with the disease, and there is great promise for continued progress towards longer and healthier lives. Despite this, Canadians with CF are currently still living lives that are too short and too challenging.

IMPACT

Over the next 10 years, we will achieve improved health outcomes and quality of life for all people with cystic fibrosis in Canada.



STRATEGIC PRIORITIES

Over the next three years, we will:

1. IMPROVE ACCESS TO LIFE-CHANGING AND LIFE-SUSTAINING MEDICINES

Most Canadians do not have access to the new modulator drugs that target the underlying defects of CF. Those who require specialized care for advanced disease and those with rare mutations may not benefit from these promising new medications at all.

We will advocate for changes to the health system so that more Canadians with CF will have access to modulators and symptom management medications and so that the burden of CF can be reduced. We will also expand our clinical trials network to improve access and speed innovation.

2. IMPROVE THE QUALITY OF CARE AND TREATMENT EXPERIENCE FOR PEOPLE LIVING WITH CYSTIC FIBROSIS

As we continue to support clinical care, we will leverage our funding and accreditation programs to facilitate the development and implementation of high-quality national standards of care for cystic fibrosis in every part of the country.

We will push for innovations that will lessen the burden of care for people with cystic fibrosis and their families. To improve quality of life, we will focus on the most challenging financial, emotional and practical burdens of managing the treatment of cystic fibrosis.

3. ADVANCE RESEARCH ON PRIORITY HEALTH NEEDS

Viewing our work within the global context, we will increase our focus on the translational and clinical research that will have the greatest possible impact for people living with CF in Canada, especially those with the poorest health prospects. We will focus on projects that have a greater potential for near-term impact.

4. LEVERAGE DIGITAL STRATEGIES AND PEER CONNECTIONS

We will learn the priority information needs of the CF community by seeking ongoing input. We will test and deliver digital strategies to provide access to timely, credible and relevant information for people living with CF.

We will also work with the community to build and test new ways of connecting peers so that people with CF and their families can connect with and support one another.

5. STRENGTHEN THE ORGANIZATION FOR IMPACT

We will foster a culture of excellence and develop a high-performing, collaborative staff team. We will develop a mutually-rewarding volunteer program that supports current volunteers and future volunteer growth.

We will sustain and grow revenue by diversifying our sources of fundraising revenue, encouraging operational efficiency and expanding a culture of philanthropy across the organization.



Cystic Fibrosis Canada
2323 Yonge Street, Suite 800
Toronto, Ontario, M4P 2C9
1.800.378.2233
www.cysticfibrosis.ca
info@cysticfibrosis.ca
Charity Registration No. 10684-5100 RR0001