

**UK Spring Conference
Humanity in Action**

*Stories That Shape Better
Care*



A program of

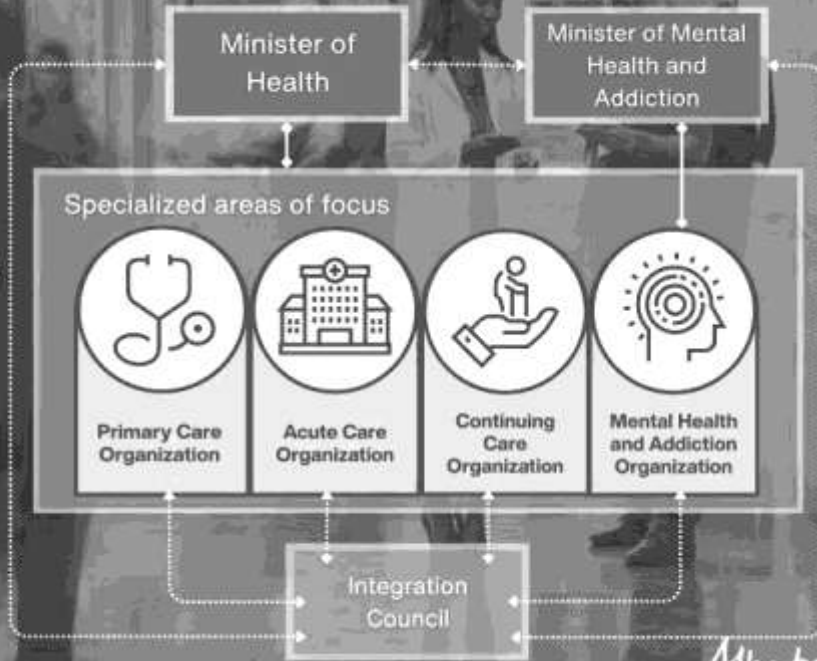


ICN
Imagine Citizens Network

Introduction



Alberta's Single Health Care System





**Care Opinion is
a Relationship**



*"We let you
down."*

**Honest.
Human.
Direct.**



*“We let you
down.”*

“We truly appreciate your feedback, and I am pleased to share that it has been reviewed, considered, and now incorporated into changes that we hope will positively impact future patients.”

**- Subscriber Response to
Storyteller**

Unique Care Opinion Canada Relationships



G4 Health operates at a systems level to support improved health and wellness outcomes for the Îyethka and Tsuut'ina Peoples.



Chiropractic Association of Alberta



**Subscriptions
to
Partnerships**

Subscriptions to Partnerships



The ***Subscription*** is the tool.

The ***Partnership*** is what we do together.

SUBSCRIPTION



Platform access

Full online platform



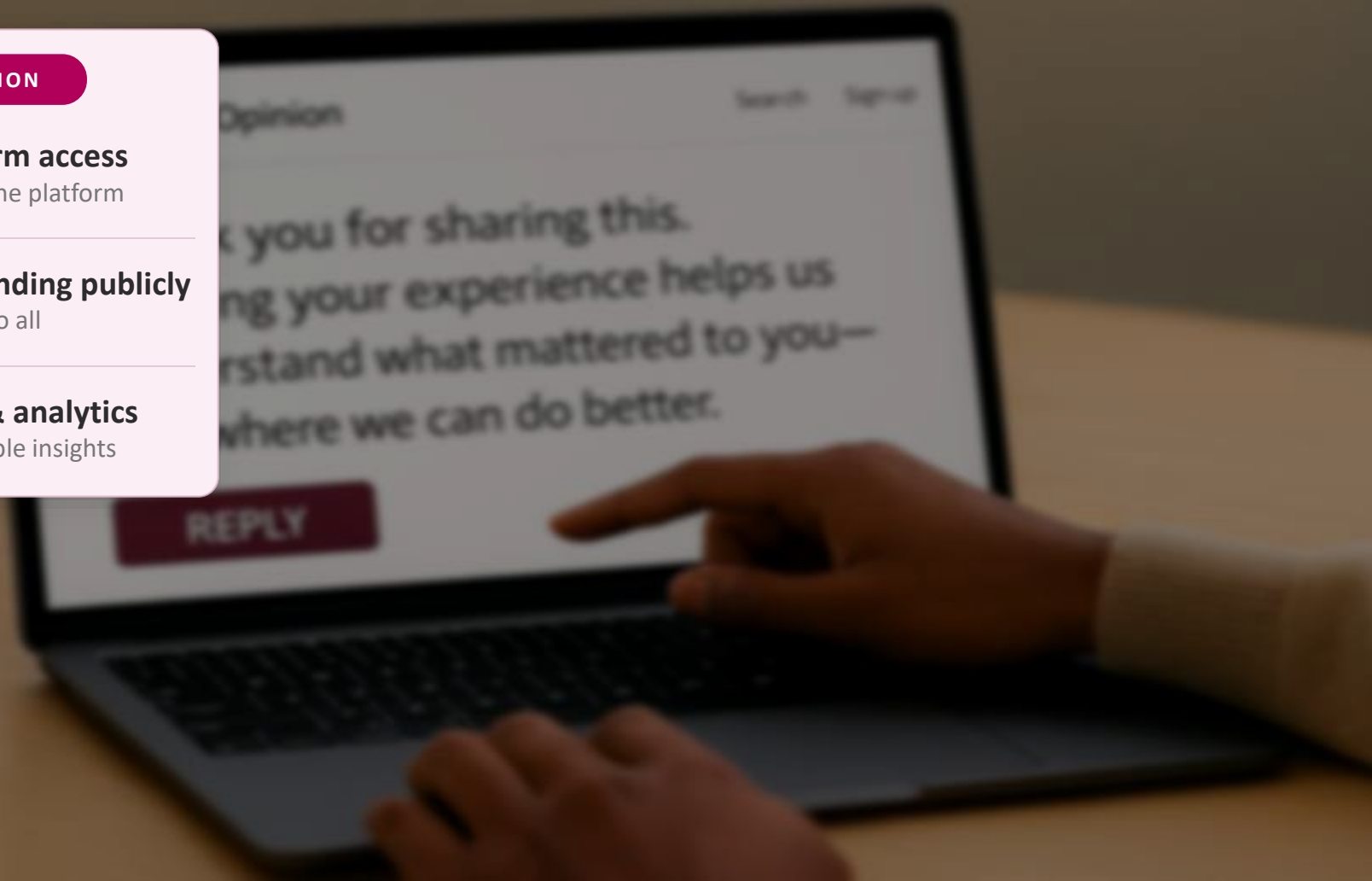
Responding publicly

Visible to all



Data & analytics

Actionable insights



PARTNERSHIP



Shared purpose

Aligned mission & values



Trusted channels

Verified platforms



Reach

Wider audiences



Credibility

Trusted by communities



*Caregiving is one of
the most fundamental
human acts in action
we can do.*

What Will Our Partnership Look Like?

Beyond the subscription...

- Targeted, structured stories
- Program-specific insight
- Strengthening profiles
- Amplified voices



Why This Partnership Matters

- Shared Strategic Goals
- Trusted Channel
- Feedback Loop
- Moderated Guidance





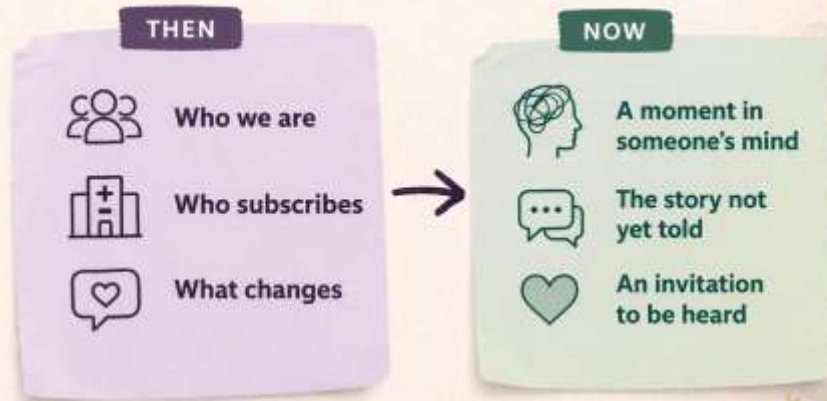
Story Spotlight

"Pediatric Speech Therapy, Made Fun!"

" I appreciate this... She makes the session fun... sense of independence... In touch with school speech therapist... allows us to all stay on the same page."

- Care Opinion Canada Storyteller

From Explaining... to Inviting



Shifting from awareness to connection.

Imagine shaping healthcare through the stories we hold.



The thoughts people carry after care
The things left unsaid
The quiet "what if..."



What if that **story** was shared?
What if it made **care** better?
What if **someone** listened?

Less telling. More feeling.



Creating Safe Space for Reflection

Imagine Shaping Healthcare Through the Stories We Hold



How Listening Began...

*Implementation isn't just operational – it's **relational***

"I felt heard."

- Care Opinion Canada Storyteller





How Listening Took Shape

*Phase 1 was about **learning** – not **performance***

*“...stories give you something you can actually **reflect on**. It’s not just a number.”*

- Care Opinion Canada Storyteller

- Shared values, relational leadership
- Safety
- Learning: time, trust, support

From Listening to Practice

What does it take for listening & learning to **LAST**?

- Trust
- Learning
- Meaningful engagement



What's Next...

Phases 2 & 3

- Outcomes & impact over time
- Listening & learning at scale



People feeling heard



Sense making of stories



Stories shape care

Acknowledgements



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Questions?



**Care
Opinion**
Canada

For more information, visit our website:

careopinion.ca

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