



Care Forward

Right Care Challenge

Call for Registrations



About Healthcare Excellence Canada

Healthcare Excellence Canada (HEC) works with partners to spread innovation, build capability and catalyze policy change so that everyone in Canada has safe and high-quality healthcare. Through collaboration with patients, caregivers and people working in healthcare, we turn proven innovations into lasting improvements in all dimensions of healthcare excellence.

HEC focuses on improving care of older adults, bringing care closer to home and supporting the retention of the health workforce – with quality and safety embedded across all our efforts. We are committed to fostering inclusive, culturally safe and equitable care through engagement with different groups, including patients and caregivers, First Nations, Métis and Inuit, healthcare workers and more.

Launched in 2021, HEC brings together the Canadian Patient Safety Institute and Canadian Foundation for Healthcare Improvement. We are an independent, not-for-profit charity funded primarily by Health Canada.

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Social Media

[Bluesky](#) | [LinkedIn](#) | [Instagram](#) | [Facebook](#)

Healthcare Excellence Canada honours the traditional territories upon which our staff and partners live, work and play. We recognize that the stewardship of the original inhabitants of these territories provides for the standard of living that we enjoy today.

[Learn more](#)

Contents

What’s the opportunity? 4

Why join? 4

Right Care Challenge (RCC)..... 5

Eligibility criteria 7

Glossary.....8

What's the opportunity?

Across Canada, health and social care organizations are innovating to improve primary and community care. Care Forward is a pan-Canadian movement of people sharing knowledge, applying proven approaches and making healthcare better, faster.

At Healthcare Excellence Canada (HEC), we support organizations addressing similar challenges and striving to improve quality and safety. By joining this movement, you can help improve health outcomes, enhance care experiences for patients and providers and advance the value and equity of care — collectively making a difference in the lives of at least one million people across Canada.

If your organization is implementing innovative solutions in primary and community care — especially those expanding access and reducing pressure on emergency departments to ensure people receive the right care, at the right time, in the right place — we invite you to participate in HEC's new offering designed to accelerate your impact.

Why join?

Teams that have partnered with HEC describe the many benefits of participating, including:

- Connection and collaboration – Engage with like-minded healthcare leaders to share knowledge, celebrate successes and drive collective progress.
- Expert support – Receive coaching from experts to address challenges, sustain improvements and plan for long-term success.
- Visibility and recognition – Showcase your work through HEC's newsletter, website, social media, awards and networking opportunities.
- Learning opportunities – Such as webinars and activities to build foundational knowledge and skills in areas including [equity, cultural safety, engagement-capable environments](#) and [Rethinking Patient Safety](#).
- Tools for progress – Access resources and support to track and measure your impact over time.
- Funding opportunities – Apply for monetary awards to enhance your initiatives.

By working together, we can improve healthcare for more people, ensuring safe, high-quality and timely care in every community.

Right Care Challenge (RCC)

Register now



Lower effort – Teams are invited to opt-in/out of activities.



Description

[Right Care Challenge](#) supports organizations implementing a recently started initiative or improving an existing initiative that, by expanding care, has the potential to reduce pressure on emergency departments.

Any eligible organization can register to be part of the Right Care Challenge community. Challenge community members will be invited to submit reports describing their work in several [themed challenges](#) for a chance to win monetary awards. Challenge community members will also be invited to participate in expert coaching sessions to help tackle problems and plan for long-term success and sustainability.

HEC is also pleased to partner with the [Graham Boeckh Foundation](#), which will provide an award to support [Integrated Youth Service](#) (IYS) teams.

What you'll receive

Organizations that register to be part of the Right Care Challenge community will be invited to participate in:

- award competitions with monetary prizes – over \$900,000 in prizes available to participating teams with a single team eligible to win up to \$34,250 (IYS teams also eligible to apply for one of 5 awards for an additional \$10,000.)
- live virtual coaching sessions
- virtual learning experiences and networking opportunities with peers and experts from across Canada
- measurement and evaluation support

Timeline

This 12-month offering will take place from June 2025 to June 2026. [Learn more details about the timing of individual award challenges.](#)

Who can register?

Primary and community care organizations providing health and/or social care can apply to the Right Care Challenge offering. Applicants must be actively engaged in making improvements that aim to provide the right care at the right time, in the right place and by the right team to reduce avoidable emergency department visits.

Types of initiatives could include:

- **community health promotion** – Initiatives that prevent diseases and promote health right where people live
- **primary care access** – Expanding robust team-based primary care services to ensure everyone gets the care they need
- **innovative care models** – Integrating services in groundbreaking ways to enhance and ensure appropriate, safe and quality care
- **workforce transformation** – Enable role substitution, improve the health workforce and redefine advanced practice roles

Registration information:

- Registration is open – apply via the [HEC Community Portal](#).
- Registration deadline is **October 31, 2025**.
- Award opportunities begin in June 2025.

Eligibility and requirements

Participants in the Right Care Challenge must demonstrate:

- they have a new (already started) or existing initiative underway that has the potential to reduce pressure on emergency departments
- the initiative is supported by an [executive sponsor](#)
- they meet the minimum [eligibility requirements](#) to participate in a HEC offering

Participation commitments

Selected teams must commit to collecting and sharing [simple metrics](#) with HEC every few months during participation.

Register for the offering via the [HEC Community Portal](#). For questions or to confirm eligibility, contact the HEC team application-demande@hec-esc.ca and read the [FAQ](#).

Eligibility criteria

In addition to eligibility criteria for the individual offering, all applicants must meet the following criteria:

- based in Canada and provide publicly funded health and/or social services in Canada
- private (for-profit), charitable or non-profit organizations based in Canada that provide health and social care related services as partners with organizations based in Canada providing publicly funded health and/or social services in Canada

Organizations not eligible:

- organizations located outside of Canada
- federal government departments or agencies
- organizations that do not satisfy the requirements set forth in these terms (as determined by HEC in its sole and absolute discretion)

Ineligible team members:

- directors, officers, employees, representatives or agents of HEC or its affiliated entities
- award suppliers, advertising/promotion agencies and other individual(s) or entities involved in the development, production, implementation, administration, judging or fulfillment of this program

Glossary

Executive sponsor

This is the senior leader with the ability to legally bind an agreement. The executive sponsor is responsible for supporting and approving the team's involvement in the program, signaling strong endorsement of their participation. This individual actively advocates for the program's objectives, ensuring that it aligns with strategic priorities. Additionally, they make certain that the team has dedicated, protected time to focus on and contribute to the program's success.

Measurement/evaluation lead

This individual is responsible for collecting data to assist team learning about whether the changes they are making are resulting in improvement. This lead also informs HEC of the team's progress.

Patient/caregiver/community partner

This is an individual with lived or living experience relative to the services provided by the participating organization(s) who can act as an advisor on the activities of the program team.

Team lead

This is an individual who has the time, resources and accountability to coordinate and oversee the day-to-day activities of the improvement journey, serve as a key coordinator and motivator of the team.