

### What is the Patients First BC campaign about?

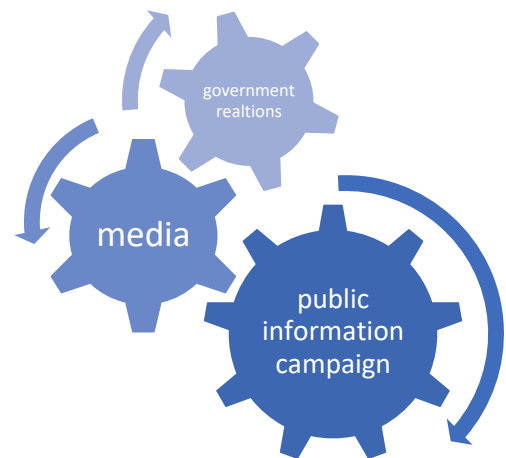
With the provincial government threatening the future of private surgical and diagnostic care in BC, patients and medical professionals are preparing to push back. Based on our recent polling, there is a strong public belief that private care enhances the public system by shortening waiting lists and saving the government money. Also of importance is that there is no perceived “crisis” in the health system, with over 60% expressing satisfaction with the current system.

This campaign will be focused on reinforcing existing public attitudes, building a large and active social media audience, and building alliances outside of the private health care space. Ultimately, the campaign will seek to demonstrate to the provincial government that threatening private care and taking away patient choice will be not be in their political interest.

### How are we achieving our goals?

Our Patients First BC team is working hard to ensure our campaign is a success through:

1. Social media engagement
2. Professional spokespeople
3. Media monitoring
4. Video advertising campaign
5. Meetings with elected officials and stakeholders
6. Press conferences on top issues
7. Public Information campaign



### How can you help?

#### Share your stories!

Do you or a patient you know have a personal story about how the private health care system has benefited them? Let us know at [patientsfirstbc@gmail.com](mailto:patientsfirstbc@gmail.com) or [www.patientsfirstbc.com](http://www.patientsfirstbc.com) and we would be happy to get in contact with you. It can be as simple as submitting a written story or joining the growing number of people appearing in our ad campaign.

#### Donate to the campaign!

Important campaigns like Patients First BC need individual donors to help us protect and preserve private health care in British Columbia. Email us at: [patientsfirstbc@gmail.com](mailto:patientsfirstbc@gmail.com) for more information about how to donate.

#### Join the conversation!

Share, Like and Re-Tweet as often as possible within your own networks to help us grow the Patients First BC message. Follow us on Twitter at: [@Patients1stBC](https://twitter.com/Patients1stBC) or find us on Facebook at: [@PatientsFirstBC](https://www.facebook.com/PatientsFirstBC). Have a great article or relevant news story? Make sure to tag Patients First BC!