

Strategic Plan Refresh

2024-2026

REVISED STRATEGIC AREAS OF FOCUS

1

Support Member Priorities & Primary Care System



Networks and Initiatives

Encourage and enable member-driven projects and initiatives and the pursuit of funding opportunities.



Represent Members

Amplify and advance member priorities at local, regional, and provincial primary care decision making tables.



Sustain Primary Care

Support member leadership in system planning initiatives with the goal of improving and sustaining primary care.

2

Expanding & Sustaining Community of Primary Care Providers



Recruitment & Retention

Address immediate and emerging recruitment, retention, and succession planning needs through community building and collaborative partnerships with local, regional, and provincial organizations.



Member Connection

Support members by providing access to learning opportunities, advancing member priorities, and in-practice supports.



Member Wellness

Support wellness by cultivating community connections and hosting engagement opportunities, including social, collegial, and family events.

3

Enhance Organizational Capacity



Governance

Strengthen organizational governance by encouraging member leadership and participation, succession planning, and amplifying rural and urban member perspectives.



Innovation and Resilience

Strengthen organizational infrastructure to enable innovation, scalability, adaptation, and resilience to internal and external pressures.



Positive Culture

Cultivate an organization focused on productivity and personal wellbeing, rooted in autonomy, self-leadership, and empowered decision making.