

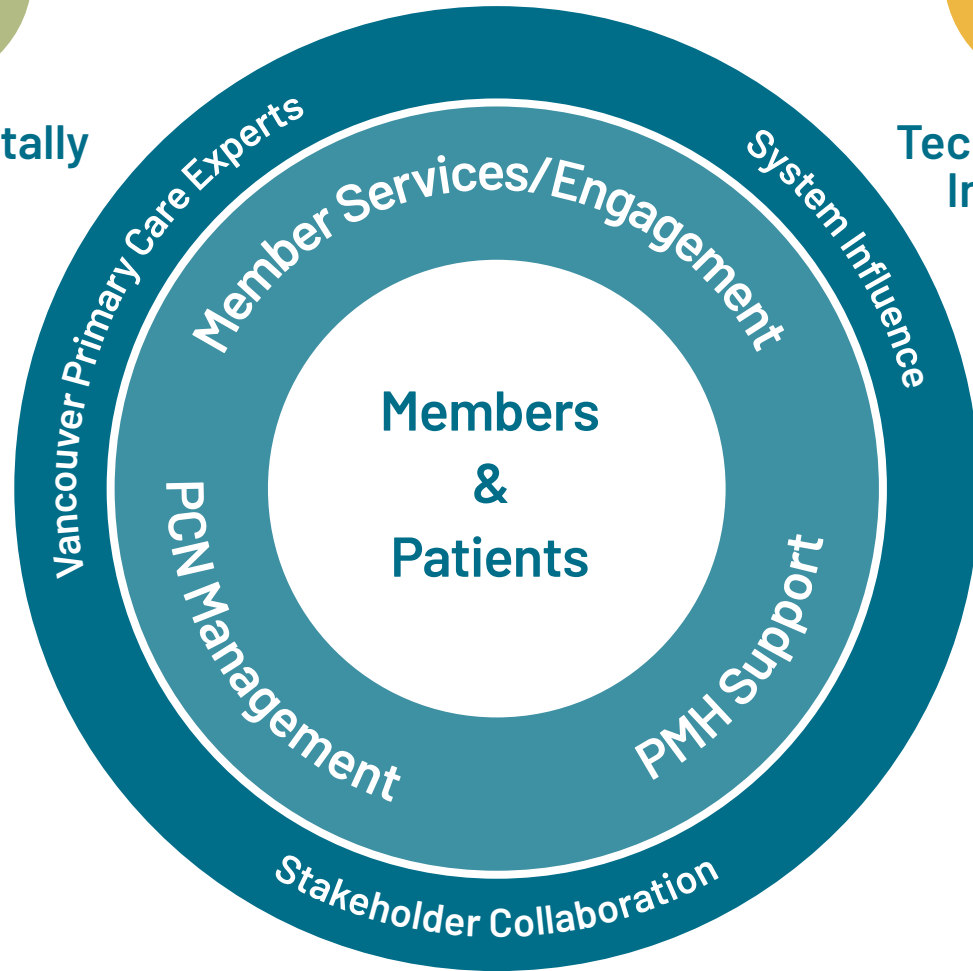
# Strategic Priorities 2026 - 2027



**Environmentally  
Aware**



**Technology (IT)  
Integrated**



**JEDI Champions**



**Fiscally  
Responsible**

## Note: Strategic Priorities 2026/2027

Our Strategic Priorities have been structured to provide a clear representation of how the various elements of our work are interconnected and aligned — and why, in the current environment, maintaining that alignment matters more than ever.

The Ministry of Health and Doctors of BC have asked Divisions across the province to concentrate on delivering value for members and patients and to stay the course through these challenging economic times. This direction affirms what has always been at the core of our mission: supporting our Members (Vancouver Family Doctors and UBC Family Practice Residents) through a range of services and programs, with Patients — the reason our healthcare system exists — at the centre of everything we do.

This is not a time for significant pivots or new strategic directions. It is a time to focus on what we do well. Our operational programming — Member Services, Patient Medical Home (PMH) Support, and Primary Care Network (PCN) Management — remains the primary vehicle through which we deliver that value, and we are committed to sustaining and strengthening these programs.

Our role in System Influence and Stakeholder Collaboration continues to be essential. As recognized experts in Vancouver's Primary Care landscape, our connections amplify our efforts and extend our reach in ways that benefit both Members and the patients they serve. In a constrained environment, these relationships are among our most valuable assets.

Our commitment to integrating Justice, Equity, Diversity, and Inclusion (JEDI), Environmental Awareness, and Technology Integration across all aspects of our work remains unchanged. These overarching themes ensure our initiatives are effective, responsible, and reflective of the communities we serve.

In conclusion, our Strategic Priorities serve as steady reference points for the Board during a period of fiscal uncertainty. By staying the course and focusing on tangible value for our Members and their patients, we reinforce the trust placed in us and demonstrate the enduring relevance of the Vancouver Division within BC's primary care system.