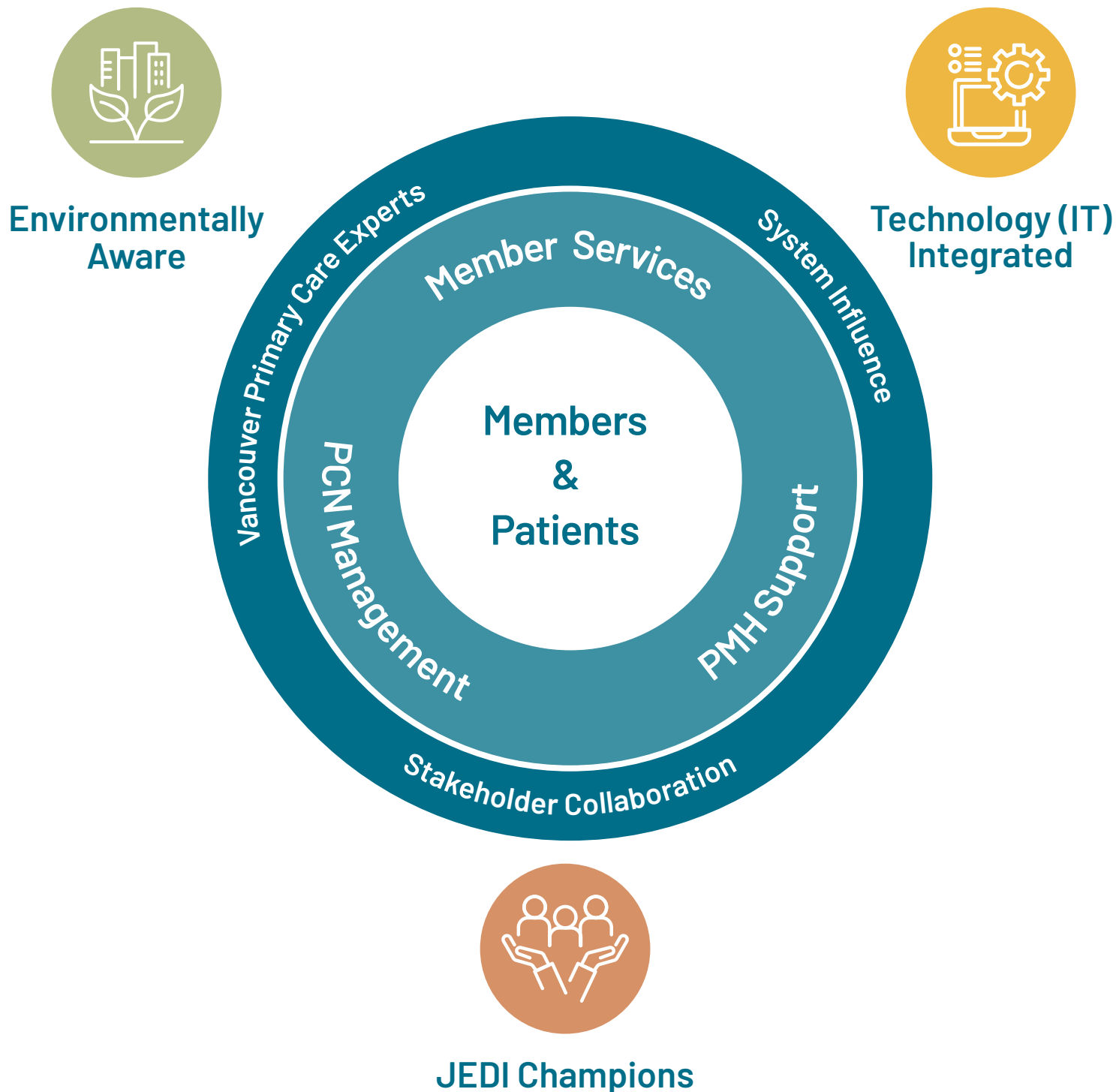


Strategic Priorities

2025 - 2026



Strategic Priorities 2025/2026 – Note

We have restructured our Strategic Priorities to provide a clearer representation of how the various elements of our work are interconnected and aligned.

At the core of our mission is a commitment to supporting our Members (Vancouver Family Doctors and UBC Family Practice Residents) through a range of services and programs. This central focus also encompasses Patients—the reason for our healthcare system’s existence.

Surrounding this core, the first ring highlights our operational programming, which includes Member Services, Patient Medical Home (PMH) Support, and Primary Care Network (PCN) Management.

In the outer ring, we emphasize our vital role in System Influence, Stakeholder Collaboration and the fact that we are experts in Primary Care in Vancouver. Our ability to leverage our expertise in Vancouver’s Primary Care landscape and our capacity to effect meaningful change for our Members hinges on our connections, as they amplify our efforts and extend our reach.

Finally, the ‘satellites’ reflect our commitment to integrating three overarching themes into all aspects of our work: Justice, Equity, Diversity, and Inclusion (JEDI); Environmental Awareness; and Technology Integration. By prioritizing these themes, we ensure that our initiatives are not only effective but also socially and environmentally responsible, ultimately enriching the experience for our Members and the communities we serve.

In conclusion, our Strategic Priorities serve as critical reference points for the Board, guiding our organizational focus and aligning our operational activities with the business priorities necessary to achieve our vision and mission. By attuning our operations to these priorities, we enhance our ability to effectively support our Members while making a positive impact on the healthcare landscape in Vancouver.

This alignment ensures that we remain committed to our core values and the overarching goals that define our organization.