

THE NEW BRUNSWICK
COLLEGE OF
FAMILY PHYSICIANS

Strategic
Plan
2021-2024

THE NEW BRUNSWICK
COLLEGE OF
FAMILY PHYSICIANS



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU NOUVEAU-BRUNSWICK

A CHAPTER OF THE COLLEGE OF FAMILY PHYSICIANS OF CANADA
UN CHAPITRE DU COLLÈGE DES MÉDECINS DE FAMILLE DU CANADA

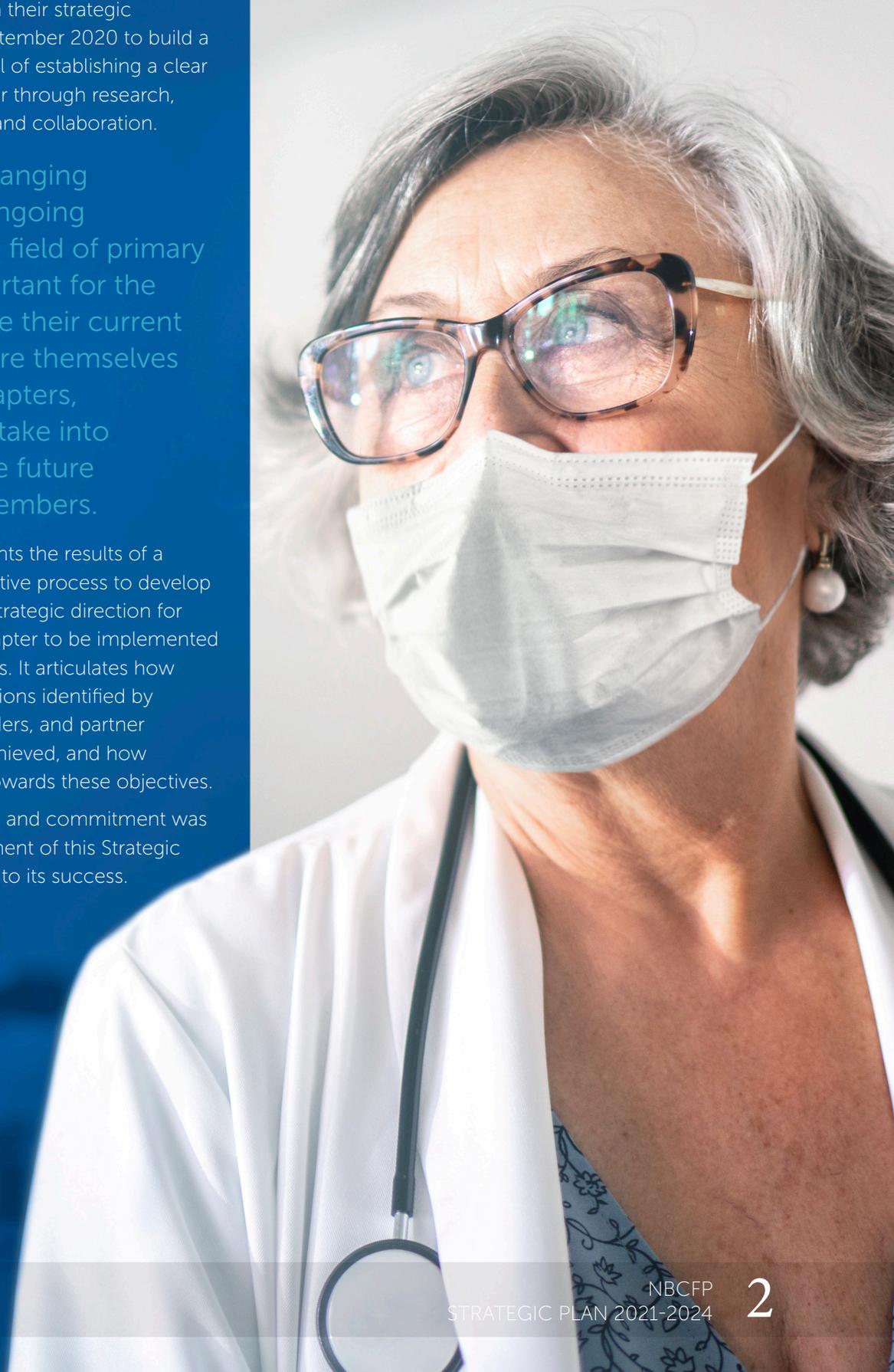
OVERVIEW

The New Brunswick College of Family Physicians set in motion their strategic planning process in September 2020 to build a framework with the goal of establishing a clear direction for the Chapter through research, member engagement, and collaboration.

With the ever-changing landscape and ongoing challenges in the field of primary care, it was important for the NBCFP to analyze their current practices, measure themselves against other chapters, and ensure they take into consideration the future needs of their members.

The plan below represents the results of a 6 month-long collaborative process to develop a collective vision and strategic direction for the New Brunswick Chapter to be implemented over the next three years. It articulates how the actions and suggestions identified by the members, stakeholders, and partner organizations will be achieved, and how the Chapter will work towards these objectives.

Continued engagement and commitment was the key to the development of this Strategic plan and will be the key to its success.



FOUNDATIONAL COMPONENTS

Development of the foundation statements came out of reviewing survey results, environmental scanning discussion, current services and gap areas, and dissecting the current Vision/Mission statement/s.

A New Vision

Improving the well-being of New-Brunswickers through the leadership of Family Physicians.

A New Mission

Empowering Family Physicians of New Brunswick by promoting our role as pillars in the health system, providing continued education and advocacy to value and recognize our distinct contributions to society's well-being.



STRATEGIC PILLARS AND ASPIRATIONS

The working group identified four strategic priorities that will guide the Chapter's focus over the upcoming three years:

1. Building Awareness & Promoting Value
2. Advancing High-Quality Care
3. Building Partnerships & Collaboration
4. Ensuring Internal Efficiency & Optimization

STRATEGIC
PRIORITY
1

BUILDING AWARENESS & PROMOTING VALUE

GOAL

Promote the value and importance of the Family Physician's role in providing primary care to New Brunswick patients.

OBJECTIVES

- Raise/increase public awareness of the Family Physician's role and the importance of primary care in our province.
- Enhance communication and strengthen public relations by building media platforms that engage both the public and our members.
- Build awareness and support of Family Physicians through enhanced recognition awards, increased conference participation, attendance, and networking.
- Define and promote the unique value of Family Physicians in the health care sector.

STRATEGIC
PRIORITY
2

ADVANCING HIGH- QUALITY CARE

GOAL

Deliver, adapt, and facilitate access to continuing quality professional development, and tools to support Family Physicians.

OBJECTIVES

- Improve the facilitation of accessible professional development opportunities for Family Physicians through the promotion of information sources.
- Ensure accessibility to resources that provide assistance to Family Physicians in transition by promoting available tools.
- Provide continuous contribution to the improvement of professional development opportunities, ensuring they are available in the province's official languages and up to date with best practices.
- Continue to collaborate with Atlantic Provinces to provide diverse training opportunities.

BUILDING PARTNERSHIPS & COLLABORATION

GOAL

Building stronger partnerships in order to influence decisions and health policies pertaining to primary care.

OBJECTIVES

- Identify opportunities to strengthen relationships and collaborate with key partners and organizations who share common goals of New-Brunswickers' well-being.
- Proactively and effectively engage and maintain ongoing dialogue with different levels of government and regulatory bodies to promote awareness for the need to strengthen legislation intended to advocate for change on healthcare issues.
- Identify the changes required to respond to the evolving needs of the community regarding Family Medicine.
- Advocate for continued support from the College of Family Physicians of Canada for the position of Health Policy and Government Relations in the Atlantic region.

ENSURING INTERNAL EFFICIENCY & OPTIMIZATION

GOAL

Championing strong governance through structure, education, and succession.

OBJECTIVES

- Implement sound governance practices and structures with a specific set of policies, practices, and principles to help guide the NBCFP and mitigate risk.
- Provide continuous learning for Board members as they advocate for the mission, make decisions for best interests of the Chapter, ensure prudent use of assets, and plan for the Chapter's future.
- Implement a Board succession process to ensure continuity and sustainability maintaining the balance of knowledge and effective recruitment.