

Strategic Plan Summary

2021-2024



Delivering Quality Services

- Renew our understanding of the CHC model of care
- Evaluate programs and services and explore opportunities for cross-collaboration
- Ensure clear organizational and service delivery processes and systems are in place
- Improve accessibility and flexibility
- Focus on what differentiates Brock CHC from service providers in urban areas
- Identify emerging trends and service needs
- Ensure programs and services meet the highest standards through accreditation



Cultivating a Healthy Organization Equipped for Change

- Uphold oversight, leadership and risk management responsibilities as a Board of Directors
- Strengthen internal processes and systems to develop core infrastructure
- Recruit, retain and recognize staff at all levels
- Clearly define roles and responsibilities
- Invest in the professional development of management to build on the strengths of our team, prioritize workplace culture, and increase internal communication and coordination across the organization



Leading Through Effective Communication

- Enhance communications to increase our visibility in the community
- Customize outreach strategies to ensure equity of access to health care
- Continue to advocate on behalf of clients and the sector to maximize our impact and drive positive change, and to secure funding and achieve long-term financial sustainability
- Share our knowledge and learnings; lead system integration and collaboration with our many community partners
- Strengthen relationships with political leaders, media, influencers and decision makers to accelerate change and maximize impact



Building a Foundation for Success in Our New Home

- Invest time and resources to thoughtfully prepare for the new facility
- Maintain a flexible and agile mindset as we work towards completion of the facility
- Effectively guide the organization through change and transition
- Prepare, inform and support staff to successfully acclimatize to the new environment
- Communicate with the public as project milestones are met and work collaboratively with partners on the use of space to ensure needs of clients, partners and community are met

Mission

Optimizing the health and wellbeing of local residents through access to quality primary health care services as well as educating, promoting and providing wellness programs.

Vision

An ever stronger, healthier and informed community.