

**THE NEW  
BRUNSWICK  
COLLEGE OF  
FAMILY  
PHYSICIANS**

# **Strategic Plan**

**2025-2028**

**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. The plan was revised in 2025 in anticipation of what the next three years may look like.

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 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.



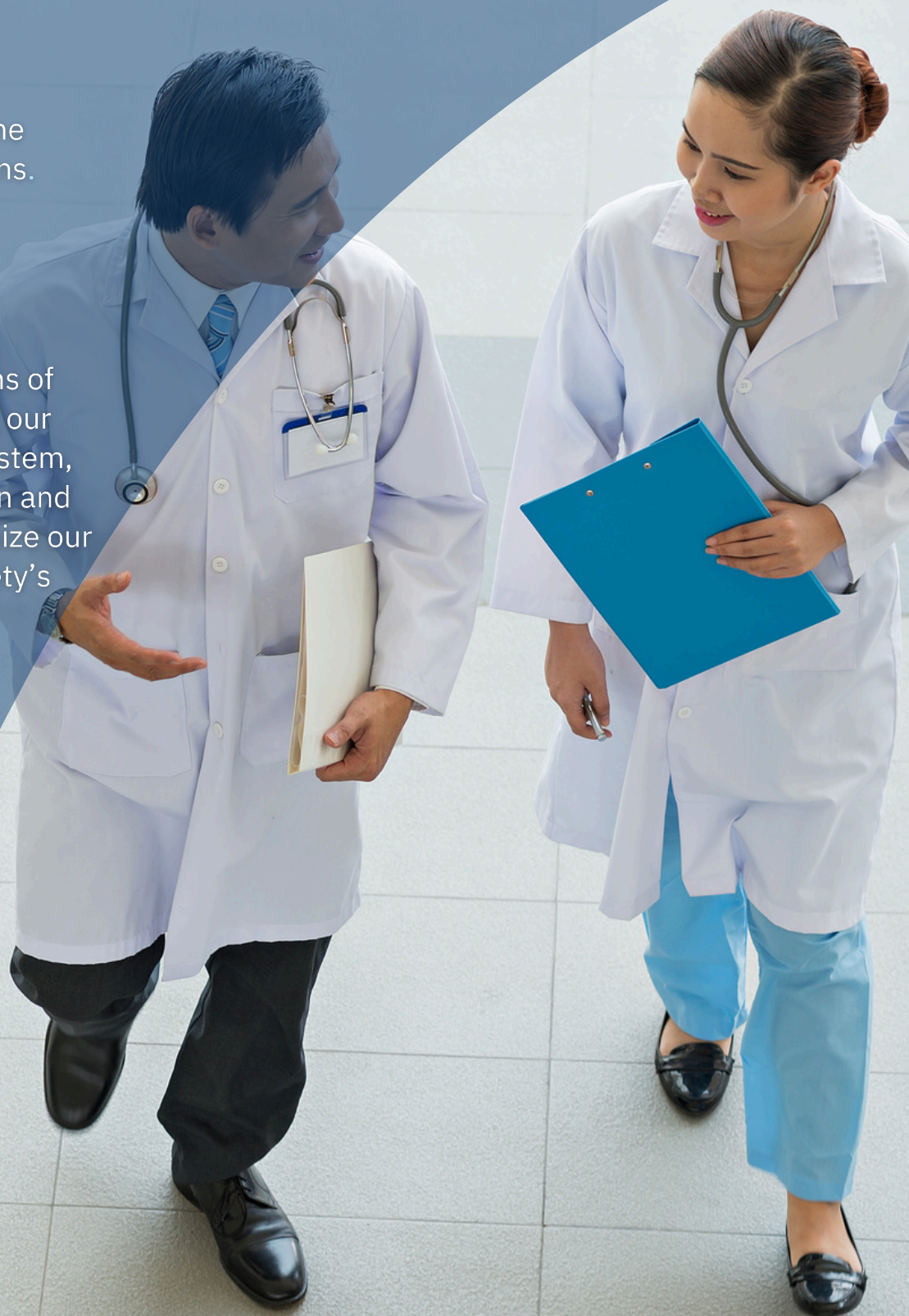


## Our Vision

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

## Our 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.



# OUR THREE STRATEGIC PRIORITIES

1. Building Awareness & Increasing Value
2. Advancing High-Quality Care
3. Advocacy & Collaboration

STRATEGIC  
PRIORITY

1

## BUILDING AWARENESS & INCREASING VALUE

### GOAL

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

### OBJECTIVES

- Increase public recognition of the vital role family physicians play in our healthcare system and the critical value of primary care.
- Foster greater awareness and appreciation of family physicians.
- Promote the Value of Team-Based Medical Care

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

- Promote Professional Development and Continuing Medical Education (CME) Opportunities.
- Provide Up-to-Date Tools and Resources in both Official Languages



ADVOCACY &  
COLLABORATION**GOAL**

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

**OBJECTIVES**

- Strengthen Collaborative Relationships with Key Partners and Organizations
- Engage with Government and Regulatory Bodies
- Advocate for Continued Support of Government Relations Efforts