



2025 - 2028 STRATEGIC PLAN

Vision

- *Inspired Family Physicians
- *Thriving Communities
- *Healthy People

Advance Family Medicine through advocacy, leadership, research, and education to improve the health of all people in Newfoundland and Labrador

Mission

Values

- *Patient-centered care
- *Social accountability and equity
- *Collaboration
- *Physician wellness
- *Commitment to excellence
- *Engaged communities
- *Comprehensive family medicine

Goal #1

Strengthen NLCFP's
Organizational Structure

Objective #1: Develop and maintain organizational stability.

Objective #2: Ensure continued growth of a robust and adaptive governance structure.

Objective #3: Ensure effective communications with all members and partners leading to increased growth and transparency.

Objective #4: Assess NLCFP's role and future direction in the delivery of continuing professional development (CPD)

Goal #2

Strengthen Family Medicine
in NL Through
Strategic Engagement

Objective #1: Maintain and sustain existing partnerships.

Objective #2: Explore and establish new organizational partnerships.

Objective #3: Engage with medical learners to promote the family medicine specialty.

Goal #3

Represent Family Physicians
and Promote the
Specialty of Family Medicine

Objective #1: Represent the needs and interests of family physicians in health care system reform, including the development of key structures and entities that impact family medicine.

Objective #2: Educate the public of the value of family medicine in all settings.

Objective #3: Recognize the contributions and achievements of family physicians.

Objective #4: Create a culture that fosters equity, diversity, inclusion and anti-racism within the family medicine community.