

STRATEGIC PLAN PRIORITIES

APRIL 1, 2026 – MARCH 31, 2029

MISSION:

- We provide high-quality, patient-centred primary care through partnerships and a collaborative healthcare team.
- We strive to become a hub for services in Lambton County that supports health and well-being.

VISION:

- A healthy, thriving community supported by accessible, timely primary care and strong leadership in rural healthcare.

VALUES:

- **People-Centered Care**
We value our patients, staff and community
- **Professionalism & Integrity**
We act with respect and accountability.
- **Teamwork**
We work together to deliver coordinated care
- **Partnerships**
We collaborate to strengthen community health
- **Compassion**
We treat everyone with empathy and respect
- **Learning & Innovation**
We grow, adapt, and improve

PRIORITIES:



Your Impression Matters

From your first phone call to the moment you walk through our doors, we want your visit to feel welcoming, and supportive. We are working to improve phone access, make check-in faster and easier, and provide clearer signage to help you find your way with confidence.



Your Mind Matters

Mental health is health, and we are growing our ability to support yours. Through partnerships and collaboration, we aim to help more patients get the care they need when they need it.



Tech Forward

We are using technology to make your care more convenient, accessible, and efficient. This includes expanding online booking, offering text reminders for social work appointments, and sharing easy-to-find patient resources on our website. We are also exploring the use of artificial intelligence to help improve access, support our team's work, and create a smoother experience for patients.



Caring for Our Own

Exceptional care begins with a supported team. We are strengthening our workplace by clarifying roles, encouraging open communication, and fostering a culture of recognition, connection, and respect. When our people feel valued and supported, that positive impact extends to every patient – through smoother visits, stronger collaboration, and a better care experience every time.



Enhanced Support

We are shaping new programs and services based on the needs of our community patients feedback. By listening closely and reviewing where support is needed most, we can identify opportunities to strengthen care and make the greatest impact. This work helps us focus our resources where they can best support patients, families, and the broader community.



Facility Enhancements

We believe that spaces where care is delivered should be comfortable, accessible, and welcoming for everyone. That is why we are investing in clearer wayfinding, accessible equipment, and improvements that enhance privacy and reduce noise. We are also working toward additional parking and expanding space so we can continue to provide a positive experience and serve our community even better.

PREPARED BY: