

# Strategic Plan 2021-2024

## Vision

Family Physicians –  
Leaders for a Healthy Ontario.

## Mission

Supporting Ontario family physicians through education, leadership, research, and advocacy, to deliver high-quality health care.

## Values



We value the role of family physicians and advocate for their essential role in health care.



We value the views and needs of our membership and reflect them in our work.



We value and contribute to high quality, accessible, patient-centred healthcare for all Ontarians.



We value excellence in professional development based on evidence.



We value proactive leadership and collaboration with partners.

## Strategic Directions

### Elevate and promote the role of the family physician

Advocate for the value and integration of family physicians in the healthcare system.

### Enable equitable health care for Ontarians

Support family physicians to provide equitable care and to recognize and address social determinants of health and other barriers to health care.



### Lead the vision of the Patient's Medical Home as a foundation of the healthcare system

Support strategies to enhance access to team-based care for all Ontarians.

### Support family physicians to thrive in their practice

Become the go-to destination for resources, education and tools for family physicians to thrive and excel in their practice, and support the joy in their work.