

STRATEGIC PLAN

2026-2031



Community Family Health Team

Serving Brant County and surrounding area | *Ayr*Paris*St.George*

PrimaCare Community Family Health Team is a community-based healthcare model in which family doctors work alongside a team of healthcare professionals to deliver coordinated, comprehensive care. With a focus on health promotion and chronic disease management, this model supports a holistic, team-based approach to improving the health of individuals, families, and the community.

Our Strategic Objectives are:

01

Growing our understanding of the needs of our patients and community, and barriers they face in accessing the care they need.

02

Building and expanding partnerships and internal capacity to optimize the use of our resources to prevent and treat illness and disease.

03

Increasing the use of digital and analog solutions to enhance internal and external communication, reaching out to our community in ways that will connect with them on their terms.

04

Advocating for increased financial resources to attract and retain physician and staff team members and ensure a robust and inclusive culture in support of our diverse and growing community.

Vision

Better health for the communities we serve

Mission

Strengthening our primary care system by:

- Providing equitable, inclusive person-centred care
- Promoting and supporting healthy lifestyles
- Preventing diseases and treating illness
- Collaborating and knowledge-sharing with partners
- Advocating for appropriate funding to support broad access to team-based care

Values

- **We Learn Together** - We stay curious, always open to innovative ideas and ways to improve healthcare, welcoming students who are our future health providers.
- **We Achieve Better Results Together** - We strive for better results across all functions of health care, working collaboratively, to strive for better health outcomes.
- **We Empower and Advocate Together** - We believe that everyone should have access to the resources and circumstances that will support dignity and respect, and the ability to pursue a healthy lifestyle. We do this from a place of desiring diversity, equity, and inclusion for all.
- **We Are Accountable Together** - We meet our professional and organizational obligations. We operate in a way that meets funding and legislative requirements, striving for excellence in our administrative and clinical practices.