

Our Vision:
Better Health **TOGETHER**

Our Mission:

Our mission is to improve the health of our clients in Smiths Falls, Leeds, Grenville, and Lanark, through health promotion, illness prevention, and chronic disease management, through improved access to exemplary, comprehensive, patient-focused primary health care services.



Strategic Priorities 2026-2029

1 Enhance Client Experience and Quality of Care

Goal: Deliver patient/client-centred, coordinated, and high-quality care that empowers individuals and families.

Objectives:

- **Increase health literacy:** Strengthen client understanding in managing their own health through education.
- **Expand client supports:** Improve access to mental health and navigation services
- **Leverage technology:** Support the increased use of digital tools to improve access, efficiency, and communication. e.g. online booking, use of OCEAN, and artificial intelligence
- **Goal-focused care:** Ensure all care plans are personalized, measurable, and aligned with client priorities.
- **Evaluate programs through data:** Use qualitative and quantitative data to assess outcomes and continuously improve service delivery.

4 Increase Recognition and Visibility

Goal: Raise the profile of Smiths Falls NPLC and highlight its value and contributions to community health.

Objectives:

- **Develop a communications strategy:** Establish consistent, proactive messaging to engage stakeholders and the broader community.
- **Pursue recognition opportunities:** Nominate the organization and staff for awards that celebrate excellence and innovation.
- **Engage with the community:** Deliver presentations to service clubs and community groups to promote awareness and partnerships.
- **Enhance board involvement in outreach:** Empower board members to serve as ambassadors and advocates for the clinic.

2 Strengthen Human Resources

Goal: Foster a stable, supported, and thriving team that sustains the organization's mission and values.

Objectives:

- **Maintain a strong organizational foundation:** Support team cohesion, effective leadership, and efficient internal systems.
- **Enhance recruitment and retention:** Implement proactive strategies to attract and retain skilled professionals.
- **Improve compensation and benefits:** Ensure pay and benefits remain competitive and equitable within the sector.
- **Promote employee wellness:** Prioritize staff well-being through wellness initiatives, workload management, role clarity and recognition.

3 Advance Board Development and Governance

Goal: Strengthen governance effectiveness and leadership capacity to guide the organization's strategic direction.

Objectives:

- **Enhance education and role clarity:** Provide ongoing targeted learning opportunities to deepen understanding of board responsibilities, governance best practices, and impact.
- **Support the Executive Director:** Define and uphold clear roles, expectations, and support mechanisms to optimize leadership effectiveness.
- **Foster a positive and skilled board culture:** Build upon the diverse talents and expertise of board members to strengthen governance and collaboration.

