




Strategic Plan 2020-2024

FINAL

Introduction

On behalf of the Peterborough Family Health Team and its six partner physician practices we are pleased and excited to share with you our new 2020-2024 Strategic Plan. This is a landmark Strategic Plan for us, as it represents the shared commitments and priorities of not only our Family Health Team, and our staff and programs, but of our six partner physician practices as well:

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- Chemong Family Health Organization
 - Greater Peterborough Family Health Organization
 - Peterborough Community Family Health Organization
 - The Peterborough Clinic Family Health Organization
 - The Medical Centre Family Health Organization
 - Partners in Pregnancy Clinic

Over the past number of months we have undertaken a collaborative strategic planning process that entailed engaging with patients, families, residents, community partners, staff, physicians, and many others in the development of our new Strategic Plan. This plan leads us into the future by building on our past successes, acknowledging the challenges we face, and by taking advantage of the opportunities that are ready to be seized.

Through our mission of working together with our residents and partners, our team will deliver and facilitate inclusive primary care services to heal, empower, and support those we care for through a focus on:

- Team Well-being
- High-quality Patient Care
- Integrated Care Delivery
- Effective Connections and Communication
- Operational Excellence

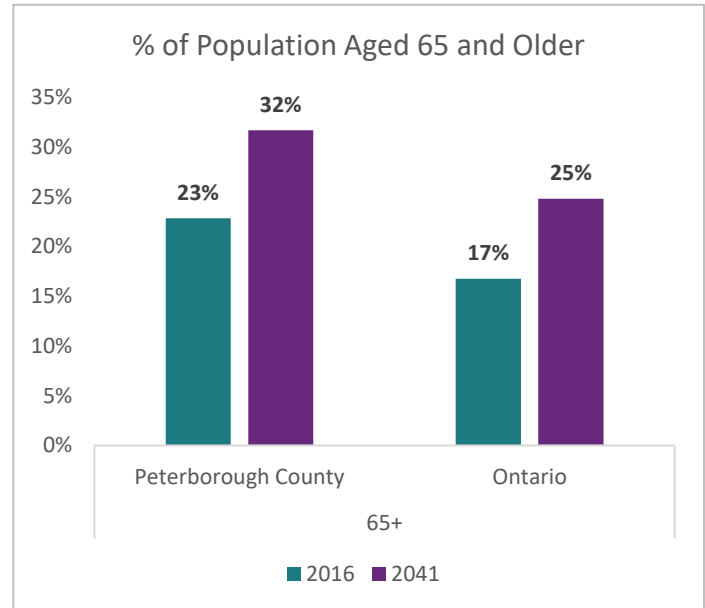
It is through these actions that we strive to contribute to *a healthy and thriving Peterborough and surrounding community*. We are continuously pushing ourselves to do better for our patients and residents and this new strategic plan lays out an ambition plan for improving the care we provide over the coming years. Through our collective efforts, we will make it easier for patients and residents to access primary care services, navigate the health care system, improve connections with our community partners and service providers, and continually strive to deliver better, safer and more patient-centred care.

Our Community

At Peterborough Family Health Team, the communities we serve drive our planning and priorities. Peterborough and the surrounding community is undergoing significant change which we are planning for.

Peterborough County is Growing and Aging

Peterborough County is currently home to 138,000 residents. Between 2006 and 2016, Peterborough County grew 4%, and all of that growth was accounted for in increases in those over the age of 65, with slight declines in population of those aged 0-14 and 15-64. This trend is expected to intensify over the coming years, with an increasing proportion of our population over the age of 65. Currently those 65 and older represent 23% of our overall population. By 2041, it is estimated that nearly 1/3rd of residents will be 65 and older as those from other parts of the province continue to view Peterborough County as an ideal place to retire.



Your Priorities for Us

As part of this strategic planning process, we heard from hundreds of patients and residents on how we can improve and serve our community better. Your top priorities for us were:

- Improved wait-times and access to care
- Access to your health care information
- Assistance in identifying community services and programs
- Information toolkits and/or education sessions to help patients and residents better self-manage their care
- Additional programs and services (thank you for your suggestions!)

This new Strategic Plan reflects our changing community, and what we have heard from you. While we will continue to depend on external partners for support in advancing some of these priorities, we will always be continually working to improve the care we provide and how we serve you!

Our New Strategic Framework

Mission:

Together with our residents and partners, our team delivers and facilitates inclusive primary care services to heal, empower, and support those we care for.



Values:

Respect • Integrity • Compassion
Trust • Teamwork • Innovation

Our Vision

A healthy and thriving Peterborough and surrounding community

Our vision speaks to our desire to improve the health and well-being of our patients and residents in our community. We are successful if those we touch are able to live healthier and better lives as a result of the care and support we provide.

Our Mission

Together with our residents and partners, our team delivers and facilitates inclusive primary care services to heal, empower, and support those we care for.

To achieve our vision, we will work as one team between our Family Health Team clinicians and staff, and those of our partner physician practices. We will focus on strengthening partnerships with others, to ensure we can provide a medical home for our residents to not only receive primary care services, but also be linked with other health and social care services relevant for achieving individual health goals.

We want those we care for to be healed, and to feel empowered and supported through the care we provide. We will do this with a strong emphasis on ensuring our services are inclusive and reflect the diversity of the communities we serve. Serving patients and residents is a privilege and our people will work to demonstrate this every day in all they do.

Our Values

Our Values represent the culture, norms, and attitudes that we want to see reflected throughout our workplace. Our goal is for each individual who walks through our doors (whether they are a patient, a resident, a staff member, or physician) to live and breathe these Values, through our everyday interactions and work. We will live these words through our actions.

<p>Respect</p> <p>We will hold the individuality and expertise of others in high regard, embrace diversity and support each other in the work we do.</p>	<p>Integrity</p> <p>We will serve our community in an ethical and reliable manner, with high professional standards.</p>	<p>Compassion</p> <p>We will empower others through explicit expressions of empathy, sensitivity and understanding.</p>
<p>Trust</p> <p>We will be dependable and honest in our actions, with a focus on what matters most to each individual we serve.</p>	<p>Teamwork</p> <p>We will leverage our team to accomplish our work effectively and efficiently together, drawing on our collective strengths.</p>	<p>Innovation</p> <p>We will approach our work with creatively, identifying new ways of doing things that work better for us and those we serve.</p>

Our Strategic Priorities

Our Strategic Priorities reflect the most important areas of focus for the Peterborough Family Health Team and its partner physician practices over the next four years. They are:



Team Well-being



High-quality Patient Care



Integrated Care Delivery



Effective Connections and Communication



Operational Excellence



Team Well-being

Our team members are critical to care delivery, and evidence shows a happy team delivers better care, and their patients have improved outcomes. We are committed to investing in our team's well-being and ensuring they have the required support, training and resources to deliver the best care possible.

Supporting our current and future health care teams means:

- **We will** care about each other, and support our team's health and well-being
- **We will** create a unified culture that promotes an empowered and supportive workplace
- **We will** support the continuing education of our care team



High-quality Patient Care

Providing residents with the best possible care is what our team strives to do each and every day, and is at the core of everything we do. We must stay apprised of the changing needs in our community and ensure our services are adaptable to meet patient's current and future needs. We must also evolve our care

Providing high-quality patient care means:

- **We will** provide high-quality, comprehensive, team-based care
- **We will** actively engage patients as partners in their care, focusing on what matters most to them and respecting their values
- **We will** ensure our services are equitable and inclusive, reflecting the diversity of our community



Integrated Care Delivery

For the Peterborough Family Health team and its partner physician practices to be successful, it is critical that we are open to working together and collaborating with other health care providers. We must work to eliminate the silos which currently exist between providers so that residents are more frequently linked to the health and social care services for their needs.

Providing integrated care delivery means:

- **We will** deliver care beyond our walls through developing partnerships with other health and social care providers in Peterborough County
- **We will** develop and foster interdisciplinary collaboration, internally amongst our team, and externally with our partners
- **We will** shape the development and implementation of the Peterborough Ontario Health Team



Effective Connections and Communication

To be successful and maximize the effectiveness of our resources, it is critical that we communicate effectively regarding the services we provide, and those that others provide that are relevant for our residents.

Pursuing effective connections and communication means:

- **We will** create a communication strategy that promote the health and social care services available to residents
- **We will** assist residents with navigating available health and social care services
- **We will** facilitate and support digital innovation including innovative methods for patients and clinicians to communicate



Operational Excellence

Peterborough Family Health Team prides itself on our track record of solid financial status and we will work to continue this recognition moving forward.

Ensuring operational excellence means:

- **We will** advance our strategic priorities in a transparent, financially responsible way
- **We will** ensure clear accountability, roles and responsibilities within the organization and with our partners
- **We will** collectively develop and implement processes, infrastructure and tools to support effective operations

