

**2023-2027**

# **STRATEGIC PLAN SUMMARY**



**Barrie  
Community  
Health Centre**

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[www.bchc.ca](http://www.bchc.ca)



## ABOUT US

The BCHC is a non-for-profit community-governed organization that offers health care services and community group programs focused on the health and wellbeing of the communities served.

The BCHC is funded by the Ministry of Health through an accountability agreement with Ontario Health.

## WHAT WE DO

### **Clinical Services-Barrie Clinical Team and the Healthy Aging Team.**

Team based primary health care for individuals and families from across the lifespan including young families and individuals living with chronic disease, complex medical and chronic mental health issues; non-insured program for immigrants and refugees.

The Healthy Aging Team provides specialized geriatric primary health care to individuals aged 60+ including outreach for frail seniors who are homebound (residence, LTC, retirement homes, LOFT program).

### **Diabetes Management Centre and My Best Weight Program**

The Diabetes Management Centre sees adults (ages 18+) living with Type 1, Type 2 or Gestational Diabetes as well as those who have Prediabetes. The team of Certified Diabetes Educators including Registered Nurses and Registered Dietitians work alongside Diabetes specialists (Endocrinologists).

The My Best Weight program is a physician-supervised medical program focused on providing individualized, evidence-based, non-judgmental care

### **Dietitian Services**

Dietitian services including assessment and counselling are for clients of the BCHC as well as the community that do not have access to a Registered Dietitian. Group programs include Cooking for 1 or 2 and outreach teaching kitchens.

### **Mental Health and Wellness Team**

Social workers provide individual and family counselling and support, as well as group programs including the Anxiety Support Program.

Community Health Workers assist clients to address barriers to access and overall health including income, housing, social supports, employment and access to nutritious, affordable foods. The team also provides a range of group programs promoting wellbeing and coping skills including Self-Care, Wellbeing through Mindfulness and as Cafe Connect.

### **Physiotherapy Team**

Physiotherapy programs target those in the community that face barriers to accessing individualized assessment and treatment (i.e. do not have third party insurance, access to MVA or WSIB benefits or can access the Community Physiotherapy clinics).

Physiotherapy group programs include the evidenced based GLAD program for individuals with chronic OA of the knee of hip and the Fitness for Health Program.

## OUR STRATEGIC PLANNING PROCESS

The Board of Directors had slated a Strategic Planning process for 2019-2020. However, given the on-set of the pandemic, the Board was required to shift organizational focus to that of pandemic response.

With pandemic recovery underway in 2022, the Board embarked on the development of a new three-year Strategic Plan. Essential components of this included a review of the community and clients served, completion of a thorough environmental scan and engagement of stakeholders.

The environmental scan was based on a STEEP macro and micro environmental scan: social, technological, environmental, economic and political. The three components included the SWOT analysis



## STRATEGIC PLANNING



(strength, weakness, opportunities, threats) and an internal scan (strengths and weaknesses of the CHC model and the BCHC, opportunities and threats) as well as the macro-environmental scan to identify opportunities and threats.

Environmental scan updates in the fall of 2022, particularly with the provincial priority of Ontario Health Teams, as well as the review of the staff SWOT results, provided the foundational information to assist the Board in finalizing Strategic Priorities for the next 3 years.

Throughout the planning process, the Board reviewed and updated the 32 year mission statement to more accurately reflect the current mandate of the BCHC.

# THE CORE OF OUR STRATEGY



## VISION

A healthy and engaged community

## MISSION

The BCHC empowers individuals and communities to improve and manage their own health and wellbeing through the provision of integrated healthcare programs and services.

## VALUES

- Compassion
- Collaboration
- Person-centredness
- Quality and excellence
- Equity

## STRATEGIC PRIORITIES

- Equity driven and person-centred health care
- Enhanced health outcomes
- Collaboration and innovative partnerships
- Effectual organizational governance

# HOW WE WILL GET THERE

BCHC utilizes the Strategy Map and Balanced Scorecard as tools to realize the Vision, Mission and Strategic Priorities as set out by the Board of Directors.

The Strategic Priorities are incorporated as performance objectives in the Strategy Map (seen below) and Balanced Scorecard (operating plan).

This approach enables alignment of centre initiatives/activities to the priorities as set out by the Board.

