

### Vision

Thriving family physicians leading the way to a healthy British Columbia.

### Mission

Championing the vital role of family medicine and empowering family physicians to thrive.

### Values

- **Leadership:** We innovate and act assertively toward a promising future for family physicians and their patients, as an integral part of the health of British Columbians.
- **Equity:** We are guided by a social justice lens and center family physicians' role in building a just health care system.
- **Cultural safety:** We champion cultural safety in individual and community care and commit to principles of Truth and Reconciliation.
- **Integrity:** We center respect, transparency, and accountability to members across our work.

### Strategic Priorities

#### Focused Support

Provide meaningful services in alignment with member input and the evolving needs of family physicians

#### Strategic Partnerships

Engage in collaboration with partner organizations to take meaningful action toward shared goals

#### Bold Advocacy

Leverage our independent voice to advocate boldly for changes that meet the current and evolving needs of family physicians.