



# Our Strategic Plan

Advancing Integrated Care Through  
Collaboration and Compassion

## Our Mission

CFHA supports healthcare professionals in integrating physical and behavioral health.



## Our Vision

All healthcare teams provide patients and families an optimal and fully integrated experience in the pursuit of health and healing.



## Our Values

- **Fortifying** a culture of humility and peer learning
- **Nurturing** relationships that form future leaders
- **Disseminating** and **operationalizing** evidence-based practices for patients and families who are at risk for health inequities through integrated care practice and policy
- **Evolving** with a growth mindset to promote adaptability and responsiveness
- **Lifting** every voice by safeguarding belonging, dignity, and justice





# Our Identity

We advance our **mission** of integrating physical and behavioral health and **seek to empower** integrated care teams to collaborate with patients and families who are at increased risk for health inequities in pursuit of whole-person care, health, and healing, through curated and operationalized evidence-based practice and policy for an optimal and fully integrated experience, **by serving** aspiring, emerging, and experienced integrated care team members **primarily in** North America and in countries with emerging integrated care practices, **through** representative membership that reflect the healthcare team, professional development across the career span, content creation, national conferences, technical assistance, community building, advocacy, and disseminating evidence, and emphasizing our competitive advantage of integrated care expertise and thought leadership, favorable reputation, engaged membership, and sense of community. **We are sustainable by** membership dues, fundraising, conference, and technical assistance revenue.

# Our Strategy Screen

## Key Questions

## Elements

Will this decision enhance our ability to fulfill our mission?	Supports healthcare professionals in integrating physical and behavioral health   Benefits our members who represent the healthcare team of today
Will this decision advance our vision?	All healthcare teams providing patients and families an optimal and fully integrated experience in the pursuit of health and healing
Does this decision operate in alignment with CFHA values?	<b>Fortifying</b> a culture of humility and peer learning   <b>Nurturing</b> relationships that form future leaders   <b>Disseminating</b> and <b>operationalizing</b> evidence-based practices for patients and families who are at risk for health inequities through integrated care practice and policy   <b>Evolving</b> with a growth mindset to promote adaptability and responsiveness   <b>Lifting</b> every voice by safeguarding belonging, dignity, and justice
Does this decision consider long-term planning and support the current strategic plan?	Falls within our operating structure (BOD, CEO, Staff, Membership) and bylaws   Requires formal proceedings from BOD as per bylaws?   Chances of this causing strategic plan drift?
Is this decision financially / fiscally responsible & sustainable?	Evaluated lost opportunity cost   Estimation of financial risk if the opportunity will not generate revenue or will cost CFHA more
Does CFHA have the current staffing/resource capacity to take this on?	Yes or no   If no, will this opportunity create/compensate for those resources?   Is there a need to consider succession planning if staff responsibilities are shifted?
Will this decision differentiate CFHA as a national leader in innovations in integrated healthcare?	Strengthen our favorable reputation, integrated care expertise, and thought leadership   Possibility of advancing our products (conferences, TAs, community meetings
Are we the best organization to take this on? Is someone else doing this – can they do it better?	Opportunities to partner vs. initiative   If we choose initiative when there is a competitor, estimation of risks and benefits align with strategic plan
Will this impact our membership and partners disparately?	Does the decision offer ways to be advocates vs. an ally?   Potential for both negative and positive impacts on marginalized communities?   Includes the potential of taking resources away from people



# Our Big Question

How do we **refine** and **preserve** our identity while **adhering to our values** and **growing as a source of influence** in our dynamic healthcare system?