

STRATEGIC PLAN 2017-2020

Mission Statement

Through clinical excellence and a continuum of mental health services, our mission is to reduce suffering, provide hope and enhance mental wellness and quality of life of infants, children, youth and their families



Strategic Priorities	Goals	Strategies
TECHNOLOGY Use technology more effectively to increase efficiency and better serve clients	<ul style="list-style-type: none">• Become a paperless organization• Modernize interactions with clients• Stay ahead of technology trends	<ul style="list-style-type: none">• Digitalize clinical processes, human resources and finance• Create digital client experience to improve communication with clients and manage the wait list• Explore digital service delivery and business tools
MARKETING Refine GHC's core message and customize communication with stakeholders to attract new funding and develop capacity through partnerships	<ul style="list-style-type: none">• Develop targeted communication strategy• Refine brand image	<ul style="list-style-type: none">• Develop a clear message to explain the Centre• Create a stakeholder map and prioritized communication plan• Define custom messaging for each stakeholder• Train staff/Board in communicating GHC message• Update web and mobile presence with refined messaging/brand image
MEASURING OUTCOMES Measure and report outcomes on criteria of clinical excellence to build GHC's profile	<ul style="list-style-type: none">• Define clinical excellence• Develop process for measuring clinical excellence• Identify how and to whom outcomes should be communicated	<ul style="list-style-type: none">• Identify criteria for clinical excellence• Develop process for measuring criteria and balanced scorecard• Determine to which stakeholders to report outcomes• Determine how outcomes should be communicated
DIVERSITY Address barriers to service to better serve and meet the needs of the diverse community	<ul style="list-style-type: none">• Identify highest priority populations not being appropriately supported by GHC• Identify barriers to service for priority populations• Design and implement solution to address barriers	<ul style="list-style-type: none">• Determine populations to prioritize for improved support• Communicate diversity priorities to stakeholders• Identify and address barriers to service• Measure diversity outcomes

Our Vision - Mental wellness from infancy to adulthood