

# President's Letter

January 17, 2025



Steve Major, MD

## NLMA releases new Strategic Plan

Dear Colleagues,

I am excited to share with you the Newfoundland and Labrador Medical Association's new *Strategic Plan 2025-27*. The development of this plan was a collaborative process, shaped by the NLMA Board of Directors, NLMA staff, key stakeholders and invaluable input from the member survey. The attachment outlines the priorities that will guide the direction of our Association based on this feedback and focuses on the critical matters facing physicians, patients, and the health care system today.

Over the next three years, we will focus on actively participating in health care system transformation, engaging and supporting our membership, and creating a supportive environment that promotes member well-being and empowers physicians as leaders.

Each strategic priority includes specific, measurable goals that will be translated into actionable operational objectives that the Board and staff will pursue throughout the plan's duration. Advancing these priorities will allow us to build on our achievements, seize new opportunities, and meet the evolving needs of our membership.

We look forward to working alongside you, our partners, and health system stakeholders, including the patient community, to support physicians and strengthen our collective impact on the health care system in Newfoundland and Labrador.

I encourage you to review the strategic priorities in the attachment, which also includes our updated mission statement and values. The plan is a dynamic tool that may evolve and adapt to changing circumstances. We welcome any feedback from members.

Thank you for your continued support, commitment, and engagement as we embark on this work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Major'.

Steve Major  
President

The logo for the Newfoundland &amp; Labrador Medical Association, featuring a stylized, cursive 'NLMA' in black.

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Labrador Medical  
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