We are excited to share the SOGC’s Strategic Plan for 2021-2025.

Looking ahead over the next five years, it will be our mission to continue to provide and improve services and products to our members. This must occur at the same time as we strive to evolve, to innovate and to respond to member needs, system needs and public needs in a time of rapid change.

To meet these varied needs we have found that increasingly we must practice as members of a team, with shared goals and values. From primary care to sub-specialized, from urban to rural and remote, community to academic, the SOGC must continue to focus on helping members serve their patients’ needs; bound together in the quest for excellence in health care, with support for our members health and resiliency as a profession, and as professionals.

We practice in an era where women are seeking a new relationship and role with their health and health care providers. The SOGC will continue to offer credible and practical public resources and seek out new ways to communicate with the public so that we are able to hear and understand women’s needs.

The COVID-19 pandemic taught us that the practices that we took for granted could all be affected by the unforeseen. Our own health is essential in the ability to do our jobs, and the stresses of practice have never been so high. Together we can meet the challenges of the future. This is a critical time for us to set clear priorities, and do the things that strengthen us, individually and together in our quest for excellence in health care. This plan will serve that mission.
As a professional society dedicated to women’s sexual and reproductive health, we encompass a range of practices, from primary care to comprehensive Obstetrics and Gynaecology, to highly focused sub-specialists. We face challenges from shifting models of professional care, and those challenges are different in each community. Our members have told us that to achieve safety and good outcomes it will require that excellent care be offered by all providers, engaged in a mutually respectful inter-professional team. As such, the SOGC will continue to work collaboratively and support our members within their professional scope of practice.

The merger with APOG has reinforced the SOGC, bringing in a new strength and leadership to our academic departments. This alliance has allowed the SOGC to open up opportunities to engage in the generation of new knowledge nationally and to apply best practice in education to our programs thereby allowing the SOGC to extend its reach from the trainee period through to retirement. As an integrated organization, we can elevate the quality of our programs and resources and have greater influence on health care and on public policy. Since most care is not delivered in academic centres but in the community, the SOGC will remain firmly grounded where our members practice.

During the COVID-19 pandemic, we have learned, more than ever before, the importance of working together to solve problems, respecting other perspectives, beliefs and welcoming the ideas of all members of the team for the betterment of those that we serve. Through such collaborative professional practice, we will become stronger together.
OUR MISSION

Lead the advancement of women’s health through excellence and collaborative professional practice.
Healthy women.
Healthy professionals.
Excellent care.

OUR VISION

Healthy women.
Healthy professionals.
Excellent care.
Planning for this strategic plan began with the SOGC Board 18 months ago. We engaged an independent firm (tng Leaders) to assist us and ensure that we were able to hear a range of points of view. It started with a review of progress in our current plan, and an external scan to understand the changing environment in which we live, work and practice. We then conducted a membership survey, and heard first-hand what our members thought was important for the future.

We followed the online survey with face-to-face interviews at our meetings, the “button-hole” surveys, and telephone interviews. The Board held a retreat where they considered this information, and identified key issues and priorities. All inputs were then collated and analyzed for Board direction and approval. The final step is presentation of the strategic plan with the proposed mission and vision statements to the membership for approval at the Annual General Meeting.

The strategic plan of the SOGC builds on our strengths as a profession and as professionals, as we:

- Use our expertise to provide the highest quality care to our patients and enhance the wellbeing of our members.
- Apply our expertise to advance knowledge and influence public policy.
- Share our knowledge and participate in meaningful dialogue with women directly, or through the media, respecting and supporting women in their quest for optimal health.
Stronger Together for Women’s Health

1. High quality health care, healthy professionals
2. Collaborating to improve women’s health beyond clinical practice
3. Partnering with women
4. A vibrant and resilient SOGC
High quality health care, healthy professionals

The SOGC is dedicated to excellence in the practice of obstetrics and gynaecology and to achieving the best attainable levels of health for women. Success depends on the strength, health and resilience of our members individually and as a profession.
High quality health care, healthy professionals

**Goals**

To provide leadership and guidance to the profession of obstetrics and gynaecology at a time of rapid change  
Support and facilitate inter-professional collaboration  
Facilitate and disseminate women’s health research  
A trusted, strong, resilient, vibrant profession  
To be a “partner in care” enabling up-to-date and quality practice  
Strengthen provider health

**Activities**

Education/CPD  
Evidenced-based practice guidelines  
Practice tools and support  
Health and development of the profession(s)  
Engage and support our members in their practice and personal health and wellbeing  
Advocating for provider health and wellness  
Support and facilitate inter-professional collaboration and healthy teams  
Improving wellness and collegiality, engaging members via community of practice and conferences

**For and With**

Our members  
Academic partners  
Other health care providers  
Other health care provider organizations  
MORE58  
ALARM

**Outcomes**

High-quality health care for women  
Healthy and skilled providers, delivering excellent care  
Work/life balance
Collaborating to improve women’s health beyond clinical practice

The SOGC recognizes the importance of the social determinants of health, and of the critical role of research and evidence-informed public policy. Our clinical expertise and experience can be applied to optimize health outcomes.
Collaborating to improve women’s health beyond clinical practice

**Goals**

- Exert our training and the expertise of our members to influence public health and policy
- Create opportunities for our members to participate in knowledge creation, impacting and improving women’s health
- Raise awareness of the role of the social determinants of health in women’s health outcomes
- Contributor to body of research through excellence to influence and advance women’s health

**Activities in Partnership**

- Health Policy and Government Relations
- Monitoring and analysis [such as maternal mortality]
- Research to advance women’s health
- Global Health: capacity building and collaboration by sharing in the development of solutions that address health inequities in Canada and globally
- Rural and Indigenous health
- Cultural safety and awareness with respect to the Truth and Reconciliation Goals

**For and With**

- Our academic partners
- Policymakers
- Clinical funding administrations
- Organizational partnerships (international, national, provincial)
- Collaboration across sectors (universities, government, provincial health)

**Outcomes**

- Measuring and improving women’s health outcomes
Partnering with women

High quality care is based on respectful partnerships between health professionals and their patients. The SOGC will share credible and up to date information, and participate in the public dialogue.
Partnering with women

**Goals**

- Provide the tools and resources to enable and empower women to manage and understand their health, in partnership with their health care providers
- Advocate on issues of importance to women and their providers

**Activities**

- Public education
- Outreach and engagement
- Advocacy
- Media
- Engage with women to listen, understand and respond to their needs and priorities

**For and With**

- The public
- The media
- Policymakers
- Health care providers

**Outcomes**

- Actively engaged public, based on a relationship of mutual respect and learning
A vibrant and resilient SOGC

The SOGC must be prepared to adapt to rapidly changing conditions in our society and in our professions, managing its resources, ready for unforeseen challenges. The SOGC will demonstrate best practice in leadership, management and governance.

++ Goals
  Enable a strong foundation of sustainability, accountability and capacity

++ Activities
  Strong management
  Good governance

++ For and With
  Members
  SOGC national office staff

++ Outcomes
  Financial sustainability
  Collaborative and collegial membership
  A skilled and dedicated staff
  A strong and strategic board