

VISION

Empower physicians to enable a continuous improvement culture, to achieve excellence in care for patients and families, where BC is a model for health and wellness globally.

MISSION

Enhancing physician QI capacity, in collaboration with patients and the healthcare system, to create a QI culture and excellence of care.

VALUES

Trust

We create an environment of trust through transparency, integrity, reliability, accountability, and principled actions.

Teamwork

We work together and value the contributions of all, treating each other with dignity, respect, fairness, and empathy.

Service

We ensure the best possible care, safety, and well being of our patients and fellow providers.

Joy of Work

We promote professional fulfilment and satisfaction, including enriching relationships.

Innovation

We demonstrate continuous quality improvement through innovation and learning.

Courage

We drive changes and challenge the status quo to transform healthcare.