

CPSNB STRATEGIC PLAN 2025-2030

Trusted physicians providing quality patient care.

College of Physicians
and Surgeons of
New Brunswick



Collège des médecins
et chirurgiens du
Nouveau-Brunswick

OUR CORE VALUES

Integrity – We act honestly and ethically, ensuring objective and transparent decisions.

Compassion – We engage with empathy, respect, and professionalism.

Fairness – We treat everyone equitably and without discrimination.

Innovation – We adapt and lead change through continuous learning.

OUR STRATEGIC PILLARS

Strengthen Operational Efficiency

- Enhance the efficiency and transparency of complaints and licensing processes
- Improve communication with registrants and the public
- Provide proactive guidance to help support quality care decision making and prevent complaints
- Embed risk awareness and mitigation into core decision-making

Invest in Our People

- Foster a positive, inclusive, and healthy organizational culture
- Promote leadership development and clarity in all roles and responsibilities
- Strengthen team-based practices, improve internal communication, and feedback processes
- Support workload sustainability and well-being across the organization

Engage with Partners Strategically

- Build mutual understanding through clear communication of the College's role and mandate
- Strengthen relationships with partners in ways that align with the College's capacity and strategic focus
- Create opportunities for meaningful collaboration on shared regulatory goals
- Promote inclusive engagement with diverse communities across NB

Advance Regulatory Practices

- Align regulatory practices with both national standards and provincial context
- Strengthen public accountability and engagement approaches
- Use data and emerging trends to inform regulatory improvements and education
- Adapt licensing pathways with a focus on public protection and readiness

OUR ROLE

We protect the public by licensing qualified physicians in a fair and transparent manner. We guide standards of care and maintain trust through objective oversight of physician conduct.

KEY OUTCOMES BY 2030

TRANSPARENT PROCESSES

Clear, timely, and accessible licensing and complaints pathways.

PUBLIC CONFIDENCE

Increased trust in physician regulation and oversight.

MODERN REGULATION

Data-informed practices aligned with standards and provincial needs.