



Strategic Plan 2025-27

Developed: 2024.10.05
Reviewed: 2024.11.12
Facilitated by:



Strategy Map | 2025-2027

Our Vision

To be leaders in the evolution of health care.

Our Mission

To promote the growth of the naturopathic profession and empower naturopathic doctors of British Columbia.

Our Values

Quality
Collaboration
Legacy

Organizational Excellence

Be an effective board of directors
Develop effective operational strategies

Membership Engagement

Develop relevant programs and services that nurture engagement.
Strengthen our reputation and expand awareness.

Strategic Relationships

Build intentional partnerships that advance our vision.

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EXECUTIVE SUMMARY

The BC Naturopathic Doctors board developed a Strategic Plan for 2025–2027 based on input from stakeholders, staff, and board members. Prior to the October 2024 planning session, a study was conducted to identify challenges and opportunities, helping shape the strategic priorities for the period 2025-27.

During the strategic session, the board established goals aligned with each priority, giving clear direction to staff. A one-year tactical plan was created for implementation, beginning in November 2024, with quarterly progress reports and annual summaries tracking key performance indicators (KPIs).

This 2025-27 strategic plan will be reviewed and approved annually by the board, with progress updates shared regularly with members as appropriate. An updated strategic plan will be developed in the autumn of 2027 for implementation in 2028.



WHO WE ARE

BC Naturopathic Doctors (BCND), founded in 1993, represents the professional interests of BC's naturopathic physicians. BCND is governed by an elected nine-member board with headquarters in Vancouver.

Naturopathic medicine has been regulated in British Columbia since 1936, with naturopathic doctors (NDs) currently overseen by the College of Complementary Health Professionals of British Columbia. There are over 800 licensed NDs practising across the province, enjoying one of the broadest scopes of practice for naturopathic doctors in Canada.

To become licensed, NDs complete a four-year bachelor's degree (with some exceptions for three-year programs) followed by four years of study at an accredited naturopathic medical college. Naturopathic doctors take a holistic approach to care, considering health through a variety of intersecting factors such as race, class, income, education, age, ability, sexual orientation, immigration status, ethnicity, indigeneity, and geography.

BCND's full-time staff includes Alix Arndt (Executive Director), David Silva (Operations Manager), and Killian Stone (Communications and Digital Media Manager), supported by consultants in member services, government relations, and legal affairs.

OUR CORE SERVICES

BCND serves its members with the following core service



Advocacy

Championing the profession by representing naturopathic doctors at all levels of government and public policy.



Continuing Education

Providing ongoing learning opportunities to enhance the skills and knowledge of naturopathic doctors.



Business Resources

Offering tools and guidance to support the growth and sustainability of naturopathic practices.



ND Referrals

Connecting the public with licensed naturopathic doctors for holistic healthcare solutions.

Additional member benefits include:

- Business Videos
- Headshots
- Searchable Drugs Database
- Classified
- Province-wide ND Directory

OUR VISION & MISSION

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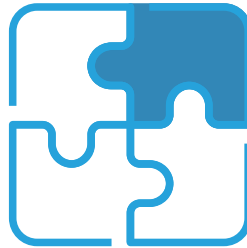
OUR CORE VALUES

At BCND we adhere to the following core principles:



Quality

Aspiring to the highest level of excellence



Collaboration

Valuing diverse perspectives and teamwork.



Legacy

Making a difference today with tomorrow in mind.





OUR STRATEGIC PRIORITIES

The key areas of focus identified by the Board of Directors for 2025-27 include:

ORGANIZATIONAL EXCELLENCE

We strive for organizational excellence, adopting innovative practices that increase our proficiency and impact.

MEMBERSHIP ENGAGEMENT

We actively engage with our members to support their success and elevate the profession.

STRATEGIC RELATIONSHIPS

We develop collaborative and strategic relationships to demonstrate leadership in health care.

STRATEGIC GOALS

To enact the identified strategic priorities, the Board of Directors has set the following goals:

ORGANIZATIONAL EXCELLENCE

- Be an effective board of directors.
- Develop and implement effective operational strategies.

MEMBERSHIP ENGAGEMENT

- Develop relevant programs and services that nurture engagement and connection within the membership.
- Strengthen our reputation and expand awareness within our communities.

STRATEGIC RELATIONSHIPS

- Build intentional partnerships that advance our vision.





GET IN TOUCH!

If you have questions or comments, please reach out at any time or follow us on social media.

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BC NATUROPATHIC
DOCTORS