



# STRATEGIC PLAN 2024–2027



## Accelerate palliative care capacity building

Focused effort to expedite and expand the capacity of the palliative care system, ensuring it can meet the increasing demand and challenges in a timely and efficient manner.

- Continue to cultivate strong relationships with provincial-territorial health system partners to build palliative care capacity.
- Continue to profile and build the case for support for greater investment in palliative care alongside stakeholder partners.
- Explore new avenues for strategic growth, including targeted international market expansion.
- Strengthen current accreditation standards to ensure all staff across diverse care settings possess the necessary skills and competencies to deliver better palliative care.



## Leverage emerging technologies, research, and innovative approaches to improve education and palliative care system performance.

Improve the quality and impact of education and the effectiveness of palliative care services, using advanced tools and methods.

- Harness emerging technologies and research to enhance educational and palliative care system effectiveness.
- Leverage advances in information technology and enhanced business processes to improve operational efficiency and the learner experience.
- Measure and research the impact of training on health care practices and patient outcomes.
- Anticipate and adapt to emerging industry trends to ensure high-quality learning experiences and outcomes for learners.



## Explore new strategic opportunities that capitalize on Pallium's strengths

Identify and leverage Pallium's inherent strengths, capabilities and advantages to pursue and succeed in new markets.

- Identify and leverage Pallium's core competencies and strengths to seize new market opportunities.
- Conduct thorough market analysis to substantiate strategic initiatives.
- Tailor solutions to capitalize on identified opportunities.
- Form strategic partnerships to facilitate scalable expansion of initiatives.



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