This is achieved through the three key lines of business:

1. **Licensing & Registration**
2. **Quality Assurance & Improvement**
3. **Professional Conduct**

The College underpins its mission and lines of business with the core values:

- Fairness
- Quality of Service
- Social Responsibility
- Communication
- Transparency
- Innovation
- Inclusion and Diversity

By 2028, the College will be:

1. **Easy to work with**
2. **Collaborating widely with stakeholders* to resolve challenges**
3. **Innovating regulatory practices to fit an evolving landscape**

**What This Means**

1. **Exceptional Client Service**
   - Providing information, education, and guidance on our processes to stakeholders*.
   - Ensuring policies and practices support equity, diversity, and inclusion.
   - Acknowledging the history and current realities of Indigenous communities.
   - Providing services to support navigating College processes.
   - Regular stakeholder* communication and consultation.

2. **Engagement & Collaboration**
   - Inclusive stakeholder* consultation and building strong relationships.
   - Regular and meaningful stakeholder* engagement.
   - Proactive data and insight sharing.
   - Collaborating to resolve industry challenges.
   - Communicating actions and improvements arising from feedback.

3. **Regulatory Innovation**
   - Proactive approach to industry trends and stakeholder* consultation.
   - Regular review of standards and regulations to ensure they are fit for purpose.
   - Exploring best practices and new approaches for the provincial context.
   - Developing solutions that balance national standards with provincial requirements and needs.

*Stakeholders include stakeholder organizations, physicians, and the public.