



THE
CHARLES H. BEST
DIABETES CENTRE

2025 - 2030 **STRATEGIC PLAN**





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A Message from our Leaders

As we reflect on our time with The Charles H. Best Diabetes Centre, we are incredibly proud of how far we have come - and even more excited about what the future holds for the beloved “Best Centre.”

From its humble beginning in 1989, the Best Centre has been more than a provider of health care; it has been a place of community, support, and unwavering commitment to families navigating life with type 1 diabetes. Over the years, we have seen firsthand the impact of our work - the ways in which education empowers, how it strengthens connections, and how access to specialized care can transform lives. **But we know there is still more to do.**

This strategic plan is our roadmap for the future - a future where more families can access the Best Centre, where our education programs reach beyond our walls, and where we set the standard for excellence in type 1 diabetes care. **It is built on the voices of our patients, families, staff (past and present), volunteers and community partners.** It outlines the bold steps we will take to expand our reach, enhance our programs, and ensure that every child and family receives the care and support they deserve.

We are ready to dream bigger, reach further, and push boundaries to make sure that no family feels alone in their journey. Whether it be through new partnerships, expanded education programs, or innovative fundraising efforts, we are committed to growth that is meaningful, sustainable, and impactful.

We invite you to explore this report and see how we are turning vision into action. Together, we will continue to evolve, ensuring that The Charles H. Best Diabetes Centre remains a place where families find hope, connection, and expert care - now and for generations to come.

Sincerely,

Lorrie Hagen
Executive Director

Marlene Grass
Founder

Serge Babin
Board Chair





THE
CHARLES H. BEST
DIABETES CENTRE

A Strong Vision for the Future

Building on Excellence and Impact

At The Charles H. Best Diabetes Centre, we are committed to transforming care for children and families living with type 1 diabetes. Our strategic plan is the result of a thoughtful, inclusive process guided by leadership from the Board of Directors, insights from a comprehensive stakeholder survey, and meaningful engagement with our community.

A pivotal moment in this process was our March 2024 strategic planning retreat, where staff, clinicians, and parents of children receiving care at the Best Centre came together. This retreat provided an opportunity to refine our vision, mission, and values while ensuring that our strategic direction is shaped by the voices of those we serve.

These collaborative discussions informed a set of bold and actionable recommendations, which were finalized with the Board of Directors in January 2025.

With a clear roadmap in place, we are prepared to take the next steps in strengthening our programs, expanding our impact, and ensuring that every child and family receives the highest quality of care and support.

VISION

**Outstanding Care.
Outstanding Outcomes.**

MISSION

We empower people with type 1 diabetes to live fully by providing extraordinary care, education and a community of unwavering support.

VALUES

EXCELLENCE

We focus on serving the patient fully, to meet their physical, emotional and mental needs by consistently applying and evaluating best practices.

COLLABORATION

We connect and engage with multiple disciplines and stakeholders to reach a jointly desired outcome.

COMPASSION

We listen actively, empathize deeply, and tailor our support to each individual's unique needs.

RESPECT

We respect the diversity, dignity & interdependence of all persons.

QUALITY

We embrace safe, effective and state of the art approaches to lifelong care.

Our Strategic Pillars

At The Charles H. Best Diabetes Centre, our strategic pillars guide where we will dedicate our energy and resources over the next five years. These areas are the foundation of our plan, ensuring we remain true to our mission while growing and evolving to meet the needs of our community.

Think of our strategic pillars as the building blocks that support everything we do - they represent our biggest priorities and the key steps we need to take to achieve our long-term vision. These focus areas are not just words on a page; they shape the way **we deliver care, support families, and strengthen our impact.**

In the pages ahead, you'll see how each of these pillars comes to life through our initiatives, programs, and commitments - always with the well-being of our patients, families, staff and volunteers at the heart of it all.

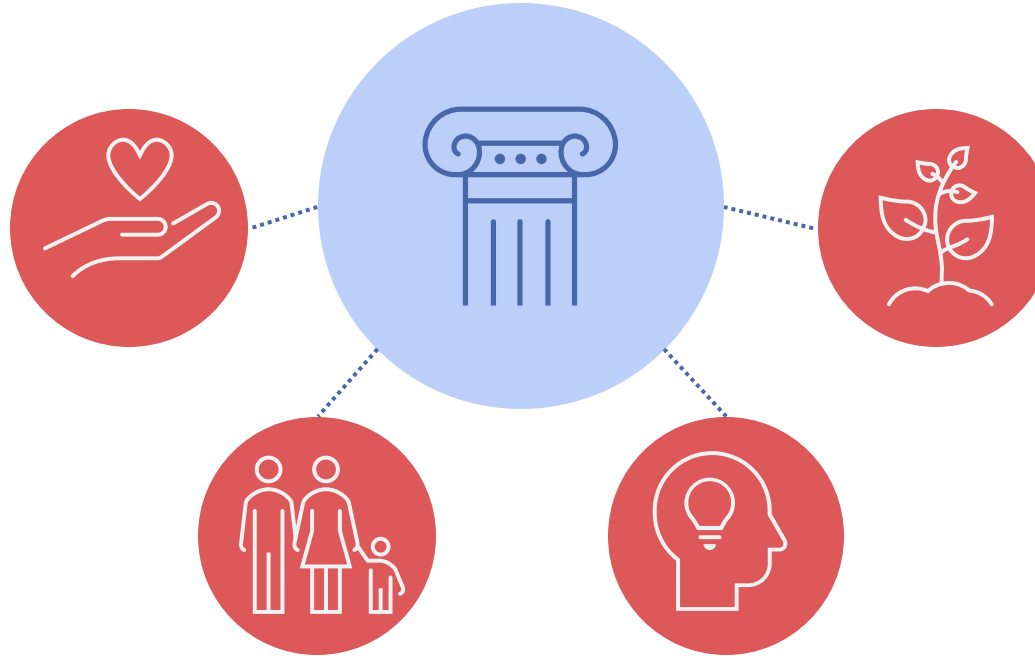


Top: The Cross Family.
Bottom: Ryan Hruska, top fundraiser
at the Walk for the Best 2024.

OUR STRATEGIC PILLARS

Deliver Excellent Care

We are committed to advancing type 1 diabetes expertise and achieving clinical excellence through state-of-the-art care. By actively listening to our patients and their families, we will gain valuable insight into their diverse and evolving needs. Our goal is to empower every patient with lifelong, personalized healthcare that supports their unique journey and well-being.



Sustain and Embrace Growth

We will drive sustainable growth by strengthening The Best Centre's Development Office, fostering innovative partnerships and broadening our reach. Through creative delivery of our expertise and educational programs, we will generate new revenue streams, while deepening our impact.

Be Person Centred

We will prioritize listening to our patients and families, ensuring inclusivity and responsiveness to their individual, diverse and evolving needs. Patients will have timely access to our team, receive personalized care plans designed to improve their quality of life and build meaningful connections within the type 1 diabetes community.

Value Our People

We will foster a culture of excellence by creating a supportive system that prioritizes the growth and resilience of each team member. Through personalized development opportunities, we will nurture both individual and collective growth, allowing the team to thrive personally and professionally.





Deliver Excellent Care

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What we heard

“Let’s embrace and celebrate cultural diversity of our patients - honouring different foods, customs, languages, and gender identities - to ensure every patient feels seen, understood, and supported in their care journey.”

Our Priorities

- To remain at the **forefront of type 1 diabetes care** and management by actively pursuing the latest research and innovations.
- To offer programs and services that cater to the many varieties of patient needs; partnering with other organizations **to increase value to our patients** and build capacity overall.
- To foster interdisciplinary care and **support** patients' and families' **mental health and wellness**.
- To work with patients at their pace and place of **empowerment and self-care**.



Miguel Betancourt, Best Centre patient.



Be Person Centred

We will prioritize listening to our patients and families, ensuring inclusivity and responsiveness to their individual, diverse and evolving needs. Patients will have timely access to our team, receive personalized care plans designed to improve their quality of life and build meaningful connections within the type 1 diabetes community.

What we heard

“Let’s go beyond treatment - by educating, sharing real patient experiences, and creating spaces for connection. Every newly diagnosed family deserves messages of hope and the support of a community that truly understands their journey.”

Our Priorities

- To increase outreach efforts by **raising awareness of type 1 diabetes** within the community.
- To **prioritize patients’ needs and desires** when developing their care plans.
- To offer group **education and networking opportunities** with directed outreach efforts.
- To implement processes to learn about the patient experience to inform and **make improvements** to our programs and services.





Value Our People

We will foster a culture of excellence by creating a supportive system that prioritizes the growth and resilience of each team member. Through personalized development opportunities, we will nurture both individual and collective growth, allowing the team to thrive personally and professionally.

What we heard

Let's foster a culture of trust, innovation, and well-being - where our team feels empowered, supported, and inspired to care for themselves as they care for others."

Our Priorities

- To measure and **improve staff satisfaction and engagement** through open communication.
- To **cultivate a dynamic learning culture** and encourage continuous quality improvement.
- To foster collaboration, a **healthy team environment**, and promote individual self-care and fulfillment.





Sustain and Embrace Growth

We will drive sustainable growth by strengthening The Best Centre's Development Office, fostering innovative partnerships and broadening our reach. Through creative delivery of our expertise and educational programs, we will generate new revenue streams, while deepening our impact.

What we heard

"Let's think bigger and bolder - expanding our education programs, building global partnerships, and strengthening our fundraising efforts to share the Best experience with more families who need it."

Our Priorities

- To cultivate and expand innovation that **strengthens our leadership** in the type 1 diabetes space, amplifying our presence and impact nationwide.
- To embrace growth by **diversifying fundraising and revenue streams** by expanding the reach, capacity and initiatives of the Development Office.



Executing our Strategic Plan

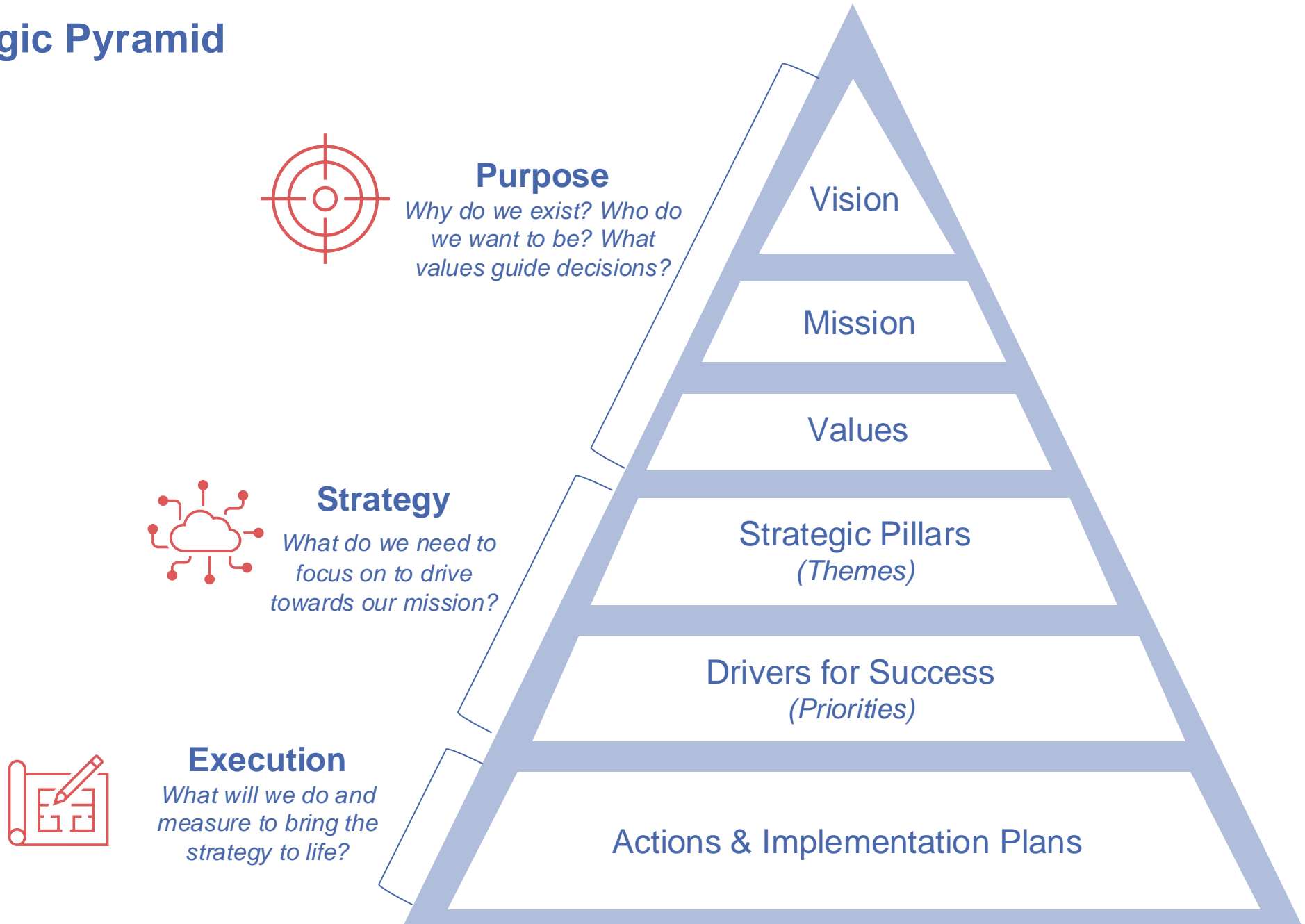
A strategy is only as effective as its execution. At The Charles H. Best Diabetes Centre, we are dedicated to transforming our strategic pillars into real, measurable impact. This means translating our vision into setting clear priorities and objectives,, driving meaningful action, and ensuring accountability every step of the way.

In the following pages, you'll see how we bring our strategic pillars to life - through innovative programs, partnerships, and initiatives designed to drive meaningful change. By aligning our efforts with our mission and values, we will continue to evolve, grow, and deliver the best possible care for our patients and families.



Top: The Cross Family.
Bottom: Lorrie Hagen and Bill Todd.

The Strategic Pyramid





Deliver Excellent Care





We are committed to advancing type 1 diabetes expertise and achieving clinical excellence through state-of-the-art care. By actively listening to our patients and their families, we will gain valuable insight into their diverse and evolving needs. Our goal is to empower every patient with lifelong, personalized healthcare that supports their unique journey and well-being.

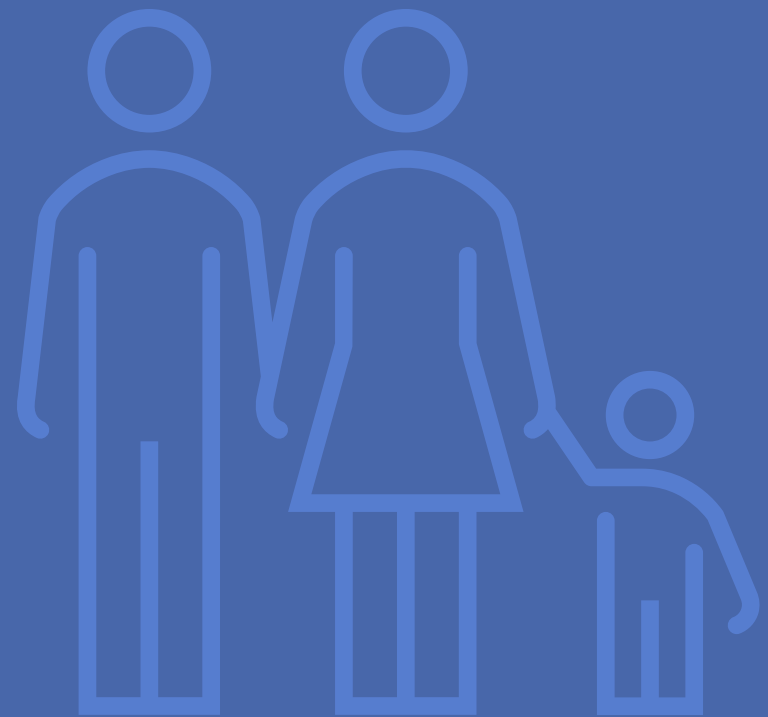
Goals	Objectives
1. To remain at the forefront of type 1 diabetes care and management by actively pursuing the latest research and innovations.	<ul style="list-style-type: none"> i. We will ensure our educators are equipped with up-to-date knowledge and skills to meet the evolving needs of our patients with confidence and care. ii. We will streamline a professional development process for staff by creating a clear, structured framework that supports growth and skill development. iii. We will integrate the latest evidence-based practices and technologies into patient care plans. iv. We will collaborate with leading academic and research institutions.
2. To offer programs and services that cater to the many varieties of patient needs; partnering with other organizations to increase value to our patients and build capacity overall.	<ul style="list-style-type: none"> i. We will build partnerships with community organizations to complement our services. ii. We will develop an equity, diversity and inclusion work plan. iii. We will launch new programs addressing specific patient needs, such as mental health support and managing advanced technologies.



Goals	Objectives
	<ul style="list-style-type: none"> v. We will explore and partner with programs and services that support newcomers to Canada. vi. We will leverage industry partners to advocate and access advanced supplies and technology.
<p>3. To foster interdisciplinary care and support patients' and families' mental health and wellness.</p>	<ul style="list-style-type: none"> i. We will share program and process improvement work across teams while utilizing working groups and internal subject matter experts as champions. ii. We will develop a mental health and wellness workplan. iii. We will develop clinical expertise in associated conditions, such as eating disorders and weight care.
<p>4. To work with patients at their pace and place of empowerment and self-care.</p>	<ul style="list-style-type: none"> i. We will support patients in accessing supplies, including a consideration for on-site retail space. ii. We will create accessible educational materials tailored to varying levels of health literacy and cultural backgrounds.



Be Person Centred







We will prioritize listening to our patients and families, ensuring inclusivity and responsiveness to their individual, diverse and evolving needs. Patients will have timely access to our team, receive personalized care plans designed to improve their quality of life and build meaningful connections within the type 1 diabetes community.

Goals	Objectives
1. To increase outreach efforts by raising awareness of type 1 diabetes within the community.	<ul style="list-style-type: none">i. We will expand existing education initiatives and outreach efforts within schools, in collaboration with school boards and educators.ii. We will launch a comprehensive public education campaign about type 1 diabetes, featuring patients' lived experiences.iii. We will partner with type 1 diabetes celebrities and athletes to amplify awareness and generate interest.
2. To prioritize patients' needs and desires when developing their care plans.	<ul style="list-style-type: none">i. We will develop individualized care plans that respect each person's readiness for change, personal goals, and cultural preferences ensuring inclusivity and respect for individual identity.ii. We will train healthcare providers in motivational interviewing and other techniques that foster patient empowerment.iii. We will develop Best Centre branded patient journals, and a multi-purpose application designed to help patients achieve their goals.



Goals	Objectives
3. To offer group education and networking opportunities with directed outreach efforts.	<ul style="list-style-type: none">i. We will facilitate opportunities for in-person connections through partner hosted events.ii. We will develop an online portal for patients and families to connect with 'buddies,' access support materials and stay informed about new type 1 diabetes developments, as well as Best Centre events and activities.
4. To implement processes to learn about the patient experience to inform and make improvements to our programs and services.	<ul style="list-style-type: none">i. We will develop and implement a patient experience work plan.ii. We will use patient feedback to inform the development or refinement of programs and services and communicate changes or improvements made.



Value Our People





Stephanie
Sampson
Charles H. Best Diabetes
Centre

Jackie
James
Charles H. Best Diabetes
Centre

Marlene
Grass
Charles H. Best Diabetes
Centre

Val
Lewis
Charles H. Best Diabetes
Centre



We will foster a culture of excellence by creating a supportive system that prioritizes the growth and resilience of each team member. Through personalized development opportunities, we will nurture both individual and collective growth, allowing the team to thrive personally and professionally.

Goals	Objectives
1. To measure and improve staff satisfaction and engagement through open communication.	<ul style="list-style-type: none">i. We will implement an informal bi-annual staff “wellness check” to assess overall engagement, job satisfaction, and morale.ii. We will update and distribute a biennial formal staff engagement survey and develop action plans to address areas of opportunity.
2. To cultivate a dynamic learning culture and encourage continuous quality improvement.	<ul style="list-style-type: none">i. We will offer training sessions focused on key areas of improvement identified through performance evaluations, feedback, and/or organizational needs.ii. We will develop mentorship programs where experienced staff can guide less-experienced colleagues, facilitating the transfer of knowledge and fostering a culture of learning.iii. We will create leadership development programs, helping staff at all levels see challenges as opportunities for personal and professional growth.



Goals	Objectives
	<ul style="list-style-type: none">iv. We will implement systems to measure the impact of learning initiatives on staff performance and engagement.v. We will develop and implement recognition programs to celebrate staff who demonstrate commitment to continuous improvement.
3. To foster collaboration, a healthy team environment, and promote individual self-care and fulfilment.	<ul style="list-style-type: none">i. We will encourage cross-functional collaboration through team-building activities, workshops, and collaborative projects that break down silos and foster trust.ii. We will establish policies and practices that promote diversity, equity, and inclusion within the team, ensuring that all individuals feel respected and valued.iii. We will promote work-life harmony by offering flexible work schedules, wellness programs, 'work perks' and resources to help staff manage stress and avoid burnout.iv. We will explore and implement improvements to the total compensation plans.



Sustain and Embrace Growth



With Type 1 diabetes cases projected to double in the next five years, our **Building on the Best** expansion will ensure we continue to provide exceptional care, education, and support. Learn more and get involved in our campaign: www.buildingonthebest.ca





We will drive sustainable growth by strengthening The Best Centre's Development Office, fostering innovative partnerships and broadening our reach. Through creative delivery of our expertise and educational programs, we will generate new revenue streams, while deepening our impact.

Goals	Objectives
1. To cultivate and expand innovation that strengthens our leadership in the type 1 diabetes space, amplifying our presence and impact nationwide.	<ul style="list-style-type: none">i. We will foster strategic partnerships with healthcare providers, research institutions, industry leaders and advocacy groups to advance shared goals in the diabetes sector.ii. We will design and launch innovative programs and services tailored to the needs of the type 1 diabetes community, leveraging technology and emerging trends.iii. We will host events that bring stakeholders from across the country together to share knowledge and strengthen the type 1 diabetes network.iv. We will highlight impactful internal initiatives and success stories to showcase leadership and inspire broader participation in our mission.v. We will create and host educational and peer networking events for patients and the type 1 diabetes community.



Goals	Objectives
3. To embrace growth by diversifying fundraising and revenue streams by expanding the reach, capacity and initiatives of the Development Office.	<ul style="list-style-type: none">i. We will shift the focus of the capital campaign toward establishing a robust annual fundraising program, incorporating efforts to build an endowment fund.ii. We will monetize expertise by offering intellectual property, paid workshops, webinars, or certificate programs that cater to type 1 diabetes-related healthcare professional education and training.iii. We will enhance marketing efforts to diversify the target audiences for educational events.iv. We will offer rental space to complementary practitioners as a revenue-generating opportunity.

A Commitment for the Future:

Meeting the Growing Needs of Type 1 Diabetes

The Charles H. Best Diabetes Centre is expanding to meet the growing needs of the type 1 diabetes community. With **cases expected to double in the next five years**, this expansion will ensure continued access to high-quality care, education, and support.

The expansion will create more clinical space, private counselling rooms, and child-friendly areas, improving the experience for patients and families.

With increased space, the Best Centre will be able to **support more patients, strengthen community engagement**, and ensure **sustainable growth** for the future of type 1 diabetes care. This initiative will provide opportunities for collaboration and expand resources to better serve the growing demand.

Fundraising efforts are underway to reach the \$8 million goal needed to bring this vision to life. The success of this expansion will help secure the future of type 1 diabetes care and ensure that patients and families continue to receive the best possible support.

Learn more and get involved: www.buildingonthebest.ca



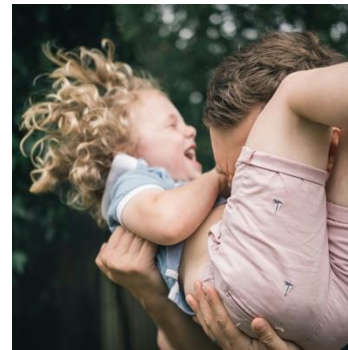
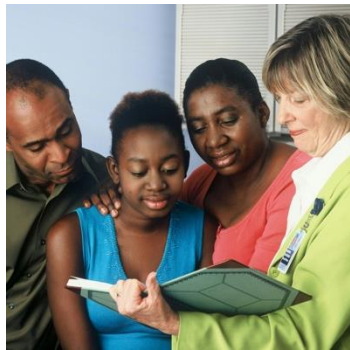
Top: The Harper Family.
Bottom: Serge Babin, Marlene Grass,
Lorrie Hagen.

GET INVOLVED

The impact of The Charles H. Best Diabetes Centre is made possible by a dedicated community of patients, families, healthcare professionals, and supporters who believe in our mission. Whether you are looking to **volunteer, donate, partner, or advocate**, there are many ways to make a difference.

Learn more:

www.charleshbest.com





THE
CHARLES H. BEST
DIABETES CENTRE

