

# 2024 Canadian Cardiovascular Society

**Our Vision of Success**  
Strong heart teams in a heart-healthy Canada

**Our Mission**  
We advance heart health for all

## Strategic Pillars

We set standards for excellence in heart health.

We build the knowledge and expertise of the heart team.

We influence policy and advocate for the heart health of Canadians.

## Annual Business Objectives

Enhance membership

Increase membership

Expand influence

Ensure CCS is a sustainable business

## 3- to 5-Year Outcomes

The quality, awareness, uptake and measurable impact of CCS clinical practice guidelines will be increased through ongoing program development, promotion and evaluation.

We will be recognized as the authority on the highest quality CPD programs that address the key learning needs across the career stages of cardiovascular specialists and other medical professional who need this information.

We will be recognized by decision-makers, medical practitioners, health system stakeholders, the public and the media as the Canadian authority on policy and practice in the domains of heart health and heart care.

## Guiding Principles

### Integrity

- We do what we say we're going to do.
- We hold each other accountable and honour our commitments.
- We do what's right, even when no one is watching.

### Community

- We bring people together.
- We build relationships and seize opportunities to work together with others who share a common purpose.

### Excellence & Quality

- We embrace change and continuously improve ourselves.
- We seek new and better ways to do our work.
- We learn from our mistakes.

### Diversity, Equity, Inclusion & Accessibility

- We believe unique voices and experiences make us stronger.
- We provide opportunities for members and other heart health stakeholders to engage on their terms.
- We ensure equitable access to CCS opportunities, programs, services, and forums.

### Health

- We take care of ourselves and each other.
- We believe the well-being of members, staff, and the profession is critical to the sustainability of the organization.

### Evidence

- We think critically and make evidence-based decisions.
- We measure, evaluate, and report on our outcomes to drive success.