

# STRATEGIC PLAN 2023-2025

## OUR VISION

Sonography is practiced with excellence across Canada.

## OUR MISSION

We are the Canadian voice of diagnostic medical sonographers, fostering best practices and promoting the pursuit of excellence.

## Our Strategic Priorities



### WORK

to influence the health care system on behalf of sonographers.



### LEAD

the continued progression of standards for diagnostic medical sonography to ensure the sustainability of the profession.



### SUPPORT

members to thrive through all stages of their professional practice.



### BUILD

upon Sonography Canada's organizational development to enable efficiency and growth.