

# CMEPP Strategic Plan

2020–2025

**Staying the course:**

more connection, knowledge-sharing and innovation



**CMEPP**  
Trust.Flexibility.Savings

# Message from the **CEO and CMEPP Board**

## Staying the course, with new energy and momentum

When we developed our Strategic Plan three years ago, we knew we were setting a new direction for CMEPP. Our focus was on dramatic growth and unleashing the power of our technology.

I'm intensely proud of how the strategy has unfolded. With the new direction clearly articulated, our team was energized and the results have been more dramatic than we could have imagined.

A growth spurt like we've experienced has changed the dynamics of CMEPP. We've had to devote a lot of energy to hiring fresh talent and making sure they understand our systems and strategy. We're still dedicating resources to expanding staff capacity and infrastructure.

As we've grown, I'm gratified that we've maintained our intimate culture and small organization 'vibe'.

One of our core priorities has been engaging with our Participants. Hospitals and healthcare in general are reeling under the pressures of cost and human resource constraints. Our strategy has to respond to that.

More than ever, Participants depend on us to provide administrative support, act quickly, and source cost-efficient solutions.

We've hit some incredible milestones but still see so many possibilities with our current strategy. That's why we're not retiring it yet. Growth is still a focus but we're pushing forward with further enhancements to our information and data technology systems. It's what our Participants, Supplier community, and partners deserve and expect.

Our refreshed Strategic Plan will take us through 2025. We're still innovating and growing, but at its core, our strategy is rooted in our fundamentals – earning the loyalty of our partners, listening to their concerns, and fulfilling our commitments as their trusted advisor.

Thank you for your continued trust in us and we're excited about what lies ahead.

**Nils Clausen**  
CEO, CMEPP

**Greg Chow**  
Board Chair, CMEPP

# Our Mission, Vision and Values

## Mission

Creating strategic partnerships that reduce equipment risk, leverage purchasing power, and enable reinvestment in healthcare.

## Vision

To be the leader of innovative equipment management services.

## Values

- Customer-centric
- Collaborative
- Accountable
- Innovative

# CMEPP Strategic Priorities



# CMEPP's Strategic Priorities

Our plan revolves around three key strategic priorities. These priorities build on and leverage our core offering, which is to be a trusted advisor and centre of excellence in the management of medical equipment service contracts.



**Cultivate  
growth and  
expansion**



**Enhanced  
customer focus  
with Participants  
and Suppliers**



**Unleash the  
power of our  
technology**

# Cultivate growth and expansion

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## CMEPP's Strategic Priorities

# Cultivate growth and expansion

Since the launch of this plan, we've had incredible success with growth and expansion. CMEPP is in 50 per cent of Ontario hospitals and we've expanded our national presence to Manitoba and British Columbia. While we're still focussed on growth, we want to ensure the highest-calibre of service delivery to new and existing Participant members.

# Enhanced customer focus with Participants and Suppliers



## CMEPP's Strategic Priorities

# Enhanced customer focus with Participants and Suppliers

There is no success without the active involvement and contributions of our Participants, Supplier community and partners. Our customer focus strategy starts with listening to the concerns of our Participants and Suppliers, and ensuring each interaction is meaningful and productive. With their input, we're finding new ways to have an impact on the equipment landscape and improve the Participant and Supplier experience.

# Unleash the power of our technology

## CMEPP's Strategic Priorities



**Unleash the power  
of our technology**

Our investment in technology is an investment in safer care and the financial well-being of our Participants. We've taken our data-sharing up a notch with the introduction of a Participant Portal and a Supplier Portal, giving each group special access to specialized reports and documentation.

These portals are not intended to replace the human element of our interactions but improve our information-sharing capability. The concept behind a new Knowledge Centre is a repository of articles about CMEPP services and people.

# Our Great Leap

Building on our strong performance over the past three years won't be easy. In fact, growth and expansion bring a whole new set of risks.

But we are choosing to capitalize on our strengths — flexibility, collaboration and innovation — traits that have been part of CMEPP's DNA since our inception 28 years ago.

To do it right we have to be true to ourselves. And to our many stakeholders and partners. With an engaged and highly skilled team, along with enhanced technological capabilities, we're ready to take the next big leap. Glad you're with us. We couldn't do it without you!

## **CONTACT US:**

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