

Strategic Plan

Mission

Promote ongoing quality diabetes care, education, prevention & support by providing certification and credentialing programs that incorporate and reflect best practices.

Vision

All persons at risk for or living with diabetes receive education and/or services from CBDCE credentialed individuals.

Values

- Uphold Integrity
- Commit to Quality and Innovation
- Cultivate Diversity and Inclusion
- Foster Collaboration
- Act with Empathy and Respect

Strategic Priorities

Growth

Goal: *Increase the number and diversity of CBDCE-certified individuals*

- Objectives:**
- Increase number of CBDCE-certified individuals
 - Expand portfolio to include new certifications designed to keep pace with a changing healthcare landscape

Awareness

Goal: *Drive demand for CBDCE certifications*

- Objectives:**
- Continue to foster collaborative opportunities through advocacy and engagement with complementary organizations and policy influencers
 - Build the evidence-base for the value of CBDCE credentials
 - Promote the role of CBDCE-certified individuals within healthcare delivery
 - Increase visibility and national recognition of our certifications

Organizational Strength

Objective: *Ensure resources and processes foster innovation and support strategic priorities*

- Goals:**
- Operational efficiency through effective planning and goal-setting
 - Drive continuous improvement
 - Optimize resource use
 - Financial oversight
 - Embrace diversity