

MSHealth

Strategic Plan 2021-2023



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MS Health acknowledges the Traditional Owners and Custodians of the land on which we live and work. We pay our respects to Aboriginal and Torres Strait Islander Elders past, present and emerging. We also acknowledge the enduring connection to their Traditional estates across Australia and to the ongoing passion, responsibility and commitment for their lands, waters, seas, flora and fauna as Traditional Owners and Custodians.

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# An introduction from our Managing Director



We have been reflecting on our role and mission, and what it will take to advance bodily autonomy for all people in Australia, especially in a context of rapid advancement in health and changes in people's preferences.

We have arrived at our new local purpose: 'agency in choice'.

This is the first Strategic Plan that we have published externally. It is an integral shift towards a new agenda, one of greater transparency, collaboration and action. Through this strategy, we not only want to empower agency for clients, but for all people within our collaborative partnerships.

Challenges in recent years have forced us to reflect and focus on what matters most to us – our health, the safety of those we care about, the wellbeing of the people who work for and with us, and our enduring need for social connection and solidarity.

We know we cannot do this courageous work without the support of like-minded health professionals, advocates and partners. Throughout the supply chain, people like you show up every day to give more people choice and control over their reproductive health and lives.

We are part of a global network of people who share our values. Some members of this team are known to us, and some are not. But all of you are critical to ensuring people in Australia continue to have safe access to quality products and medicines that make a difference to the choices they have – to their health and lives.

We invite you to be a part of our future, a future where collaboration, diversification and cultural safety can increase access to bodily autonomy for all.

**Jamal Hakim**  
Managing Director

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Global vision

**A world where every  
birth is wanted**

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Global mission

**Children by choice,  
not chance**

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Local purpose

**Agency in choice**

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**Our values**



Agency



Courage



Integrity



Quality



Safety

# Our story

MS Health is an ethical, not-for-profit pharmaceutical company founded on the belief that every person has the right to control their reproductive future safely. Headquartered in Melbourne, we specialise in the acquisition, development and distribution of sexual and reproductive health-related medicines, medical supplies and devices.

Every treatment and test that bears our name carries with it an unrivalled level of expertise, a commitment to the values that set us apart, and a dedication to working closely with the like-minded health professionals and intermediaries we serve and support.

In this way, we do more than ensure the timely and dependable supply of quality personal medicines and products to those on the front line of healthcare - we give Australians greater choice and agency over their bodies and lives.



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# Our priorities and spheres of activity

**1. Future proof:** strengthen the agility, reliability and resilience of supply chains.



**2. Refresh:** review and renew our clinical education programs and advocate for changes that extend access and equity, alongside legislative reforms.



**3. Collaborate:** enhance our sphere of influence through strategic stakeholder engagement to drive access, equity, agency and innovation in clinical practice.



**4. Build cultural safety:** maintain governance structures that effectively support leadership, compliance, safety, consumer involvement, accountability and innovation.



**5. Diversify:** work with stakeholders and community supporters to bring to market new medicines and products that fulfil our local purpose and contribute to our global mission.



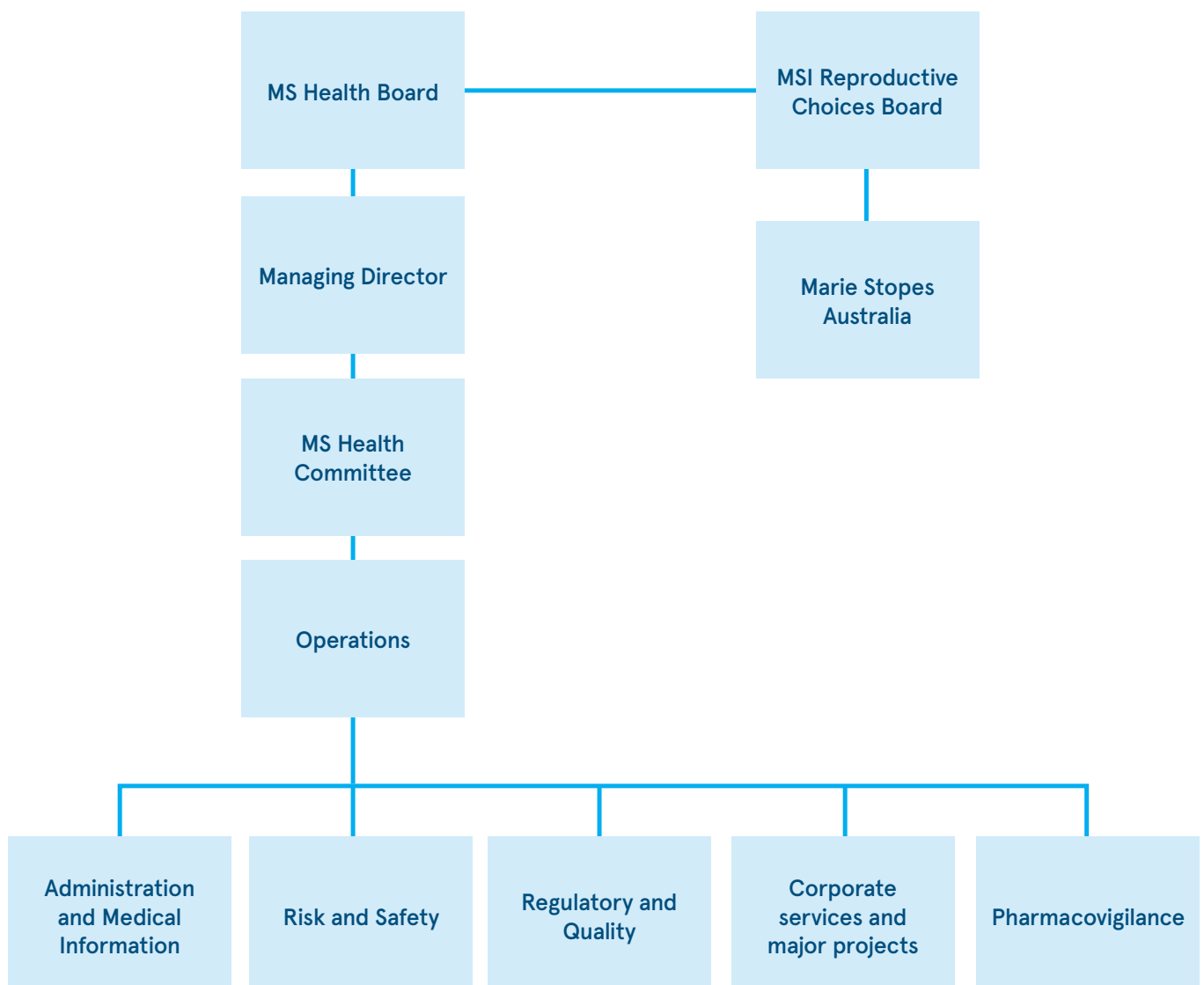
## Performance areas

**We will determine our success at implementing our strategy by measuring key performance indicators that monitor how well we:**

- Comply with our safety, quality, regulatory and risk management obligations.
- Expand knowledge of healthcare providers, strategic stakeholders and communities.
- Increase brand trust, including adoption of and equitable access to our products.
- Deliver new medicines and products that respond to local needs and health futures.
- Build strategic partnerships and relationships that enable agility, reciprocity and accountability.
- Publish evidence and research that enhances and transforms health policy and practice in Australia.
- Contribute to community centred healthcare and family planning programs in Australia and globally.
- Build cultural safety within our governance structures to enable affirmative organisational cultures that empower courage and creativity.
- Develop a consumer advisory network to ensure diversity of voices and perspectives are included in our plans, policies and ways of working.

# Strategic and operational alignment

Accountability for implementation and review of our strategic plan, business improvement initiatives and operational oversight is provided by a committee and governance framework that reports directly to the Managing Director and the Board.



# Further information and partnership

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If you would like to provide feedback  
or to partner with us, please use  
the details below.

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 1300 515 883

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## How to reference this document

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