

Our vision:

MAKING
New Brunswick
THE SAFEST
PLACE
TO **WORK**

Our mission:

We help New Brunswick thrive through an effective continuum of safety and care.

Our values:

- ✓ Accountability
- 👥 Collaboration
- 👍 Trust



PEOPLE

We live a people-first culture resulting in an exceptional employee and client experience.

AN EXCEPTIONAL EXPERIENCE

Keeping New Brunswick workers healthy and safe is more than a job – it's a passion! We are workers too, as are our parents, siblings, children, friends and colleagues. Together, we build a strong network of support.

OBJECTIVES

1. Foster a high-performance culture that embraces accountability collaboration and trust.
2. Evolve an accessible and personalized client service experience.
3. Focus on service delivery that is high-quality, efficient, delivers intended outcomes and is resourced appropriately.

KPIs



- Employee engagement – 2029 target: **70%**
- Assessment Rate Stability – annual target: **Less than 15% from the prior year**
- One of the three lowest assessment rates **in the country**
- Time to first decision – 2029 target: **80% within 14 days**
- Time to first payment – 2029 target: **80% within 14 days**



PREVENTION

Together, we will prevent workplace injuries, illnesses, death and disability.

A PROVINCE WITHOUT WORKPLACE INJURY AND DISABILITY

Traditionally, when we think about prevention, we think of injuries and illnesses. WorkSafeNB, however, is changing this mindset. We also define it as helping injured workers recover at work when possible, keeping them involved and productive to help prevent disability.

OBJECTIVES

4. Strengthen accountability and effectiveness by offering the right services, at the right time and place, delivered by the right people.
5. Influence a culture of safety, stay at work and early return to work in New Brunswick workplaces.
6. Leverage the capabilities, expertise and accessibility of our service provider networks and strategic alliances.

KPIs



- Percentage of workers off claim within 180 days – 2029 target: **85%**
- Total injury frequency – 2029 target: **1.25 per 100 workers**
- Severe injury frequency – 2029 target: **30 per 100,000 workers**



INTEGRITY

We will protect the integrity of the system.

OUR GUIDING PRINCIPLE

As a trusted steward, we are dedicated to building a strong, stable and sustainable system. While financial sustainability is a key component, system integrity also includes good governance, privacy protection, modern technology, cybersecurity and sound legislative foundation.

OBJECTIVES

7. Effect good governance, including sound legislative and policy frameworks, transparent stakeholder engagement and communication.
8. Advance and leverage our capabilities in enterprise risk management and quality assurance.
9. Execute on our Modernization Roadmap, reshaping both employee and client experiences, as we fully embrace the transformative power of technology.

KPIs



- Funding position – annual target: **115%–125%**