

A woman in a white lab coat is shown in profile, looking towards an elderly man. She is holding a blue pen. The man is looking down, possibly at a book or document. The background is a soft, out-of-focus light blue.

PSI Foundation

STRATEGIC PLAN
2022 – 2025



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About the Strategic Plan

Since 1970, the PSI Foundation has remained an active steward—resourceful and responsive—an important contributor to research in Ontario’s health care sector. As key members of the PSI Board, committees and staff gathered for a strategic planning retreat in November 2022, there was a desire to recognize past successes, but more importantly a realization of the opportunity ahead. This history of responsible stewardship has positioned PSI to flourish at a time of seemingly exponential societal and sector transformation. The organization is poised to amplify its impact, resilience and relevance.

This strategic plan is meant to guide the PSI Foundation towards the new vision of the organization. The plan consists of a refined organizational mission statement and five interconnected strategic directions. These elements represent a posture change for PSI—one that honors the past by remaining a leading force within the medical research sector, while evolving to better engage with the community, communicate the impact and integrate diversity and transparency throughout the organization.

Who We Are

OUR MISSION

PSI Foundation is dedicated to improving the health of Ontarians by fostering excellence and innovation in clinically relevant research and education.



Strategic Directions

Strategic Directions At-a-Glance

- Expand PSI's Research Scope
- Engage PSI's Research Community
- Increase PSI's Diversity
- Strengthen the Organization
- Build an Impactful Presence

Expand PSI's Research Scope

The PSI Foundation will benefit from broadening the scope of research that it funds to create new opportunities for impact on Ontario's medical field—this may include community/rural research, education activities, or social determinants of health. Additionally, being more flexible with its requirements and engaging with clinicians in the early stages of their career PSI will deepen its connections to the sector.

POSSIBLE OBJECTIVE(S):

Define new grant/prize/award (June 2023)

New annual grant/prize/award (March 2024)

Engage PSI's Research Community

The PSI Foundation will work to actively engage with and further position itself as a connector and mentor in the research community. By creating a social media presence, bolstering its connections with medical schools and creating opportunities for our members to interact, PSI will deepen its relationship with its community.

POSSIBLE OBJECTIVE(S):

Moving PSI to a membership/associateship model

Build a database of researchers and projects

Increase PSI's Diversity

As the population of Ontario and the community of clinical researchers continue to diversify—PSI will also continue to better understand and reflect this shift. PSI will further define and integrate diversity and inclusion within the organization with the aim of producing results that positively impact Ontarians' health.

POSSIBLE OBJECTIVE(S):

Begin working with an Equity, Diversity and Inclusion expert to define what Equity, Diversity and Inclusion look like for PSI

Strengthen the Organization

The PSI Foundation will align internal structures to deliver on its mission and enhance its understanding and communication of its impact. By reshaping its governance and committee structures, it will both reduce current barriers and increase its ability to act strategically. This will bolster the development of an impact management strategy to better measure the reach of PSI-funded work on the health of Ontarians.

POSSIBLE OBJECTIVE(S):

New bylaws

New grants process

Build an Impactful Presence

The PSI Foundation will focus on developing external awareness of its brand and offerings. By building its funding envelope, reimagining its branding and increasing partnerships, PSI will be an influential force in medical research in Ontario. As a result PSI will identify its key audiences—these groups may expand to include members of equity deserving communities, a broader group of medical researchers, schools or early career physicians.

POSSIBLE OBJECTIVE(S):

Develop a branding strategy

**This Strategic Plan has been developed collaboratively
with PSI Foundation and Overlap Associates.**

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