

# Annual Report

## 2024 - 2025



# Letter from co-chairs

The heart of the Patients Advisors Network (PAN) is all of you, our Community. Together as a community of practice, we share a commitment to being effective and impactful in advancing system change and improving care delivery.

Over the past year, guided by our strategic plan, PAN has continued to explore new ways to support our growing Community. Through webinars, we've created space for learning and discussing topics key to collaboration and understanding the healthcare system, ranging from practical skills like writing lay summaries to broader issues like the impact of artificial intelligence (AI).

We also support our Community by offering space to share insights individually through our Forum board and our Opportunity board where organizations and individuals post projects. PAN projects with healthcare organizations also provide opportunities for individual and collective contributions. Increasingly, our healthcare partners are reaching out to PAN to bring the collective wisdom of our Community to their work. We have seen how the collective voice amplifies impact beyond what we could achieve individually.

We continue to share insights from the [Reimagining the Research Landscape Report](#) released over a year ago for the Canadian Institutes of Health Research (CIHR). Our collaborations have allowed us to take on system level challenges with other partners as well, like the Canadian Institute for Health Information (CIHI). Collectively, all this works to move us to our goal of a more inclusive, people-centered healthcare system.

Healthcare is changing rapidly with innovations like AI and genomics, new models of care and funding models. At the same time our patient/caregiver partner community is expanding in both size and areas of engagement like governance. How do we prepare for what's ahead?

PAN's strength lies in our ability to innovate, adapt, learn and collaborate. These qualities have driven our growth and success and will continue to guide us as we evolve and build for a sustainable future. This strength comes from each of you and your commitment to positive change in healthcare.

We are thankful for all your support, efforts and commitment to our shared mission.

**Donna Rubenstein** Bedford, NS (Co-Chair)

**Alies Maybee** Toronto, ON (Co-Chair)

# Our Board of Directors



At PAN, we are guided by a volunteer board composed of patient and caregiver partners from our Community.

The board's responsibilities include establishing strategy, identifying priorities, and implementing the strategic plan.



**Alies Maybee**  
Toronto, ON



**Annette McKinnon**  
Toronto, ON



**Amy Ma**  
Montréal, QC



**Donalda MacIsaac**  
Lower Sackville, NS



**Donna Rubenstein**  
Halifax, NS



**Maxime Lê**  
Ottawa, ON



**Sandra Holdsworth**  
Gravenhurst, ON



**Robert Wells**  
Ottawa, ON



**Simone McPhee**  
Calgary, AB



**Susan Palijan**  
Milton, ON

# About us

The Patient Advisors Network (PAN) is a community of people committed to improving healthcare for the good of all across Canada. PAN is a community of those of us with lived and living experience of health services and/or of caring for those who receive or received services.

Partnering as a patient/caregiver in healthcare can be lonely work. No matter what we call ourselves, we are often working alone or with a few others like us. PAN is an independent grassroots organization that was formed to provide us a community home. A place to discuss topics of interest to us; a place to learn from and support each other.

PAN is also a platform for sharing our insights both as individuals and as a collective. We are a Canadian, not-for-profit organization that is self-funded. We contract with healthcare, research and academic organizations to provide patient and caregiver insights related to healthcare and to patient engagement. When money is earned we compensate the participating patient/caregiver partners. The remaining funds are invested in operating the organization including the website and administration costs.

## Mission

Support the transformation to people-centered healthcare that is inclusive for all through policy, research, service delivery and education.

Embed the passion, knowledge and lived experiences of patient/caregiver partners in healthcare through collaboration.

## Values

PAN is a forward-thinking, innovative, independent, dynamic organization that drives impact and embodies the following values (in no particular order):

- ✓ Community-Driven/Member-Driven
- ✓ Collaboration – Partnerships – Cooperation
- ✓ Respect – Trust – Integrity
- ✓ Sustainability – Accountability – Transparency
- ✓ Diversity – Equity – Inclusion



# Implementing our vision

In January 2025, the Board reviewed and validated the four pillars of our 2023-2026 Strategic Plan [[Patient Advisors Network \(PAN\) Strategic Plan Overview 2023-2026-EN](#)]. We evaluate our progress on the plan twice a year to ensure we continue to deliver on the vision.

The Community Survey done in late 2024, validated our work plan and priorities, confirming we are on track. We plan to do a strategic review starting in the fourth quarter of 2025.

1

## PAN COMMUNITY EXPERIENCE & ENGAGEMENT

**GOAL** Engaged and satisfied Community members, with outreach to diverse patient/caregiver partner groups

2

## PAN PROFILE & AWARENESS

**GOAL** Increased awareness across established patient/caregiver partner groups, individuals, the public, key Pan-Canadian Healthcare Organizations (PCHOs), researchers, decision makers, healthcare providers

3

## PARTNERSHIPS & NETWORKS

**GOAL** Build and foster relationships and partnerships with key patient/caregiver partner and healthcare organizations, researchers (especially those engaged in patient/caregiver partner partnership) around furthering shared goals

4

## ORGANIZATIONAL SUSTAINABILITY & STEWARDSHIP

**GOAL** Effectiveness in governing and administrative practices


**GOAL** Diverse and stable funding source development

# Our year by the numbers

## COUNTING THE CONNECTIONS



### Community

**403**   
**16.8%**

COMMUNITY  
ENGAGEMENT



### Connection

**7 Webinars &  
Conversation  
Events**

### Opportunities

**Posted**

**98**



[HELLO@PATIENTADVISORS.CA](mailto:HELLO@PATIENTADVISORS.CA)  
[WWW.PATIENTADVISORS.CA](http://WWW.PATIENTADVISORS.CA)

### Webinars

**249 Webinar  
Participants**

**Up by 8%** 



# Learning from our Community

Our focus is serving our Community. In our Community of Practice, we conduct surveys every two years, most recently Fall 2024. **Here is what we learned.**

Community members appreciate most that PAN is an organization led by, and focused on, the patient/caregiver partners and their perspectives.

They also **value** PAN's:

- independence from any organization or government
- national scope
- quality webinars

## **Our Community has been active!**

- 261 members attended webinars and events  
(+8% over last year!)
- 98 opportunities posted by website visitors and by  
Community members

In response to feedback, PAN has improved the Community site. Community members post items and discussions with greater ease and check the opportunities board for engagement opportunities both within and outside PAN.

## Supporting Our Community Members

### **Getting better at welcoming new Community members**

We created and piloted our Orientation in February with plans to repeat in the Fall. This orientation covers an overview of PAN, navigating both the public and the Community sites, and how to stay informed and connected. We will continue to explore ways to engage members.

### **Evolving our public site to better reflect PAN**

Our public site is an introduction to PAN and what we do.

Members and partners told us that the site needed improvement. Changes include clarifying member benefits and introducing the new Working with PAN page to describe how we work as a consulting practice. We will continue to enhance the site to better reflect PAN.

# Connecting with our Community

## Webinars & Conversations

As patient/caregiver partners, we want to be effective. PAN's goal is to help us learn how to make impact.

PAN offers our Community interactive webinars and conversations where we learn from and support each other. Topics range from skill-building to learning more about healthcare issues and aspects of patient engagement.

### Some examples from this year:

- Engagement Co-Design with Patient/Caregiver Partners
- AI in Healthcare with [Artificial Intelligence in Medical Systems Society \(AIMSS\)](#)
- Writing Lay Summaries
- Exploring engagement with people from diverse backgrounds focusing on health equity with [Equity Mobilizing Partnerships in Community \(EMPaCT\)](#)



### The joys of getting together in person!

Several Community members attended the CAHSPR conference in Ottawa, May 2025.

PAN invited those Community members living in Ottawa and those attending the conference to dinner.

## PAN SPOTLIGHT Series

Celebrating Influential Patient and Caregiver Partners

The Spotlight Series showcases individual Community members who are making an impact with their work.



Impact Through Design  
Mindy Tyndall



A Path With Purpose  
Donald McIsaac



Finding Purpose Through Storytelling and Advocacy  
Ron Beleno



# Building our capacity

## PAN Capacity Building Workshops

The Foundations of Patient Partnering workshop was developed and led by Community member, Susan Rich, and was based on what our Community identified as key skills. It focuses on what we need to be effective and make an impact especially in meetings.



The [Canadian Institute for Health Information \(CIHI\)](#) sponsored 5 sessions of our workshop Winter 2024 - 5 generously opening it up to those beyond their organization.

PAN will be delivering this workshop to the North Simcoe Ontario Health Team Patient and Family Advisory Committee in the Fall 2025.

**PAN plans to develop capacity building for patient/ caregiver partners in governance groups, starting in the Fall due to increased interest.**

## PAN Digital Health Group, a mini community of practice

A significant portion of healthcare is supported by digital platforms. With AI storming into the space, PAN recognizes we need to keep up so that we can continue to be effective partners.

Our Digital Health Group was formed to help us do so. It has evolved to include Community members working on PAN's digital health projects.

The Group meets monthly to share insights on experiences with projects and to discuss emerging issues in digital health.



# Our projects & partnerships

PAN is a Canadian, not-for-profit self-funded organization. We contract with healthcare, research and academic organizations to provide patient and caregiver insights. Learn more about [Working with PAN](#) | [Patient Advisors Network](#).

## PAN's Flexible Partnership Model

We adapt the following to fit your project including:

- **2 experienced leads** - ensures continuity and sustainability
- **Council of PAN Community members** -- supports the leads
- **PAN's broader community and network** - outreach as needed
- **Manage and compensate** PAN members working on projects



### Patient/Caregiver Partners

- 20 Patient/Caregiver Partners

### Projects

- 4 completed this year
- 32 projects in total

**5 NEW PROJECTS UNDERWAY!**

## Center for Digital Health Evaluation (CDHE)

Since 2019, PAN has partnered with the [CDHE](#), providing Community members for projects covering a variety of digital health evaluations such as:

- Primary Care Virtual Models,
- AI Scribe and
- Secure Messaging



## Connected Care Project: Canadian Institute for Health Information (CIHI)

PAN joined with Save Your Skin Foundation to provide materials and an approach for [CIHI](#) to solicit public feedback on the health data content standards they are developing.



**CIHI**

These standards are necessary to support connected care for Canadians. We are proud to contribute to this work that will lead to the structural changes needed for a better health system.

## Canadian Institutes of Health Research (CIHR) Canadian Research Initiative in Substance Matters (CRISM) - Management and Oversight Committee (MOC), New Governance Model

Fall 2025: PAN is providing PAN representatives on the Management and Oversight Committee (MOC) to join with other healthcare stakeholders to provide governance over substance matters initiatives. The PAN team includes a Council to provide additional insights and support.

# Continuing impact

## The Reimagining the research landscape report continues to inform.

This [report](#) published in April 2024 for the Canadian Institutes of Health Research ([CIHR](#)) drew on the experiences and insights of patient/caregiver partners and continues to have an impact.

<b>April 2025</b>	PAN presented report at the Ontario SPOR SUPPORT Unit's Research 10th Anniversary Day keynote panel
<b>June 2024</b>	PAN shared the findings with NAPCRG & PaCE (North American Primary Care Research Group Patient and Clinician Engagement) Teatime Chat group
<b>November 2024</b>	PAN made a <a href="#">poster presentation</a> for the North American Primary Care Research Group (NAPCRG) Conference
<b>March 2025</b>	Many of its observations and suggestions found their way into the final SPOR Pathways to Impact report

## Poster Presentation at NAPCRG 2024



The impact of our members is felt throughout healthcare in Canada as they gain skills, knowledge and confidence to share their experiences and insights. They transform healthcare at all levels from quality improvement in hospitals, to policies, to research, governance and professional education.

# Looking ahead

The dedication of our Community to positive change continues to deepen and grow. This commitment drives PAN's progress, demonstrates our shared purpose and is reflected in the recognition we receive of our work as a patient/caregiver partner organization. It also attracts new partnerships that see the value of our work.

## **We remain committed to creating opportunities that strengthen individual and collective capacity.**

Through webinars and projects with other healthcare groups, we will continue to provide Community members with diverse ways to learn, engage and make an impact, no matter what area of healthcare.

We have heard from our Community members that we need to foster more interaction and better welcome our new members.

We will continue to improve our new onboarding process offering orientation sessions at regular intervals and exploring additional ways to connect as a community.

As opportunities expand for patient/caregiver partners to be involved in governance, PAN is looking at how best to provide training and support to those in our Community who want to prepare for and take on these roles with confidence and impact.



Looking ahead, our focus will remain on strengthening our Community and building our capacity to positively impact healthcare. Together we can build a future where we, as individuals within our Community, and our external partnerships thrive.



Visit us at: [www.patientadvisors.ca](http://www.patientadvisors.ca)  
Contact us at: [hello@patientadvisors.ca](mailto:hello@patientadvisors.ca)