



Medical Laboratory Professionals' Association of Ontario  
L'Association des professionnels des laboratoires médicaux de l'Ontario

# Strategic Plan

2026-2028



# Dear Members and Stakeholders,

Dear Members

We are excited to share our Strategic Plan, a roadmap that will guide our association over the next several years. This plan reflects months of thoughtful discussion, member input, and a shared commitment to advancing our mission.

The MLPAO mission is to elevate the voice of medical laboratory professionals, and this plan ensures we remain focused, resilient, and impactful in a rapidly changing world.

Through this process, we identified key priorities:

- Advocacy
- Professional Recognition
- Engagement

We recognize the challenges of working in healthcare, but we are confident in our ability to meet them with creativity, collaboration, and determination. This plan is not just a document – it is a promise to our members that we will continue to innovate, adapt, and lead with compassion.

We invite you to join us on this journey. Your support, through membership, makes our work possible. Your support makes lasting change possible, and we are grateful to walk this journey with you.



**Michelle Hoad,**  
Chief Executive Officer

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**Tania Toffner,**  
Board Chair & Director at Large

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# Vision

To be the trusted voice of Medical Laboratory Professionals.



A vision statement is an aspirational statement. It states what an ideal future would be for an organization.

# Mission

To elevate the voice of Medical Laboratory Professionals through Advocacy, Member Engagement and Professional Recognition.



A mission statement is a short statement that describes why an organization exists. It also states our overall goals for the association. It is our reason for being. An organization needs to have a well-thought-out mission statement to understand who they are and why they exist.

# Values

Collaboration with integrity and respect.



Organizational values encompass the guiding principles that provide an organization with purpose and direction. These inform how we interact with members and the public.

# Strategic Directions

The MLPAO is committed to making advancements in 3 strategic areas:

## 1 ADVOCACY

- ▶ Educate the public, stakeholders and partners about the lab profession.
- ▶ Develop tools for members to promote the MLPAO to stakeholders and government.
- ▶ Continue investing in government relations.
- ▶ Support labs in the north.

## 2 PROFESSIONAL RECOGNITION

- ▶ Invest in a promotional campaign to increase visibility.
- ▶ Work with hospitals and leaders to help them understand the role and contribution of medical laboratory professionals.
- ▶ Engage with patient groups.
- ▶ Expand outreach to prospective professionals, high school and university students.
- ▶ Expand the bursary program.

## 3 ENGAGEMENT

- ▶ Invest in promoting the MLPAO member value proposition.
- ▶ Develop programs to grow membership.
- ▶ Expand programs for current members.



# MLPAO

Medical Laboratory Professionals'  
Association of Ontario

