Canadian Fertility and Andrology Society

Strategic Plan

2026 – 2031

The Strategic Plan At A Glance

VISION

Excellence in Assisted Reproduction

MISSION

To advance reproductive Science and Medicine in Canada through Leadership, Research, and Guidance.

01

Empower Our Members

02

Strengthen Our Organization

03

Lead the Field

04

Support the Public

ENABLERS

Communication · Partnerships · Financial Sustainability · Equity, Diversity & Inclusion

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Vision, Mission & Values

VISION

Excellence in Assisted Reproduction

MISSION

To Advance Reproductive Science and Medicine in Canada Through Leadership, Research, and Guidance.

VALUES

The Society and its members adhere to the principles of **safety**, **effectiveness**, **ethical practice**, **innovation**, **accountability**, **equity**, and **continuous quality improvement**.

STRATEGIC PRIORITY

01

Empower Our Members

OBJECTIVES

1.1 Build an equitable, sustainable, and supportive model for member engagement and volunteering that reflects their individual capacity and career stage.

1.2 Build and sustain a culture of continuous listening where CFAS is responsive to member needs and priorities.

1.3 Ensure members have access to timely, evidence-based clinical practice guidelines.

1.4 Develop decision-making frameworks to guide members in adopting new technology, innovation, and AI in clinical practice and research.

STRATEGIC PRIORITY

02

Strengthen Our Organization

OBJECTIVES

2.1 Build a strong, consistent organizational identity that reflects CFAS's expertise, values, and national leadership in fertility and andrology.

2.2 Strengthen governance to sustain leadership and institutional knowledge.

2.3 Foster a culture where staff are supported and volunteers are recognized as the driving force behind CFAS's work.

2.4 Explore the feasibility of establishing a CFAS Foundation to diversify funding and increase visibility.

STRATEGIC PRIORITY

03

Lead the Field

OBJECTIVES

3.1 Enhance CARTR to deliver timely, accessible, and transparent fertility outcomes data — while enabling analysis across diverse patient populations.

3.2 Lead the implementation and adoption of a national certification standard for assisted reproductive technology laboratory professionals.

3.3 Support the development of a national regulatory framework for the delivery of assisted reproductive technology.

3.4 Expand CFAS's presence and influence in international fertility organizations and collaborations.

3.5 Grow CFAS's role in research by expanding funding, strengthen processes, and building collaboration nationally and internationally.

STRATEGIC PRIORITY

04

Support the Public

OBJECTIVES

4.1 Advance equitable access to fertility care for all Canadians.

4.2 Translate CFAS clinical guidelines into accessible, culturally appropriate, patient-friendly resources that reflect the diversity of patients seeking fertility care in Canada.

4.3 Increase patient and public awareness of reproductive health, infertility, and intervention opportunities through accessible, evidence-based education.

Enablers

Enablers are the capabilities, resources, and structures that must be in place for CFAS to deliver on its strategic plan.

1 Communication

CFAS will strengthen its communications so that members, partners, patients, and the public have a clear understanding of CFAS's role, expertise, and impact in Canadian fertility and andrology.

2 Partnerships

CFAS will build and sustain strategic partnerships with patient-led organizations, government, regulators, and public health bodies to amplify its advocacy, extend its educational reach, and strengthen its influence across the fertility sector.

3 Financial Sustainability

CFAS will support its financial foundation by ensuring membership fees, sponsorships, and organizational resources are aligned with the needs of its members and the demands of a growing field.

4 Equity, Diversity & Inclusion

CFAS will embed equity, diversity, and inclusion across its work — ensuring its membership, leadership, guidelines, and public-facing resources reflect and serve the full diversity of fertility professionals and patients in Canada, including those from underserved and historically marginalized communities.