



PHYSICIANS
FOR PEACE

STRATEGIC PLAN

2023-2027

TEACH ONE. HEAL MANY.

ACHIEVING GLOBAL HEALTH EQUITY THROUGH EDUCATION

Poor quality of, or lack of access to, surgical care accounts for more annual global deaths than HIV/AIDS, malaria, and tuberculosis combined.

In low- and middle-income countries, about 9 out of 10 people cannot access basic surgical care—procedures that treat numerous conditions, illnesses, or injuries in people of all demographics.

(World Health Organization)

Physicians for Peace closes chronic gaps in healthcare access worldwide using a simple, sustainable and effective model that has become our motto: *teach one. heal many.*

We recruit volunteer doctors, nurses, and therapists to teach specialized skills and knowledge to healthcare providers in parts of the world where high-level surgical education is difficult or impossible to access.

Physicians for Peace relies on in-country partnerships—medical facilities and professionals who align with our model—to help local healthcare providers achieve greater expertise for their surgical patients, from pre-op to rehabilitation.

Our long-term goal is to identify outstanding trainees who want to become trainers. Physicians for Peace continues to support them as they teach peers in their own communities, countries, and regions.



OUR MISSION

To educate and empower local providers of surgical care to alleviate suffering and transform lives in under-resourced communities around the world.

OUR VISION

We envision a more just and equitable world where access to life-saving and life-restoring surgical care is available to all people everywhere, so they can go on to live healthy and meaningful lives.



FOUNDATIONAL PILLARS

Together with our vision and mission, our foundational pillars provide the framework for our goals and strategies, maintaining clarity and helping drive action.

EDUCATION CENTERED

At the heart of all our choices is education tailored to meet the unique needs of each region.

SYNERGISTIC PARTNERSHIPS

We achieve more together to create lasting change than any of us could do alone.

SYSTEMS STRENGTHENING

Identifying all factors that influence successful realization of our training creates systemic improvements in healthcare.

SUSTAINABLE SOLUTIONS

Understanding the specific gaps we aim to address ensures enduring, locally meaningful, locally supported solutions to health inequities.



FORWARD DIRECTION



PURSUE OPPORTUNITIES TO EXPAND OUR REACH

Explore different geographies, reimagine training models, and form partnerships in new locations.



SHIFT POWER & DECISION-MAKING TO INCREASE INFLUENCE & IMPACT

Expand our team and affiliates to include more individuals residing where we work.



BROADEN OUR SCOPE OF TRAINING TOPICS

Research, connect, and rank potential opportunities for growth in educational programs.



FUND NEW PARTNERSHIPS & COLLABORATIONS

Identify, explore, and pursue opportunities to expand our resources, visibility, and impact.



BUILDING BLOCKS FOR BOLD GROWTH

To realize our evolution, Physicians for Peace is dedicated to reinforcing and broadening internal activities that fulfill and amplify our work.

01

INNOVATE, EXPAND, AND FURTHER DEVELOP HYBRID EDUCATION

An in-person and virtual approach to training is effective in both cost and delivery. To produce the highest positive measurable outcomes, we are focusing on:

- ⌚ Building successes in ongoing hybrid training;
- ⌚ Optimizing the benefits of empowering in-country staff;
- ⌚ Upgrading technological infrastructure to advance sustainability, equity, and training potential.

02

EVOLVE SYSTEMS TO TRACK, MEASURE, AND COMMUNICATE IMPACT

Physicians for Peace plans to invest in more sophisticated data banks, collections, and analysis to better understand and document patient outcomes. We are pursuing tech grants, donations, and tech-based partners.

03

RECRUIT & RETAIN MORE VOLUNTEER MEDICAL EDUCATORS

Volunteer doctors, nurses and therapists fuel the “teach one, heal many” model of Physicians for Peace. We are building out our Volunteer Development Plan to incorporate more volunteer experiences and perspectives. Our key goals are to:

- ⌚ Enable medical professionals to work with Physicians for Peace in new and different ways;
- ⌚ Understand barriers that potential volunteers may face in participating;
- ⌚ Engage healthcare workers available for possible expansion of our training.

04

ADVANCE MULTI-CHANNEL REVENUE PLAN TO STRENGTHEN FINANCIAL HEALTH

Our newly launched \$3 million Vision to Heal campaign runs concurrently with our existing fundraising strategy. It is designed to bridge our annual funding needs, reinforce our financial foundation, and secure future financial integrity.

05

EVOLVE COMMUNICATIONS AND MARKETING TO ATTRACT & EXPAND RESOURCES

With the addition of a full-time Communications Director, Physicians for Peace has entered into the next phase of this priority: to level up how we showcase the necessity, value, and impact of our work to the public, while helping to mobilize resources.

This involves evolving the online and real-world visibility of Physicians for Peace, broadening audiences and outlets for our messaging, and widening the spotlight on relationships and successes in our programs.

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