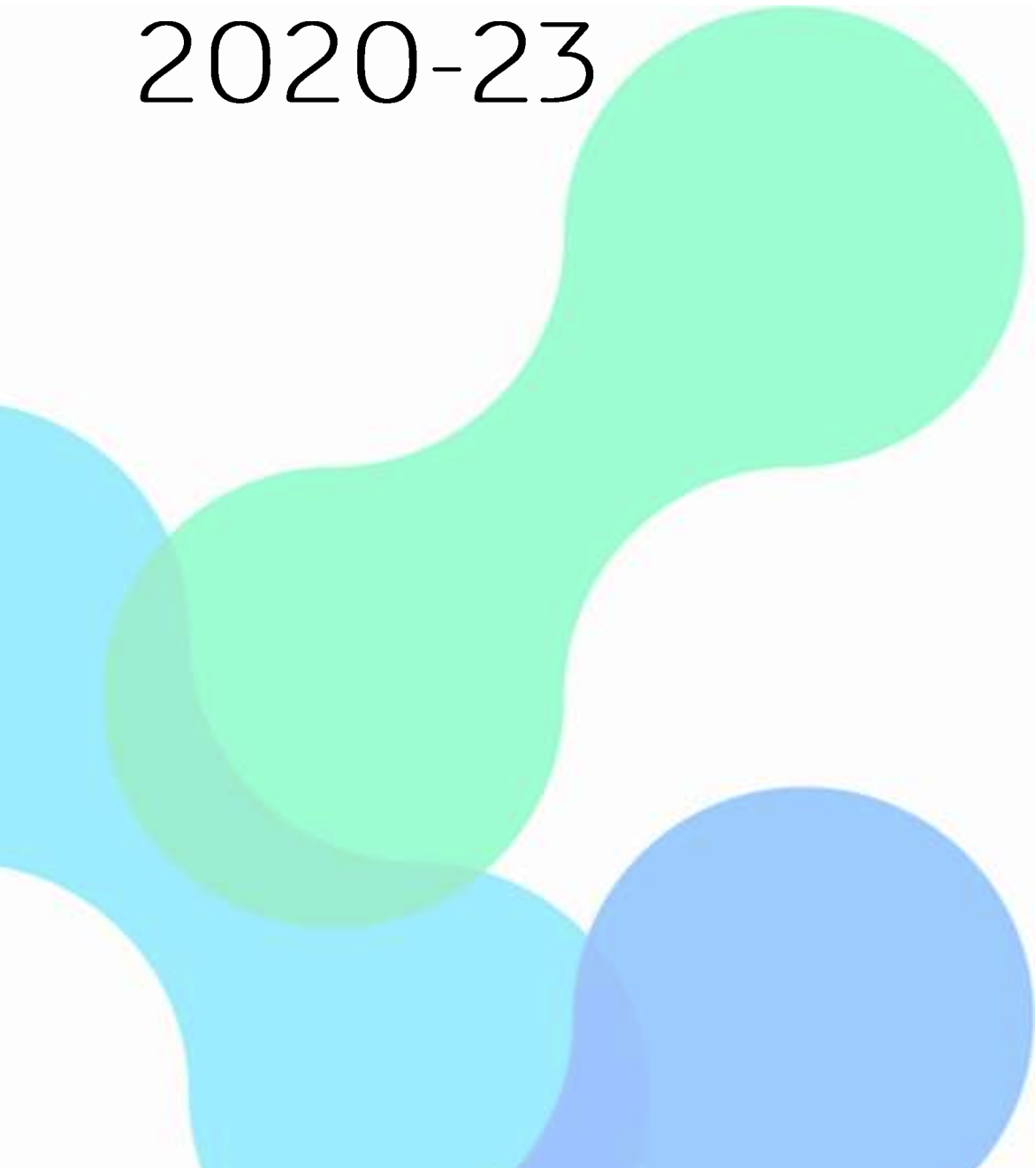


Our Strategy

2020-23



“We aim to reduce the burden of poor musculoskeletal (MSK) health on individuals, workplaces and our health system by providing training and education programmes for MSK professionals and by funding research projects and breakthrough innovations (in partnership with grant givers, leading academic institutions and entrepreneurs) that expand knowledge, improve patient outcomes and pioneer new forms of orthopaedic diagnosis and treatment.”

Our 2020-2023 Strategy

Our primary purpose is to use our funding to encourage breakthrough research and education programmes in bone, joint and muscle wellbeing and thereby reduce the burden of poor musculoskeletal health on individuals, workplaces and our health system.

We are in the fortunate position of having relatively secure legacy-income from our Founder, pioneering ex-orthopaedic surgeon, Mr Ronald Furlong. This gives us the freedom and independence to decide how we deploy our investments to make the greatest difference to the lives of people in the UK suffering from poor musculoskeletal health.

We aim to be ambitious, outcomes-orientated and highly focused, whilst recognising that, as a small charity, it is only by working together and sharing knowledge with our partners that we can achieve our goal of pain-free movement for all.

In delivering our 10-point 2020-2023 Strategy we will:

1. Focus our investments on unmet patient needs and specifically on diagnosis and treatment.
2. Extend the impact of our investments and attract additional funding for orthopaedic health by partnering with other sources of grant giving.

3. Broaden our remit beyond pure orthopaedics to include the important surrounding ecosystem of orthopaedic wellbeing, including physiotherapy.
4. Build an influencer network across the orthopaedic ecosystem including clinicians, academics, GPs, physiotherapists, specialist medical member associations, entrepreneurs and investors.
5. Mobilise this influencer network to become a 'movement' that champions the importance of musculoskeletal health and the need for increased investment across the system.
6. Operate as a facilitator – connecting innovators with funders, academics with clinicians and encouraging collaboration across the whole MSK community.
7. Invest in entrepreneurial people and organisations delivering breakthrough innovations.
8. Expand the breadth and depth of our educational programme to include more on and off-line courses and more subjects designed to appeal to a broader audience, including GPs and physiotherapists.
9. Review and challenge our investment strategy and cost base to ensure the maximum impact.
10. Report our programmes and impact openly and share our learnings with partners and collaborators.

Investing in our future movement

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