

2025 Year-End Journey



Every year brings new questions, complex systems, and moments where evidence really matters.

In 2025, Pivotal Research worked across profession regulation, municipal services, workforce systems, healthcare, and housing policy, supporting organizations to navigate change and strengthen public trust.

We're grateful to the clients, partners, and communities who trusted us with meaningful questions...and to our team, whose rigour, curiosity, and care drive everything we do!

Below are a few highlights from the year.



Canadian Research Insights Council 2025 | Toronto

As an active CRIC member, 2025 was a strong year for Pivotal Research. At [CRIC 2025](#), we were awarded CRIC's Celebration of Excellence for cross-generational research conducted with the Centre for East European and International Studies (ZOIS), and we presented a segmentation and machine learning methodology applied in a project with Local Authorities Pension Plan. Later in the year, we also contributed to a [CRIC-hosted webinar](#) on aligning public opinion research and consultation within CRIC standards.



Foreign Credential Advisory Committee | Alberta

One of the biggest milestones of the year was supporting Alberta's Foreign Credential Advisory Committee as a research and engagement consultant, leading province-wide engagement with newcomers, employers, regulators, and service providers. This work culminated in the tabling of the Committee's [Final Report](#) in the Alberta Legislative Assembly, setting out 11 recommendations to improve recognition of international credentials for regulated professions.



Regulatory Leadership in Canada and Abroad

In 2025, Pivotal Research engaged with the regulatory community in Canada and internationally, contributing to conversations on evidence-informed regulation, evaluation, and public trust. At [CNAR 2025](#), we participated as a long-standing partner and sponsor through presentations and workshops focused on research and evaluation strategy grounded in patient and registrant voice. That work extended to the [CLEAR International Congress](#) in Wellington, where, in collaboration with the College of Veterinarians of Ontario, we presented a Canadian case study on regulatory modernization supporting the transition to team-based veterinary care.