



The mission of the ASCP Foundation is to foster appropriate, effective and safe medication use in older persons.

Strategic Plan

Goal 1 – Financial Stability – Capacity Building	How this maps to ASCP Strategy:	Strategies to achieve Financial Stability:	Objectives:	Results Expected:
<p>The ASCP Foundation will create a sustainable financial model, ensuring stability of operations in order to fully realize its mission and vision of optimal medication management and improved health outcomes for all older persons.</p>	<p><i>Ensure stability of the Society and Foundation.</i></p> <p>Improved patient outcomes aligns to the ASCP strategy to advance research and best practices in pharmacist education and through the visible impact that the pharmacist has in supporting the medication safety, efficacy and improved outcomes for older persons.</p>	<p>Develop awareness campaign and case for funding that defines the unique value and purpose of the foundation to enhance the health and well-being of older persons through appropriate, effective and safe medication use, wherever they reside.</p> <p>Explore a feasibility study to potentially define a future-focused development strategy that generates multiple vehicles for donations, bequests, endowments, etc.</p>	<p>Define scope of funding priorities financial targets:</p> <ol style="list-style-type: none"> 1. Explore funding for a network directory to advance ASCP member goals and ‘find a pharmacist’ resources for consumers. 2. Developing consumer educational resources: <ol style="list-style-type: none"> a. FAQ’s re: why a consultant pharmacist? b. Medication safety c. Opioid perception versus reality d. Potentially re-purpose toolkit information for seniors/consumer market 	<ol style="list-style-type: none"> 1. Working with key ASCP and Foundation stakeholders (committees, etc.,) in Research, Education, and Advocacy, define priority projects for funding consideration to advance consumer education by industry donors, private foundation grants or individual donations. 2. Prepare appropriate proposals with budgets and time frames to engage potential donors. 3. Create outreach strategy to create awareness to drive interest and engagement of potential funders, based on the strategic priorities established. Establish baseline revenue goals for 2017, including individual donations (member renewals), capacity building grant opportunities and grants targeting resources for older persons and consumers about medication safety.

			<p>Build awareness to increase funding options:</p> <ol style="list-style-type: none"> 3. Create communications, outreach and social media strategy to capitalize on funding opportunities based on Foundation-specific initiatives. 4. Create capacity building funding vehicles to establish visible web presence for the foundation to attract consumers, donors, members to the foundation resources. 5. Establish a comprehensive plan and case for giving for individual, corporate, foundation or other donations and grants 	
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Goal 2 - Research	How this maps to ASCP Strategy:	Strategies to achieve Research Goal:	Objectives:	Results Expected:
The ASCP Foundation will identify innovative ways to enhance geriatric pharmacotherapy and advance senior care pharmacy practice in order to improve safe medication practice in older persons.	<p>Maximize value to ASCP members.</p> <p>Research validates the unique role and value of the consultant pharmacist in advancing improved patient outcomes, while bringing value to ASCP members directly.</p>	Ensure the integration of best practices in advancing evidence-based research to support the role of the consultant pharmacist in safe medication use and improved outcomes for older persons.	<ol style="list-style-type: none"> 1. Focus research funding opportunities on transitions of care pilot projects 2. Explore research partnerships, leveraging technology solutions with patients and pharmacists/clinicians through mobile, digital resources. 	Proposals will be prioritized on the basis of concurrence with mission, likelihood of funding, and achievability in impacting safe medication use and healthy outcomes in older populations.

			3. Create patient and consumer-centered resources on guidelines for safe medication use.	
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Goal 3 - Education	How this maps to ASCP Strategy:	Strategies to achieve Education Goal:	Objectives:	Results Expected:
<p>1. The ASCP Foundation will promote education for patient and consumer audiences to raise awareness and understanding of safe medication use and the patient/consumer’s role in improved health outcomes. Educate patients, families and consumers on how they can make a consultant pharmacist as part of their care team.</p>	<p><i>Enable pharmacists to improve patient care.</i></p> <p>Expanding visibility of educational resources to patients and consumers will increase awareness of the value and accessibility of a consultant pharmacist.</p>	<p><i>The Foundation seeks funding to provide educational resources:</i></p> <p>Create/expand public/community education, leveraging technology, social media or other channels to advance patient and consumer education for optimal medication management.</p> <ol style="list-style-type: none"> 1. Expand reach of existing ASCP educational resources to educate other organizations that support older persons. (E.g. National Poison Control Center, Wounded Warriors) 2. Create Foundation partnerships to link resources to expand awareness and understanding of safe medication among older populations. 3. Adapt existing resources/toolkits 	<ol style="list-style-type: none"> 1. Create digital/web presence for the Foundation in order to create visibility of mission. 2. Leverage social media and other technology/digital channels to educate and engage broader community of consumers, patients, consumers, pharmacists, payors, etc. 3. Patient/care-giver curriculum 4. Explore funding for broader public/community audiences in optimal medication safety/management. 	<p>Repurpose viable content on existing Foundation websites.</p>

		created by the ASCP for use with consumer populations if topically relevant.		
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Goal 4 –Brand Visibility	How this maps to ASCP Strategy:	Strategies to achieve Visibility Goal:	Objectives:	Results Expected:
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<p>Position the ASCP Foundation as the leading authority providing reliable and unbiased information on appropriate, effective and safe medication use in older persons.</p>	<p>Advancing the ASCP Foundation brand will raise awareness and interest in the role of the consultant pharmacist in improving care through optimal medication management.</p>	<ol style="list-style-type: none"> 1. Create a brand identify to position the ASCP Foundation as a leading source for medication-related information for older persons, wherever they may reside. 2. Extend the ASCP network directory to the Foundation so that consumers can locate a consultant pharmacist in their area to address their medication safety concerns as well as provide education and support. 	<ol style="list-style-type: none"> 1. Define business goals for creation of an iterative V2.0 Foundation website. 2. Test market the name 'Center for Medicines and Healthy Aging.' 3. Create web identity as the platform to advance educational resources and serve as a call to action for fundraising and development. 4. Catalogue existing ASCP Foundation resources 5. Identify potential partners to provide collaborative links to other organizations. 6. Prepare a large scale public outreach effort to increase awareness for medication-related problems in older adults. 7. Plan a re-launch of the Foundation during the ASCP annual meeting. 	<p>By August 1, 2017, create a soft launch of the Foundation's new website, incorporating relevant information from prior sites and establishing/re-establishing the foundation's purpose, mission and case for funding to raise awareness on behalf of consumers, patients and potential donors.</p> <p>By September 1, 2017, announce 're-launch' of the ASCP Foundation with save the date for an event/exhibit booth or other awareness vehicles for the 2017 ASCP annual meeting.</p>
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