ASCP STRATEGIC PLAN 2019-2020

Recognized expert providers of medication management. Improving the lives of older adults.

Vision: Recognized expert providers of medication management. Improving the lives of older adults.

Mission: Promote healthy aging by empowering pharmacists with education, resources, and innovative opportunities.

Strategic Timeframe: April 2022

**ENGAGE**
Engage Pharmacists
- Grow membership
- Improve sustainability
- Deliver specific regional education by 2020

**EMPOWER**
Empower Members
- Increase mentorship programs
- Establish Business Certification Program
- Increase web traffic
- Increase partnerships (advocacy and professional)
- Develop articles on senior care pharmacy practice (Foundation)
- Coordinate rules and laws with DEA, CMS, Congress for members.

**EXPAND**
Expand Impact
- Increase university partners to 10
- Establish PAC, Advocacy and Foundation Donation Support