VISION
MPHA is the voice representing all Maryland pharmacists as innovative and respected members of the healthcare team focused on the health and well-being of Maryland residents.

MISSION
MPHA’s mission is to strengthen the profession of pharmacy, advocate for all Maryland pharmacists and promote excellence in pharmacy practice.

VALUES
- Health and well-being of Maryland residents
- Safe and effective use of medications and health care devices
- Collaboration among health care professionals and organizations
- Professional integrity and accountability
- Leadership development and innovation
- Responsible legislation and regulation
- Fellowship and collegiality in the pharmacy community
- History and tradition of Maryland Pharmacy

PRIORITIES
- Governance

- Membership Retention & Recruitment
  - Inclusive of the pharmacy community

- Member Value Proposition
  - Advocacy
  - Communications
  - Continuing education
  - Networking
  - Professional development/visibility
I. ALIGN MPHA GOVERNANCE TO FACILITATE ORGANIZATIONAL GROWTH AND PHARMACY COMMUNITY ENGAGEMENT

Define MPHa’s cultural core.
- Form task force to propose MPHa vision, mission and values by 5/2015

Revamp MPHa organizational structure to maximize transparency, efficiency and achievement of mission.
- BOT Task force (include Constitution & Bylaws Committee Member) and staff to research and provide information to BOT 12/31/15

Develop proposal to address board composition and representation.
- Task force (include C&B committee member) to present to BOT by 12/31/15

Develop, evaluate, and revise as needed the bylaws, policies and procedures to incorporate professional society best practices.
- Executive Committee, staff and Constitution & Bylaws Committee to provide recommended changes
- Recommend organizational structure revisions at first HOD of 2016

Create pathways to organizational leadership development.
- Identify and approve strategies for volunteer leadership development by 9/30/15
- Institute Board orientation program by 9/1/15
- Develop micro-leadership opportunities by 11/1/15
- Utilize committees to develop leadership opportunities 8/1/15

Develop the philosophy and position of MPHa on advocacy and ensure alignment of resources.
- Guidance to be provided by Board of Trustees and Budget and Finance Committee by 11/1/2015

II. ENHANCE MEMBER VALUE PROPOSITION

Invest in services and benefits that best address membership needs.
- Survey membership and customers to identify needs by September 2015 BOT meeting
- Analyze member services and determine what should be discontinued or developed with a focus on advocacy, communications, continuing education, networking and professional development by November 2015 BOT meeting

Define and promote the member value proposition to attract all pharmacists.
- Assess non-member needs by September 2015 BOT meeting
- Develop marketing package/materials based on value proposition to support recruitment and retention by December 2015 BOT meeting
Increase communication by means of technology to pharmacists.

- Evaluate current and possible communication methods by September 2015 BOT meeting
- Determine preference and frequency of communications by November 2015 BOT meeting

Increase networking (social and mentoring) opportunities by one event each year for 2016, 2017 and 2018.

- Identify attractive networking events that promote the membership value proposition by November 2015 BOT meeting

Increase live CE programs by three per year, throughout the state to address staff pharmacist learning needs.

- Involve membership and non-members to identify educational needs

III. INCREASE PHARMACIST COMMUNITY MEMBERSHIP RECRUITMENT AND RETENTION

Attain membership of at least 10% of total pharmacists registered; and 10% of new technicians registered each year by the Maryland Board of Pharmacy by 2018.

Convert 20% of complimentary memberships, given to recent graduates, to NPN members each year.

Achieve and maintain at least an 82% retention rate of pharmacist and technician members each year.

Retain 80% of 2-5 year NPN members each year.

- Utilize technology and social media to inform, engage and connect membership
- Utilize segmented marketing to highlight member services and benefits
- Engage members to promote benefits of MPhA membership and engagement
- Increase member connection to MPhA