

Pennsylvania Pharmacists Association Strategic Plan

Our Vision: Pennsylvania pharmacists will be recognized, engaged, and fairly compensated as health-care providers

Our Mission: The Pennsylvania Pharmacists Association, as the leading voice of pharmacy, promotes the profession through advocacy, education, and communication to enhance patient care and public health.

Successful Advocacy	Build Public Awareness	Engaging and Serving our Membership	Organizational Excellence	Professional Development
Serve as an information resource on issues and advocacy	Develop and annually implement a PR plan with public and social media	Develop, maintain and promote a relevant program of benefits Promote and grow our Career Center	Provide appropriate technology resources for members and staff	Maintain ACPE provider status
Expand efforts around creating public awareness of our issues	Utilize Katy's Kids to teach medication safety	Develop and annually follow a recruitment, retention, and engagement plan for ALL practice settings	Effective governance structure	Offer high quality and relevant programs
Establish priorities and present effective case to legislators	Produce the PPA Capsule and other bulletins	Create messaging that will retain graduates and keep NPs interested	Focus on advancing the profession/leadership in Medication management	Provide great networking opportunities and offer high quality conferences
Engage students in government relations and advocacy efforts	Manage production of the PA Pharmacist and peer review section	Strengthen the visibility and importance of the Student Advisory Board	Establish and build effective partnerships	Recognize member achievements through a meaningful Awards program
Connect with and utilize external groups to advance and inform (National, SBOP, providers, patient advocacy groups)	Maintain and up-to-date and informative website	Offer a menu of student programs and activities that inspire involvement	Operate a strong Foundation that partners and aligns with PPA	Hold and promote a successful residency showcase annually
Grow PAC and PAC awareness	Increase attention and dialogue around expanding pharmacists' role and HIT, ACO and PCMH	Develop and assist affiliated counties	Value our staff	
	Launch an MTM network through PPCN		Be fiscally sound	
	Use social media to build member and potential member awareness			