

# **Pennsylvania Pharmacists Association**

## **2013 Strategic Plan**

*Adopted:*

### **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.*

### **Our Vision**

*Pennsylvania pharmacists will be recognized, engaged, and fairly compensated as health-care providers.*

### **Our Core Values:**

- We strive to always serve as a unified voice and constant advocate for the pharmacy profession.
- We exhibit a passion for the profession demonstrated in our interest in pursuing practice innovation and preserving the patient-pharmacist relationship.
- We understand our responsibility to be utilized as the leading resource for optimizing medication use by pharmacy professionals, patients, and health-care providers.
- We recognize the rich heritage of independent pharmacy ownership and work to preserve and promote this aspect of the profession.
- We view ourselves as valued health-care practitioners empowered and committed to improving patient wellness and controlling health-care costs.
- We respect the viewpoints of members across all practice settings and strive to engage all members actively considering all perspectives when setting policy and direction for the association.
- We believe in collaboration with a variety of partners in fulfilling our Mission.
- We communicate the achievements of members while promoting professional development, professionalism, and activism in our communities and professional organizations.
- We are a socially responsible, fiscally sound, effectively managed, member centered, and politically active organization dedicated to our Mission.
- We conduct our operations in a realm of transparency, respect, trust, and accountability.

## **Strategy Statement:**

The Pennsylvania Pharmacists Association's *Driving Force* during the next three years will be **Advocacy through Legislative Activity and Public Awareness**. All efforts will be directed toward improving the outcomes of this advocacy effort for our members and the patients we serve. To accomplish this we will need to focus additional resources on legislative activity and we will need to grow our membership. As an organization, we need to be sure that our structure and agenda clearly meets the needs of our members. Finally, technology and changing healthcare economics will require that we communicate our efforts and outcomes more effectively to our members and stakeholders.

## **Our Goals:**

**Public Policy and Advocacy** – We will be the pre-eminent Pennsylvania association in protecting the pharmacy profession, the business of pharmacy, and positive patient outcomes.

**Advancing Pharmacy Practice through Public Awareness and Collaboration** – We will build public awareness of pharmacists' value as healthcare professionals, specifically as **the** medication experts through creative initiatives and also in collaboration with various stakeholders

**Serving and Growing our Membership** – We will be the preferred association for Pennsylvania pharmacists, pharmacy technicians, and student pharmacists, and other stakeholders interested in promoting our profession.

**Organizational Excellence** – We will be recognized as an association respected for our resources, leadership, and professional staff.

**Professional Development** - PPA will offer high quality programming designed to meet the continuing professional development needs of our members.

Objectives and strategies for each objective will be contained in our full plan document.