2018–2020 STRATEGIC PLAN

Vision
TPA will be the preeminent pharmacy association in Texas that unifies and strengthens the voice of pharmacy to protect the profession and advance the practice for all pharmacy professionals.

Mission
An agile and innovative association that provides the critical resources that enhance and evolve the role of pharmacy in delivering health care solutions and improving patient outcomes.

Core Values
Integrity, Collaboration, Innovation, Solution-focused, Outcomes-driven

Objectives

Membership
Serve members and lead initiatives that significantly impact the profession and advance the practice of pharmacy

Advocacy
Position pharmacy as part of the health care solution and collaboratively champion the role of pharmacy while protecting the business

Profession
Be the most sought-after resource for Texas pharmacy professionals in all practice settings seeking solutions, information, education and development

Association Vitality
Strengthen the organization to thrive for the long term and successfully achieve its goals and priorities

Adopted by the TPA Board of Directors, December 14, 2017
Readopted September 5, 2018
## TPA 2018–2020 Objectives, Goals, Strategies

### Objective #1: Membership
Serve members and lead initiatives that significantly impact the profession and advance the practice of pharmacy

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| Improve member experience and increase membership through recruitment efforts, and provide quality benefits, solutions and professional development for all members | • Membership campaign  
• Member engagement  
• Diverse membership forums |

### Objective #2: Advocacy
Position pharmacy as part of the health care solution and collaboratively champion the role of pharmacy while protecting the business

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| Create the legislative and regulatory environment for the expansion of pharmacist and technician roles while protecting the current bottom line and future revenue opportunities | • Public policy prioritization and position in collaboration with other pharmacy groups  
• Robust grassroots plan where members actively advocate for their profession  
• Leader and catalyst for change by unification of other associations to achieve solutions for business and professional goals |

### Objective #3: Profession
Be the most sought-after resource for Texas pharmacy professionals in all practice settings seeking solutions, information, education and development

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| Foster an inclusive association where all areas of pharmacy benefit from TPA’s programs and initiatives that focus on patient outcomes | • Communications plan that delivers value and provides meaningful insight for the target audience  
• Original program content for all practice settings that enhances and supports expansion of quality patient care services  
• Pharmacy innovation models |

### Objective #4: Association Vitality
Strengthen the organization to thrive for the long term and successfully achieve its goals and priorities

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| Be a visionary organization that is agile, efficient and meets its financial targets | • Growth opportunities for non-dues revenue  
• Critical skills development for current and future organization leaders that promotes a culture of staff and leader accountability  
• Cost containment and debt reduction through governance and efficient operations |