



TEXAS *Pharmacy Association*

Together Pharmacy Advances

2018 STRATEGIC PLAN

Vision

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*

TPA 2018 Objectives, Goals, Strategies

Objective #1 Membership

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

Goal

Improve member experience and increase membership through recruitment efforts, and providing quality benefits, solutions and professional development for all members

Strategies

- 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

Goal

Create the legislative and regulatory environment for the expansion of pharmacist and technician roles while protecting the current bottom line and future revenue opportunities

Strategies

- 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

Goal

Foster an inclusive association where all areas of pharmacy benefit from TPA's programs and initiatives that focus on patient outcomes

Strategies

- 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

Goal

Be a visionary organization that is agile, efficient and meets its financial targets

Strategies

- 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