



TEXAS *Pharmacy Association*
Together Pharmacy Advances

2022–2025 STRATEGIC PLAN

Vision

TPA is the preeminent organization that unifies, strengthens, and protects the profession of pharmacy in Texas.

Mission

Elevate the profession and advance the practice of pharmacy to care for patients.

Core Values

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

Objectives

Membership

Serve and empower our members.

Advocacy

Position pharmacy as part of the health care solution.

Profession

Provide resources and solutions to advance pharmacy practice.

Association Vitality

Strengthen the organization to thrive for the long term.

Adopted by the TPA Board of Directors: 12/15/2021

TPA 2022–2025 Objectives, Goals, Strategies

Objective #1: Membership

Serve and empower our members.

Goals

- Increase membership
- Meet member needs
- Increase member engagement

Strategies

- Membership campaign
- Member education and engagement
- Diverse membership forums

Objective #2: Advocacy

Position pharmacy as part of the health care solution.

Goals

- Develop enabling legislation and regulations
- Expand the roles of pharmacy professionals
- Protect the business of pharmacy

Strategies

- Public policy prioritization
- Work collaboratively with relevant stakeholders
- Robust grassroots plan

Objective #3: Profession

Provide resources and solutions to advance pharmacy practice.

Goals

- Provide timely and relevant information
- Promote innovative pharmacy practice
- Offer diverse programming

Strategies

- Communications plan
- Original program content
- Pharmacy innovation models

Objective #4: Association Vitality

Strengthen the organization to thrive for the long term.

Goals

- Meet financial targets
- Develop leadership pipeline
- Achieve operational efficiency

Strategies

- Growth opportunities for non-dues revenue
- Development of critical skills for volunteer leaders and staff
- Optimization of available resources