

2016-2020 STRATEGIC PLAN



VISION

We are a unified pharmacy profession empowered to maximize patient and public health as fully integrated members of the healthcare team.

MISSION

The mission of KPhA is to advocate for and advance the profession through an engaged membership.

CORE VALUES

I³: Integrity, Innovation and Inclusiveness

V: Vision

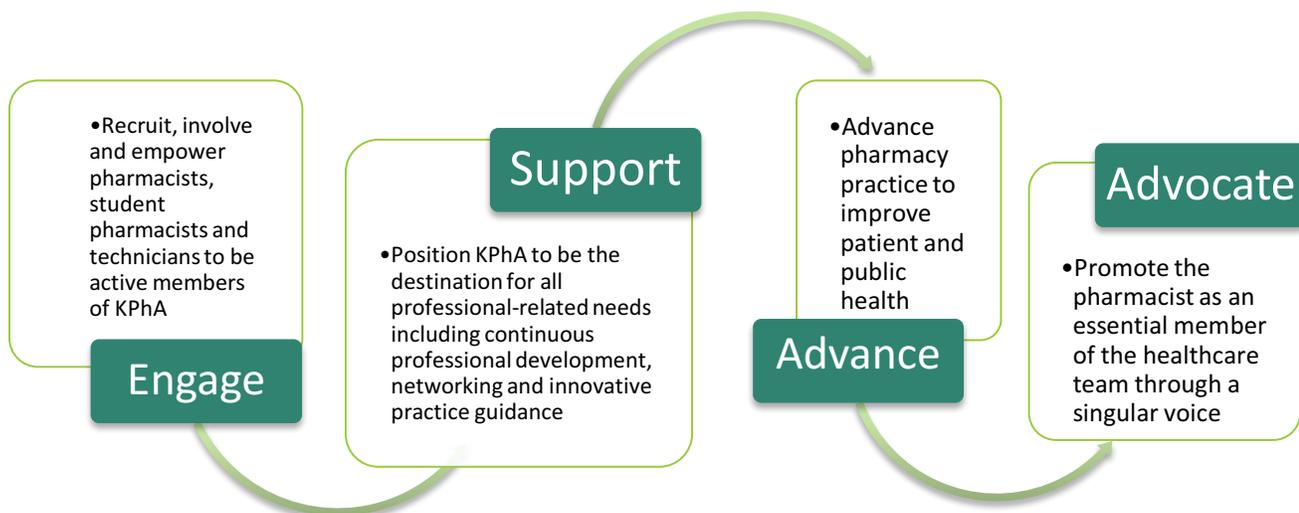
A: Accountability

L: Leadership

U: Unity

E: Excellence

STRATEGIC FOCUS AREAS



Strategic Area 1: Engage

Goal 1: Structure the association to maximize the involvement of every member.

Objective 1: Effectively integrate standing committees and appoint ad hoc committees as needed to advance strategic goals and objectives; map individual strategic goals and objectives to responsible committees for oversight and action annually. *(President/Executive Director)*

Objective 2: Identify areas of strength and opportunities to improve the overall value proposition of being a KPhA member through the use of surveys, interviews and focus groups of pharmacists, student pharmacists and technicians. *(Membership Engagement/Student Engagement/New Practitioner/Past Presidents/ED/Membership Director/Communications Director)*

Goal 2: Connect the membership and association partners through strategic communication opportunities.

Objective 1: Review and revise all strategic communications (website, Enews, journal, etc.) to improve messaging, relevance and resonance with current and potential members. *(Professional Affairs/CD)*

Objective 2: Develop and implement a annual plan for regular and targeted communication to members and potential members as well as select stakeholders within practice interest groups. *(Organizational Affairs/ED/CD)*

Objective 3: Partner with stakeholders to facilitate dissemination of key messages. *(President/ED)*

Goal 3: Recruit new pharmacists, student pharmacists and technicians as members of KPhA and motivate them to actively participate in association activities.

Objective 1: Explore opportunities for shared activities with other major pharmacy stakeholders and hold a minimum of one shared activity annually. *(KPERF Meeting Planning Committee/ED)*

Objective 2: Identify regional KPhA ambassadors to actively engage local pharmacists, student pharmacists, and technicians to participate in KPhA-related activities and to strengthen relationships with local organizations. *(Membership Engagement/ED)*

Objective 3: Revise the annual meeting registration process to allow potential members to join the association at the point of meeting registration. *(ED/CD)*

Objective 4: Appoint an ad hoc annual meeting planning committee to identify annual meeting programming with broad professional appeal. *(President/KPERF/CD)*

Objective 5: Plan social activities to bring members and potential members together for networking opportunities. *(New Practitioners/Membership Engagement/Student Engagement/ED)*

Objective 6: Effectively engage, mentor and develop the next generation of professional and association leaders. *(Leadership Development Committee/ED)*

Strategic Area 2: Support

Goal 1: Support competence of pharmacists and technicians through professional development opportunities and continuing pharmacy education (CPE).

Objective 1: Appoint a CPE advisory committee and charge KPERF Board to oversee the development and offering of innovative CPE activities across a variety of learning environments including live, webinar and print. *(President/ED/KPERF/CPE Committee)*

Objective 2: Plan networking-social events in partnership with local organizations that include CPE. *(KPERF)*

Objective 3: Expand the portfolio of CPE offerings by actively planning and budgeting for the development of at least one advanced practice CPE program annually, in addition to the annual meeting programs. *(KPERF/ED/CD)*

Goal 2: Identify and inform members of advanced pharmacy practice opportunities.

Objective 1: Support Provider Status Workgroup initiatives that lead to recognition and reimbursement of the pharmacist as a healthcare provider. *(Board of Directors/Provider Status Workgroup/ED)*

Objective 2: Effectively promote, support and utilize RxTM as a pharmacist network for advanced practice opportunities. *(BD/RxTM/ED)*

Objective 3: Maintain and market the KPhA website as an essential resource for innovative practice guidance. *(CD/ED)*

Goal 3: Develop a membership structure that represents unique practice interests, facilitates member networking, and is responsive to member needs.

Objective 1: Identify and develop practice interest groups across a variety of practice settings and/or issues. *(BD/Professional Affairs/Organizational Affairs/ED)*

Objective 2: Utilize practice interest groups as opportunities for strategic networking, to drive annual meeting programming and agenda, and to identify areas for association focus. *(ED/CD/BD/KPERF)*

Goal 4: Develop, aggregate, and disseminate resources that support innovative and entrepreneurial practice advancements.

Objective 1: Develop a practice tool-kit that provides templates, guidelines, protocols etc. to support advanced practice initiatives. *(Professional Affairs/RxTM/Provider Status Workgroup/Adhoc Workgroups)*

Objective 2: Restructure the journal and website to support this goal by adding columns such as Advancing Practice Corner, Business Development, Emergency Preparedness, Law, etc. *(Organizational Affairs/CD/ED)*

Strategic Area 3: Advance

Goal 1: Foster innovative and sustainable pharmacy practice models that optimize the role of pharmacy personnel and technology.

Objective 1: Lead initiatives to create a sustainable business model. *(Provider Status Workgroup/RxTM/ED)*

Objective 2: Collaborate with the Board of Pharmacy to modernize the Pharmacy Practice Act and other related statutes and regulations. *(GA/Professional Affairs/ED)*

Goal 2: Collaborate with healthcare providers and other stakeholders to develop an integrated healthcare team to include pharmacists.

Objective 1: Promote the integration of pharmacy medication management systems with EMR to facilitate continuity of care. *(HIT/ED/CD)*

Objective 2: Identify and implement sustainable practice models utilizing the provider status workgroup and RxTM pharmacist network. *(RxTM/Provider Status Workgroup/ED)*

Goal 3: Advance the recognition of pharmacists as public health providers.

Objective 1: Establish strategic partnerships with the Kentucky Department for Public Health (KDPH) to advance public health goals. *(Public Affairs/Provider Status Workgroup/ED)*

Objective 2: Promote the immunization registry to immunizing pharmacists and encourage its use to assess and document the immunizations provided by pharmacists. *(HIT/Professional Affairs/ED)*

Objective 3: Support current and future public health initiatives such as emergency preparedness and opioid overdose prevention. *(Emergency Preparedness Workgroup/Public Affairs/ Director of Pharmacy Emergency Preparedness/ED)*

Goal 4: Ensure patient access to advanced pharmacy services across all healthcare settings.

Objective 1: Empower pharmacists and affiliated personnel to provide robust MTM programs and promote pharmacists as the MTM provider for all patients. *(RxTM/Provider Status Workgroup/ED)*

Objective 2: Ensure all patients have access to services from a pharmacy or pharmacist of their choice. *(GA/ED)*

Goal 5: Continuously improve patient and public health through patient-focused and outcome-oriented pharmacy practice.

Objective 1: Empower pharmacists to practice at the top of their profession. *(GA/Professional Affairs/Public Affairs)*

Objective 2: Develop reimbursement models within Medicaid and other payers for pharmacist providers. *(PTAC/Provider Status Workgroup/RxTM/ED)*

Strategic Area 4: Advocate

Goal 1: Identify, support, and achieve state legislative priorities that improve patient and public health by advancing the profession of pharmacy.

Objective 1: Promote and host a fall legislative conference to set a bold legislative agenda for each annual legislative session. *(Student Engagement/Government Affairs (GA)/ED)*

Objective 2: Increase the number of members who actively participate in the legislative process. *(GA/Past Presidents/KPPAC/ED)*

Objective 3: Identify 1 or more practice initiatives to advance through legislative and/or regulatory advocacy annually. *(GA/ED)*

Goal 2: Maximize the united voice of the profession to guide grassroots healthcare policy.

Objective 1: Utilize KPhA ambassadors as liaisons to local associations to align priorities and foster grassroots advocacy. *(GA/Membership Engagement/ED)*

Objective 2: Partner with stakeholders, through the Advancing Pharmacy Practice Coalition, to promote a unified policy agenda. *(GA/ED)*

Objective 3: Encourage members, potential members and other stakeholders to invest time and resources in support of unified grassroots efforts. *(GA/KPPAC)*

Goal 3: Promote public perception and professional awareness of the essential role of pharmacists as medication experts in a fully integrated healthcare team.

Objective 1: Re-establish and effectively utilize the Public Affairs committee to identify and develop key messages that can be used to promote the profession of pharmacy. *(President/ED/CD)*

Objective 2: Establish and maintain strategic partnerships with other healthcare professional organizations such as the KMA, KCNPNM, AARP, ODCP, KDPH to promote pharmacy. *(Public Affairs/ED/CD)*