



# USHP Strategic Plan for 2020-2025

Revised 12/2020

VISION	MISSION
USHP is the premier source of education, information, collaboration, and advocacy for health-system pharmacy in Utah.	To advance public health and improve patient outcomes.

## Strategic Priorities

MOTIVATE	EDUCATE	COMMUNICATE	COLLABORATE	ADVOCATE
<p><b>Provide essential services to grow and retain active and involved membership</b></p> <ol style="list-style-type: none"><li>1. Increase membership by 5% annually (ongoing)</li><li>2. Improve USHP event marketing to non-members and members (2021-2022)</li><li>3. Track committee membership and increase by 10% over 3 years (2020-2023)</li><li>4. Update web template and assess branding strategy (2020-2022)</li><li>5. Provide valuable members-only website content (2021-2023)</li></ol>	<p><b>Organize high-quality, entertaining, and valued educational programs</b></p> <ol style="list-style-type: none"><li>1. Reimagine Annual Meeting to include Reverse Expo (2021-2022)</li><li>2. Evaluate structure and value of Resident CE Series (2020-2024)</li><li>3. Offer monthly web-based non-CE education (2023-2025)</li><li>4. Submit ACPE Self-Assessment Report by 2/1/22 (2022)</li><li>5. Continue ACPE programming and accreditation (ongoing)</li></ol>	<p><b>Spread information about health-system pharmacy to bolster informed members</b></p> <ol style="list-style-type: none"><li>1. Develop schedule for recurring newsletter (2020-2021)</li><li>2. Formalize Communication Plan, beyond social media (2020-2021)</li><li>3. Establish method for member submission of news (2021)</li><li>4. Assess needs of non-members via survey (2021-2022)</li><li>5. Submit 2022 ASHP Reaffiliation Self-Assessment (2022)</li><li>6. Continue to provide high-quality networking opportunities (ongoing)</li></ol>	<p><b>Promote research and collaboration on innovative pharmacy initiatives in Utah</b></p> <ol style="list-style-type: none"><li>1. Contribute to Pharmacy Practice Act rewrite (2020)</li><li>2. Participate in Practice Advancement Initiative 2030 (ongoing)</li><li>3. Support technician training to meet and maintain workforce demand (2020-2023)</li><li>4. Consider collaborative practice agreement template catalog for members (2021-2023)</li><li>5. Promote unique technician roles to maximize career potential (2021)</li><li>6. Continue to promote surveys for member studies (ongoing)</li></ol>	<p><b>Advocate for laws that improve safe medication use and patient outcomes</b></p> <ol style="list-style-type: none"><li>1. Foster multidisciplinary relationships across health-system organizations (2020-2021)</li><li>2. Consider use of a grassroots system for Utah legislation (2021-2025)</li><li>3. Write policy statement(s) for state-wide and national key issues (2020-2022)</li><li>4. Diversify revenue streams to support advocacy (2021-2025)</li><li>5. Hire lobbyist to champion health-system pharmacy-specific needs (2024)</li><li>6. Continue to strategize with state legislators (ongoing)</li></ol>

## Strategic Goals for the Year (2020 - 2021)

Goal 1: Optimize management of technology utilized by the organization	Goal 2: Improve member communications
<ol style="list-style-type: none"><li>1. Restructure duties of webmaster into a technology advisor position</li><li>2. Evaluate virtual meeting platform options</li><li>3. Consider restructuring of meetings based on virtual needs</li></ol>	<ol style="list-style-type: none"><li>1. Formalize design of overall Communication Plan, beyond social media.</li><li>2. Improve USHP event marketing to non-members and members.</li><li>3. Develop schedule for recurring newsletter to distribute to membership.</li><li>4. Evaluate virtual offerings to members for optimal engagement.</li></ol>