



USHP Strategic Plan for 2019-2024

Revised 2/2020

VISION

USHP is the premier source of education, information, collaboration, and advocacy for health-system pharmacy in Utah.

MISSION

To advance public health and improve patient outcomes.

Strategic Priorities

MOTIVATE	EDUCATE	COMMUNICATE	COLLABORATE	ADVOCATE
<p>Provide essential services to grow and retain active and involved membership</p> <ol style="list-style-type: none"> 1. Expand options for payment of membership dues (Year 1) 2. Increase membership by 25% (Year 1-5; 5% growth annually) 3. Improve USHP event marketing to non-members and members (Year 1-2) 4. Track committee membership and increase by 10% (Year 2-4) 5. Update web template and assess branding strategy (Year 3-5) 6. Provide valuable members-only website content (Year 3-5) 	<p>Organize high-quality, entertaining, and valued educational programs</p> <ol style="list-style-type: none"> 1. Reimagine Annual Meeting to include Reverse Expo (Year 1-2) 2. Evaluate structure and value of Resident CE Series (Year 2-4) 3. Consider appointment of Education Committee (Year 1-3) 4. Offer monthly web-based non-CE education (Year 3-4) 5. Submit ACPE Self-Assessment Report by 2/1/22 (Year 2-3) 6. Continue ACPE programming and accreditation (Year 1-5) 	<p>Spread information about health-system pharmacy to bolster informed members</p> <ol style="list-style-type: none"> 1. Develop recurring newsletter with pertinent information for members (Year 1-2) 2. Design Communication Plan, beyond social media (Year 1-3) 3. Establish method for member submission of news (Year 2) 4. Assess needs of non-members via survey (Year 2-3) 5. Submit 2022 ASHP Reaffiliation Self-Assessment (Year 3) 6. Continue to provide high-quality networking opportunities (Years 1-5) 	<p>Promote research and collaboration on innovative pharmacy initiatives in Utah</p> <ol style="list-style-type: none"> 1. Contribute to Pharmacy Practice Act rewrite (Year 1-2) 2. Participate in Practice Advancement Initiative 2030 (Year 1-5) 3. Support technician training to meet and maintain workforce demand (Year 2-5) 4. Consider collaborative practice agreement template catalog for members (Year 2-4) 5. Promote unique technician roles to maximize career potential (Year 3) 6. Continue to promote surveys for member studies (Years 1-5) 	<p>Advocate for laws that improve safe medication use and patient outcomes</p> <ol style="list-style-type: none"> 1. Foster multidisciplinary relationships across health-system organizations (Year 1-3) 2. Consider use of a grassroots system for Utah legislation (Year 2-3) 3. Write policy statement(s) for state-wide and national key issues (Year 2-4) 4. Diversify revenue streams to support advocacy (Year 1-4) 5. Hire lobbyist to champion health-system pharmacy-specific needs (Year 5) 6. Continue to strategize with state legislators (Years 1-5)

Strategic Goals for the Year (2019 - 2020)

Goal 1:

Improve value of educational programs.

1. Restructure Resident CE Series to improve value proposition.
2. Reimagine Annual Meeting to include Reverse Expo.
3. Explore options to support Program Committee workload.

Goal 2:

Improve member engagement.

1. Provide guidance and feedback on Pharmacy Practice Act rewrite.
2. Begin design of overall Communication Plan, beyond social media.
3. Improve USHP event marketing to non-members and members.
4. Initiate recurring newsletter to distribute to membership.