



APhA

AMERICAN PHARMACISTS ASSOCIATION
Improving medication use. Advancing patient care.

Strategic Plan - 2020

Mission Driven Goals

Goal 1: Access to and coverage for pharmacist-provided patient care services

Secure recognition of pharmacists and their services in Medicare and other healthcare coverage systems.

Objective 1.1: Advocate on behalf of the profession to secure recognition, coverage and payment policies (Federal, State, and Local level) that support pharmacist-provided patient care services.

Objective 1.2: Support pharmacists in justifying value and obtaining payment for their patient care services within current and evolving payment models.

Objective 1.3: Increase demand for pharmacists provided patient care services from the patient, health care providers, and payors.

Goal 2: Pharmacist Well-being

Lead the pharmacy profession's efforts to enhance and promote personal and professional well-being and resilience.

Objective 2.1: Increase public awareness of stress and burnout within the pharmacy profession and its impact on patient care and pharmacists' personal well-being.

Objective 2.2: Advocate for improved workplace conditions.

Objective 2.3: Promote resources for APhA members to address their personal and colleague's healthy behaviors and well-being.

Objective 2.4: Develop and promote resources for work environment strategies that can help reduce member burnout.

Goal 3: Pharmacists as the medication expert

Enhance the pharmacist's ability to provide safe and effective patient care services.

Objective 3.1: Promote best practices related to patient safety and safe medication use processes.

Objective 3.2: Advocate awareness of the pharmacist's role as the medication expert.

Objective 3.3: Provide tools and resources to assist pharmacists in optimizing their role as medication experts.

Goal 4: Transformation of the Role of the Pharmacist

Transform pharmacy practice so that pharmacists are optimally positioned to improve patient and public health.

Objective 4.1: Lead continuous professional development for the profession.

Objective 4.2: Advance pharmacists' patient care services that improve the public health of communities served.

Objective 4.3: Advance development, adoption, and use of standards and guidelines for pharmacists' services.

Objective 4.4: Support optimization of pharmacists' scope of practice among the states.

Objective 4.5: Improve HIT and health information exchange.

Objective 4.6: Expand and promote post-graduate education and training opportunities and board certification opportunities for pharmacists.

Support Driven Goals

Goal 5: Financial and Management Resources

Support APhA's mission with necessary resources and infrastructure.

Objective 5.1: Develop and manage the annual budget and investment portfolio to fund strategic priorities, the overall needs of the association and the growth of reserve funds.

Objective 5.2: Implement a digital transformation strategy to meet Association priorities.

Objective 5.3: Develop new sources and leverage existing sources of revenue to support the association.

Objective 5.4: Manage the operations of the APhA Building and LLC to provide adequate funding for the building reserve funds and Strategic Opportunity Fund.

Objective 5.5: Refine and maintain a membership value proposition to engage members and grow membership.

Goal 6: Human Resource Utilization

Provide leading HR services that attract, sustain, and inspire excellence in the APhA workforce community.

Objective 6.1: Maintain a comprehensive approach to workforce recruitment, hiring, retention, and planning resulting in a motivated, diverse, and effective workforce to meet the present and future needs of APhA.

Objective 6.2: Improve supervisory and performance management practices through greater accountability and focus on customer service and meeting performance objectives.

Objective 6.3: Meet established benchmarks for the CEO selection process.