

TSHP STRATEGIC PLAN 2009-2012

CRITICAL ISSUE 1: How do we ensure long-term viability and growth of TSHP?

Strategic Direction 1. Ensure financial sustainability in light of trends in Annual Seminar grants and exhibitor revenue.

Objective 1.1 By June 30, 2012, increase number of Annual Seminar registrants by 50% through improved marketing and advertising to members and non-members. Accountable: Education Affairs

Objective 1.2 By December 31, 2009, capitalize on industry support of the Annual Seminar by focusing on grant submissions with a grant writing process (i.e. identification of an individual grant writer). Accountable: Education Affairs and Executive Committee

Objective 1.3 By December 31, 2009, capitalize on industry support of the Annual Seminar by focusing on benefits to exhibitors (i.e. one-on-one opportunities with key members or stakeholders) to maintain the current level of support. Accountable: Industry Section Executive Committee.

Objective 1.4 By January 1, 2012, create website of job listings and secure 100 listings. Accountable: Executive Director and Communications Affairs

Objective 1.5 By December 31, 2009, complete a portfolio review based on pre-determined criteria (e.g. cost, impact, etc.) and decide what programs TSHP will invest to build, divest, pull back or maintain. Accountable: Finance Committee

Strategic Direction 2. Increase our membership to expand our influence and better represent the profession.

Objective 2.1 By January 1, 2012, increase pharmacist membership to a minimum of 50% (with an ideal of 75%) of registered pharmacists in health-care systems utilizing current members and director of pharmacy list. Accountable: Communication Affairs

Objective 2.2 By January 1, 2012, increase technician membership to 1,000 utilizing current members and director of pharmacy list. Accountable: Technician Section and Communication Affairs.

Objective 2.3 By December 31, 2009, identify responsible group to develop a membership recruitment plan. Accountable: Task Force within Communication Affairs and Executive Committee.

Strategic Direction 3. Increase and diversify our support of local chapters to ensure a cohesive relationship with TSHP and continual promotion of local leadership to the state level.

Objective 3.1 By June 1, 2010, offer local chapters the opportunity to utilize the TSHP website for development and ongoing maintenance of local chapter websites and links. Accountable: Communication Affairs and Executive Director

Objective 3.2 By October 23, 2009 create a task force of local presidents and/or president-elects to investigate marketing opportunities that can be shared with TSHP. Present task force findings at the June 2010 Board of Director's meeting. Accountable: Finance Committee, President and Executive Director

Strategic Direction 4. Promote the value proposition to current and potential members.

Objective 4.1 By September 1, 2009, complete a member survey for presentation of results at the October 2009 Board of Director's meeting. Accountable: Executive Director and Organizational Affairs.

- Target to member type – (i.e. different survey for pharmacists, technicians, students, etc.)
- Survey non-members
- Use members, locals or institutions via provision of appropriate tool

Objective 4.2 By December 31, 2009, identify TSHP's value proposition to members and report at January 2010 Board of Director's meeting. Accountable: Organizational Affairs

CRITICAL ISSUE 2: How do we improve effectiveness of our advocacy for health system pharmacy?

Strategic Direction 1. Advocate to obtain reimbursement for health system pharmacy services

Objective 1.1 By December 31, 2009, determine the process of assigning fees for service and demonstrating value of pharmacy service from other organizations/payers. Accountable: Professional Affairs and Public Affairs

Objective 1.2 By September 15, 2009, establish links to other organizations (e.g., TMA, THA, TORCH) for similar advocacy. Accountable: Professional Affairs and Public Affairs

Objective 1.3 By October 1, 2009, benchmark best practices of other organizations. Accountable: Professional Affairs and Public Affairs

Objective 1.4 By April 2010 Board Meeting, develop and present list of talking points of relevance for legislators and regulatory bodies from existing best practices for obtaining reimbursement. Accountable: Professional Affairs and Public Affairs

- Document/justify expanded services and reimbursement for current services. (I.E. Provide data on how to justify adding a service, maintaining a service, paying a pharmacist for a service.)

Strategic Direction 2. Focus our advocacy efforts to students to increase the pool of pharmacists and technicians interested in health system practice.

Objective 2.1 By September 1, 2009, increase our collaborative efforts with schools of pharmacy and practice sites to ensure sufficient number of preceptors and effective rotations. Accountable: Pharmacy Management Section

Objective 2.2 By April 2010 identify how our Section of Pharmacy Management could work with the stakeholders and schools to facilitate student engagement. Accountable: President

Objective 2.3 By October 1, 2009, develop and present a program about health system pharmacy during the initial P1 school year to support student groups. Accountable: Executive Committee

Objective 2.4 By October 1, 2009, develop and present a program about health system pharmacy directed towards pharmacy technician students and potential students. Accountable: Technician Section Executive Committee

Strategic Direction 3. Identify ways to enhance medication therapy management and the role of pharmacists through legislation and regulation.

Objective 3.1 By January 2010 identify best practices and resources to share with legislators and regulatory bodies. Accountable: Professional Affairs Council

Objective 3.2 By January 2010 identify tasks that can be legally and effectively delegated to technicians to allow pharmacists more time for medication management duties and recommendations for changes in law. Accountable: Technician Section Executive Committee.

Objective 3.3 By April 2010 collaborate with Texas Pharmacy Practice Coalition (TPPC) to develop a plan for cross-professional support. Accountable: President and Executive Director

CRITICAL ISSUE 3: How do we ensure we provide maximum value to our diverse membership?

Strategy applicable to Critical Issue 3: Utilize the data obtained from the member surveys conducted under Critical Issue 1.

Strategic Direction 1. Identify and make available to members existing resources.

Objective 1.1 By October 22, 2009, the Professional Affairs Council will present recommendations to the Board for development of a resource list of programs for pharmacist and technicians. Accountable: Professional Affairs Council and Technician Section Executive Committee.

Objective 1.2 By June 2010, create a list of subject matter experts/mentors available to pharmacist and technician members on the resource section of the TSHP website. Accountable: Professional Affairs Council and Technician Section Executive Committee.

Strategic Direction 2. Develop and offer new tools and resources to add value to our members.

Objective 2.1 In conjunction with the 2010 Annual Meeting, implement a forum or workshop for the presentation of "how-to's." Accountable: Education Affairs

Objective 2.2 By December 31, 2009, develop at least two presentations for the general membership to use at various occasions such as job fairs, poison prevention talks, or public school talks. Accountable: Student Section Executive Committee

Strategic Direction 3. Engage students and new pharmacists and technicians early in their study/career.

Objective 3.1 By September 30, 2009, establish a mechanism to serve and represent new graduate pharmacists within TSHP. Accountable: Executive Committee and New Practitioner Task Force

Objective 3.2 By June 30, 2010, working with the student sections of each of the colleges of pharmacy determine the possibility of creating incentives for those students selecting health-system pharmacy. Accountable: Pharmacy Management and Student Section Executive Committee, Technician Section Executive Committee.

Objective 3.3 By June 30, 2010 develop a mechanism to promote technician education and enhance existing educational standards. Accountable: Technician Section Executive Committee.

Strategic Direction 4. Develop a promotional program for health-system pharmacy tailored to various constituencies.

Objective 4.1 By June 2010 develop programs that define and describe the role of the health-system pharmacists and technicians to various groups such as new P1 pharmacy students, high school students, elementary school students, Rotary, and other civic organizations. Accountable: Communication Affairs, Student Section Executive Committee and Technician Section Executive Committee

Strategic Direction 5. Develop CE programs

Objective 5.1 By December 31, 2010, develop a business plan to create a new revenue stream for TSHP based on creation of continuing education programs sponsored through grants from various health care related vendors for presentations either run by or sponsored by TSHP. Accountable: Education Council

CRITICAL ISSUE 4: How do we effectively communicate to keep our members and constituents informed and actively engaged?

Strategic Direction 1. Empower the Council on Communication Affairs to address this critical issue.

Objective 1.1 By August 1, 2009, develop a specific charge for the Council on communications affairs, incorporating the revised vision, mission, and goals of the organization. Accountable: President

Objective 1.2 By the October 23, 2009 Board meeting, present the results of the review and directions for the Council, incorporating the revised vision, mission, and goals of the organization with the Council action plan for the next year. Accountable: Council on Communication Affairs

Objective 1.3 By the January 22, 2010 Board meeting, present a detailed plan for Society communications. Accountable: Council on Communication Affairs

Strategic Direction 2. Develop a formal communication/public relations plan.

Objective 2.1 By December 31, 2009, survey the membership as to their perceived communication needs and preferences to be presented at the January 22, 2010 Board meeting. Accountable: Council on Communication Affairs

Objective 2.2 By March 31, 2010, develop a formal communication plan to be presented at the April 9, 2010 Board meeting, (based on Board input from the January meeting). Accountable: Communication Affairs and Executive Committee

Objective 2.3 By May 1, 2010, implement the new TSHP communication plan. Accountable: Executive Director and Chair of Council on Communication Affairs

Strategic Direction 3. Create a feedback/tracking system to ensure effective communication on an ongoing basis.

Objective 3.1 By December 31, 2010, survey the membership on the effectiveness of the new communication plan, and identify opportunities for improvement. Accountable: TSHP staff and Communication Affairs