



# USHP Strategic Plan for 2020-2025

Revised 12/2020

## 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><b>Provide essential services to grow and retain active and involved membership</b></p> <ol style="list-style-type: none"> <li>Increase membership by 5% annually (ongoing)</li> <li>Improve USHP event marketing to non-members and members (2021-2022)</li> <li>Track committee membership and increase by 10% over 3 years (2020-2023)</li> <li>Update web template and assess branding strategy (2020-2022)</li> <li>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>Reimagine Annual Meeting to include Reverse Expo (2021-2022)</li> <li>Evaluate structure and value of Resident CE Series (2020-2024)</li> <li>Offer monthly web-based non-CE education (2023-2025)</li> <li>Submit ACPE Self-Assessment Report by 2/1/22 (2022)</li> <li>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>Develop schedule for recurring newsletter (2020-2021)</li> <li>Formalize Communication Plan, beyond social media (2020-2021)</li> <li>Establish method for member submission of news (2021)</li> <li>Assess needs of non-members via survey (2021-2022)</li> <li>Submit 2022 ASHP Reaffiliation Self-Assessment (2022)</li> <li>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>Contribute to Pharmacy Practice Act rewrite (2020)</li> <li>Participate in Practice Advancement Initiative 2030 (ongoing)</li> <li>Support technician training to meet and maintain workforce demand (2020-2023)</li> <li>Consider collaborative practice agreement template catalog for members (2021-2023)</li> <li>Promote unique technician roles to maximize career potential (2021)</li> <li>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>Foster multidisciplinary relationships across health-system organizations (2020-2021)</li> <li>Consider use of a grassroots system for Utah legislation (2021-2025)</li> <li>Write policy statement(s) for state-wide and national key issues (2020-2022)</li> <li>Diversify revenue streams to support advocacy (2021-2025)</li> <li>Hire lobbyist to champion health-system pharmacy-specific needs (2024)</li> <li>Continue to strategize with state legislators (ongoing)</li> </ol>

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

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