USHP Strategic Plan for 2019-2024

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

<table>
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<tr>
<th>MOTIVATE</th>
<th>EDUCATE</th>
<th>COMMUNICATE</th>
<th>COLLABORATE</th>
<th>ADVOCATE</th>
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<tbody>
<tr>
<td><strong>Provide essential services to grow and retain active and involved membership</strong></td>
<td><strong>Organize high-quality, entertaining, and valued educational programs</strong></td>
<td><strong>Spread information about health-system pharmacy to bolster informed members</strong></td>
<td><strong>Promote research and collaboration on innovative pharmacy initiatives in Utah</strong></td>
<td><strong>Advocate for laws that improve safe medication use and patient outcomes</strong></td>
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<td>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 website template and assess branding strategy (Year 3-5) 6. Provide valuable members-only website content (Year 3-5)</td>
<td>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)</td>
<td>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)</td>
<td>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)</td>
<td>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)</td>
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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.