# USHP Strategic Plan for 2021-2026

## 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>
<thead>
<tr>
<th>MOTIVATE</th>
<th>EDUCATE</th>
<th>COMMUNICATE</th>
<th>COLLABORATE</th>
<th>ADVOCATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide essential services to grow and retain active and involved membership</td>
<td>Organize high-quality, entertaining, and valued educational programs</td>
<td>Spread information about health-system pharmacy to bolster informed members</td>
<td>Promote research and collaboration on innovative pharmacy initiatives in Utah</td>
<td>Advocate for laws that improve safe medication use and patient outcomes</td>
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</table>
| 1. Increase membership by 5% annually (ongoing)  
2. Improve USHP event and benefit marketing to non-members and members (2021-2023)  
3. Track committee membership and increase by 10% over 3 years (2021-2023)  
4. Assess branding strategy (2021-2022)  
5. Focus on volunteer well-being to incentivize involvement and prevent burnout (2021-2024)  
6. Provide valuable members-only website content (2021-2023) | 1. Reimagine Midwinter and Annual Meetings to meet current needs (2021-2023)  
2. Evaluate structure and value of Resident CE Series (2021-2023)  
3. Offer monthly web-based non-CE education (2023-2025)  
4. Optimize vendor relations and opportunities to maximize benefits between them and members (2021-2023)  
5. Continue ACPE programming and accreditation (ongoing) | 1. Formalize Communication Plan (2021-2022)  
2. Improve recruitment and retention through specific communication (2021-2014)  
3. Assess needs of members and non-members (2021-2023)  
4. Formalize DOPL list process (2022)  
5. Submit 2022 ASHP Reaffiliation Self-Assessment (due Aug 2022)  
6. Continue to provide high-quality networking opportunities (ongoing) | 1. Contribute to Pharmacy Practice Act rewrite (2021-2022)  
2. Support technician training to meet and maintain workforce demand (2021-2023)  
3. Promote unique technician roles to maximize career potential (2021-2022)  
4. Represent and promote USHP at meetings/events with other State organizations (2021-2025)  
5. Continue to promote surveys for member studies (ongoing)  
6. Participate in ASHP Practice Advancement Initiative 2030 (ongoing) | 1. Foster multidisciplinary relationships across health-system organizations (2021-2023)  
2. Consider use of a grassroots system for Utah legislation (2021-2025)  
3. Write policy statement(s) for state-wide and national key issues (2021-2023)  
4. Diversify revenue streams to support advocacy (2021-2025)  
5. Hire lobbyist to champion health-system pharmacy-specific needs (2024)  
6. Continue to strategize with state legislators (ongoing) |

### Strategic Goals for the Year (2021 - 2022)

<table>
<thead>
<tr>
<th>Goal 1: Implement strategies to increase membership benefits and committee involvement</th>
<th>Goal 2: Increase Networking Opportunities</th>
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| 1. Communicate recruitment for joining a committee and the benefits  
2. Add benefits (or reduce barriers) to being a general or committee member  
3. Outreach to past leadership for continued involvement | 1. Add Pharmacist and Technician Networking events/meetings  
2. Implement Health-System Highlights |