



# USHP Strategic Plan for 2021-2026

Revised 12/2021

## 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>1. Increase membership by 5% annually (ongoing)</li> <li>2. Improve USHP event and benefit marketing to non-members and members (2021-2023)</li> <li>3. Track committee membership and increase by 10% over 3 years (2021-2023)</li> <li>4. Assess branding strategy (2021-2022)</li> <li>5. Focus on volunteer well-being to incentivize involvement and prevent burnout (2021-2024)</li> <li>6. 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>1. Reimagine Midwinter and Annual Meetings to meet current needs (2021-2023)</li> <li>2. Evaluate structure and value of Resident CE Series (2021-2023)</li> <li>3. Offer monthly web-based non-CE education (2023-2025)</li> <li>4. Optimize vendor relations and opportunities to maximize benefits between them and members (2021-2023)</li> <li>5. 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>1. Formalize Communication Plan (2021-2022)</li> <li>2. Improve recruitment and retention through specific communication (2021-2014)</li> <li>3. Assess needs of members and non-members (2021-2023)</li> <li>4. Formalize DOPL list process (2022)</li> <li>5. Submit 2022 ASHP Reaffiliation Self-Assessment (due Aug 2022)</li> <li>6. 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>1. Contribute to Pharmacy Practice Act rewrite (2021-2022)</li> <li>2. Support technician training to meet and maintain workforce demand (2021-2023)</li> <li>3. Promote unique technician roles to maximize career potential (2021-2022)</li> <li>4. Represent and promote USHP at meetings/events with other State organizations (2021-2025)</li> <li>5. Continue to promote surveys for member studies (ongoing)</li> <li>6. Participate in ASHP Practice Advancement Initiative 2030 (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>1. Foster multidisciplinary relationships across health-system organizations (2021-2023)</li> <li>2. Consider use of a grassroots system for Utah legislation (2021-2025)</li> <li>3. Write policy statement(s) for state-wide and national key issues (2021-2023)</li> <li>4. Diversify revenue streams to support advocacy (2021-2025)</li> <li>5. Hire lobbyist to champion health-system pharmacy-specific needs (2024)</li> <li>6. Continue to strategize with state legislators (ongoing)</li> </ol>

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

<p><b>Goal 1:</b></p> <p><b>Implement strategies to increase membership benefits and committee involvement</b></p> <ol style="list-style-type: none"> <li>1. Communicate recruitment for joining a committee and the benefits</li> <li>2. Add benefits (or reduce barriers) to being a general or committee member</li> <li>3. Outreach to past leadership for continued involvement</li> </ol>	<p><b>Goal 2:</b></p> <p><b>Increase Networking Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Add Pharmacist and Technician Networking events/meetings</li> <li>2. Implement Health-System Highlights</li> </ol>
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