



## STRATEGIC PLAN

### VISION

MPhA is the voice representing all Maryland pharmacists as innovative and respected members of the healthcare team focused on the health and well-being of Maryland residents.

### MISSION

MPhA's mission is to strengthen the profession of pharmacy, advocate for all Maryland pharmacists and promote excellence in pharmacy practice.

### VALUES

- Health and well-being of Maryland residents
- Safe and effective use of medications and health care devices
- Collaboration among health care professionals and organizations
- Professional integrity and accountability
- Leadership development and innovation
- Responsible legislation and regulation
- Fellowship and collegiality in the pharmacy community
- History and tradition of Maryland Pharmacy

### PRIORITIES

- **Governance**
- **Membership Retention & Recruitment**
  - Inclusive of the pharmacy community
- **Member Value Proposition**
  - Advocacy
  - Communications
  - Continuing education
  - Networking
  - Professional development/visibility

## **I. ALIGN MPhA GOVERNANCE TO FACILITATE ORGANIZATIONAL GROWTH AND PHARMACY COMMUNITY ENGAGEMENT**

### **Define MPhA's cultural core.**

- Form task force to propose MPhA vision, mission and values by 5/2015

### **Revamp MPhA organizational structure to maximize transparency, efficiency and achievement of mission.**

- BOT Task force (include Constitution & Bylaws Committee Member) and staff to research and provide information to BOT 12/31/15

### **Develop proposal to address board composition and representation.**

- Task force (include C&B committee member) to present to BOT by 12/31/15

### **Develop, evaluate, and revise as needed the bylaws, policies and procedures to incorporate professional society best practices.**

- Executive Committee, staff and Constitution & Bylaws Committee to provide recommended changes
- Recommend organizational structure revisions at first HOD of 2016

### **Create pathways to organizational leadership development.**

- Identify and approve strategies for volunteer leadership development by 9/30/15
- Institute Board orientation program by 9/1/15
- Develop micro-leadership opportunities by 11/1/15
- Utilize committees to develop leadership opportunities 8/1/15

### **Develop the philosophy and position of MPhA on advocacy and ensure alignment of resources.**

- Guidance to be provided by Board of Trustees and Budget and Finance Committee by 11/1/2015

## **II. ENHANCE MEMBER VALUE PROPOSITION**

### **Invest in services and benefits that best address membership needs.**

- Survey membership and customers to identify needs by September 2015 BOT meeting
- Analyze member services and determine what should be discontinued or developed with a focus on advocacy, communications, continuing education, networking and professional development by November 2015 BOT meeting

### **Define and promote the member value proposition to attract all pharmacists.**

- Assess non-member needs by September 2015 BOT meeting
- Develop marketing package/materials based on value proposition to support recruitment and retention by December 2015 BOT meeting

**Increase communication by means of technology to pharmacists.**

- Evaluate current and possible communication methods by September 2015 BOT meeting
- Determine preference and frequency of communications by November 2015 BOT meeting

**Increase networking (social and mentoring) opportunities by one event each year for 2016, 2017 and 2018.**

- Identify attractive networking events that promote the membership value proposition by November 2015 BOT meeting

**Increase live CE programs by three per year, throughout the state to address staff pharmacist learning needs.**

- Involve membership and non-members to identify educational needs

**III. INCREASE PHARMACIST COMMUNITY MEMBERSHIP RECRUITMENT AND RETENTION**

**Attain membership of at least 10% of total pharmacists registered; and 10% of new technicians registered each year by the Maryland Board of Pharmacy by 2018.**

**Convert 20% of complimentary memberships, given to recent graduates, to NPN members each year.**

**Achieve and maintain at least an 82% retention rate of pharmacist and technician members each year.**

**Retain 80% of 2-5 year NPN members each year.**

- Utilize technology and social media to inform, engage and connect membership
- Utilize segmented marketing to highlight member services and benefits
- Engage members to promote benefits of MPhA membership and engagement
- Increase member connection to MPhA