Enable Pharmacists to Improve Patient Care

- Expand the number of competent senior care pharmacists practicing pharmaceutical care in all practice settings to meet the current and future needs of patients they serve.
- Ensure pharmacists' directed patient centered medication management across all care settings
- Increase the public's awareness to pharmacist directed services

Maximize Value to Members

- Provide education that fosters and supports the progressive development of the knowledge, expertise and skills needed to provide optimal medication management for all older adults.
- Support the needs of ASCP's diverse membership to ensure the highest level of member satisfaction and engagement
- Engage in legislative and regulatory activities to advocate for the sustainable role of pharmacist directed care.
- Optimize the members’ experience.
- Enhance members’ awareness of new and expanding markets

Ensure the Sustainability of the Society

- Position ASCP as the leading membership organization for pharmacists who seek to gain professional excellence and to provide optimal medication management for all older persons.
- Foster a leadership culture to inspire member involvement in the continuing growth of the society
- Maintain responsible fiscal management of the society.

Mission

Empowering pharmacists to promote healthy aging through the appropriate use of medications.

Vision

Achieving safe, effective, and appropriate use of medications by all aging adults.
## Strategic Priority Areas

<table>
<thead>
<tr>
<th>Strategic Priority Areas</th>
<th>SMART Goals</th>
<th>Tactics</th>
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<tbody>
<tr>
<td>1.1 Expand the number of competent senior care pharmacists practicing pharmaceutical care in all practice setting to meet the current and future needs of patients they serve.</td>
<td>1.1 In the next 18 months, increase the number of pharmacists that complete the geriatric pharmacy review course by 5%. In the next 18 months, package at least 2 products that increase the competence and services of senior care pharmacists.</td>
<td>- Develop and implement a marketing plan targeting new groups of pharmacists interested in providing senior care and consultant pharmacy services. - Market our CE products (develop a special package) to: community pharmacists; colleges of pharmacy; geriatric residency programs. - Explore the revision and expansion of the MTM resources (e.g. CMR/MTM toolkit).</td>
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<td>1.2 Ensure pharmacist-directed patient-centered medication management across all care settings.</td>
<td>1.2 Engage 1 organizations that can help promote the consultant pharmacist's role in improving patient care through medication management within 12 months.</td>
<td>- Identify areas for collaboration such as those in ALFs or other professional organizations focusing on meeting the needs of older adults. (e.g. AMDA, AGS, GAPNA, NCOA) - Advocate for the reimbursement and involvement of pharmacists in PA-LTC Antimicrobial stewardship.</td>
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<td>1.3 Increase the public's awareness to pharmacist directed services.</td>
<td>1.3 Increase the number of hits on the senior care pharmacist referral network by 5% over 2 years.</td>
<td>- Revise seniorcarepharmacist.com - Develop a marketing plan to increase public awareness using a multifaceted approach (e.g. social media, public awareness campaigns).</td>
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## MAXIMIZE VALUE TO MEMBERS

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| 2.1 Provide education that fosters and supports the progressive development of the knowledge, expertise, and skills needed to provide optimal medication management for all older adults. | 2.1 Develop and implement an education program to improve senior care pharmacists' core competencies by December 2017. | • Identify core competencies for consultant pharmacy practice by the end of 2017.  
• Map current courses to curriculum guide and core competencies.  
• Identify gaps and develop courses.  
• Promote the core competencies to potential users/customers/institutions. |
| 2.2 Support the needs of ASCP's diverse membership to ensure the highest level of member satisfaction and engagement. | 2.2 Improve overall member satisfaction by 5% over 2 years. | • Establish baseline satisfaction (survey) by end of year 2017.  
• Repeat the survey by end of year 2018.  
• Use feedback from SIGs to target products and services to fulfill member needs. |
| 2.3 Engage in legislative and regulatory activities to advocate for the sustainable role of pharmacist directed care. | 2.3 Increase the number of members in the grassroots network by 10% over 12 months. | • Educate members about the grassroots network.  
• Create easy access to grassroots information and action center about pharmacist directed care. |
| 2.4 Optimize the member's experience. | 2.4a Establish a special interest group (SIG) program within 12 months  
2.4b Increase overall page views on ascp.com by 10% over a 12 month period. | • Utilizing “Your Membership” operating system technology to facilitate SIG communication networks  
• Provide SIG in person meeting opportunities at annual meetings.  
• Use feedback from SIGs to target products and services to fulfill member needs. |
| 2.5 Enhance members' awareness of new and expanding markets | 2.5 Provide at least 2 webinars focusing on new and expanding markets within the next 12 months. | • Engage leadership committee and stakeholders to develop and promote these webinars.  
• Interact with other key stakeholders (e.g. PCMH, ACO) to develop demonstration programs and/or evaluate existing programs  
• Further exploration and collaboration on MTM opportunities in the PA-LTC setting. |
### ENSURE THE SUSTAINABILITY OF THE SOCIETY

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| 3.1 Position ASCP as the leading membership organization for pharmacists who seek to provide optimal medication management for all older persons. | 3.1. Increase the “active” membership category by 500 over 12 months. | • Deliver new ascp.com website (AMS, CMS, LMS) in 2016.  
• Position/package/market CE, GPR material, Annual Meeting offerings for community or hospital practice (re-inforce ASCP’s role in educating Senior Care Pharmacists practicing wherever seniors reside (i.e., outside the NH)) |
| 3.2 Foster a leadership culture to inspire member involvement in the continuing growth of the society | 3.2a Develop 3 tactics to increase leadership involvement within the next 12 months.  
3.2b Identify at least 10 new leaders within 12 months.  
3.2c Cultivate leadership pipeline and development through at least one training program within the next 12 months. | • Require all board and chapter leadership training be completed annually  
• Develop a process to have members submit their interest in leadership.  
• Identify ways to simplify and assess active committee participation.  
• Utilize current leadership to foster development of future leaders.  
• Develop an On-Boarding program for all members involved in an ASCP committee within 1 year. Program would entail a required on-line program that welcomes them to ASCP, gives them the history and opens the door for a continued relationship. |
| 3.3 Maintain responsible fiscal management of the society. | 3.3a Deliver 100% of monthly fiscal reports to National BOD and State Chapter Leaders within 30 days following month end close.  
3.3b Increase the revenue by 40% annually. | • Increase rental square footage and reduce rental vacancies  
  o Complete retenant analysis  
  o Improve building infrastructure and esthetics.  
• Leverage the investment in new operating systems to increase the number of online CE hours completed by members.  
• Develop & Deliver at least one new or updated pharmacy practice Boot Camp for member development each year.  
• Develop existing meeting opportunities for pharmacist to participate in special interest forums |