

# 2020-2023 KPhA STRATEGIC PLAN

## MISSION

To advocate and advance the pharmacy profession to improve the health of Kentuckians.

## VISION

Building a unified profession with pharmacists valued as the medication experts in an interprofessional healthcare team.

## GOALS

<b>HEALTH AND WELL-BEING</b> Promote the health, safety, and well-being of pharmacists and pharmacy technicians in all workplace environments to improve the quality of patient care.	<b>ADVOCACY</b> Be an active voice for the pharmacy profession to enhance cost-effective patient care and promote proper recognition and compensation for professional services provided.	<b>EDUCATION AND RESEARCH</b> Be the hub for providing and connecting members to resources for professional development and patient-centered practice advancement.	<b>MEMBERSHIP</b> Enhance KPhA governance, activities, events, and revenue through increased membership and engagement.	<b>COLLABORATION</b> Promote collaborative, interprofessional relationships with other health care professionals, regulators and legislators to improve patient outcomes.
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## KEY STRATEGIES

<ol style="list-style-type: none"><li>1. Create a Pharmacy Work Environment Advisory Committee to which pharmacy professionals can report safety and well-being issues caused by their work environment to the Kentucky Board of Pharmacy.</li><li>2. Collect and analyze information and data on work environments in KY pharmacies to determine and address their impact on pharmacy professionals' health and well-being.</li><li>3. Develop and deliver training and resources focused on workplace issues and conditions that affect the overall health and well-being of pharmacy professionals.</li></ol>	<ol style="list-style-type: none"><li>1. Enhance KPhA's internal capacity and resources to effectively advocate for legislation that enables pharmacists to cost-effectively serve their patients and provide compensation for clinical services.</li><li>2. Create regular opportunities for KPhA members and stakeholders to interact with legislators at the local, district, state, and federal levels.</li><li>3. Build a robust strategic communications plan and online platforms that enable KPhA to mobilize its members and stakeholders to educate legislators, regulators, and the public on the value of pharmacy professionals as providers of direct patient care.</li></ol>	<ol style="list-style-type: none"><li>1. Create a KPhA Center of Excellence to serve as the statewide resource for innovation, up-to-date therapies, best practices, research, and public education in the prevention, treatment, and improvement of disease.</li><li>2. Develop and expand the use of technology and online resources to offer pharmacy continuing education, professional development activities, and patient resources.</li><li>3. Promote and pursue research and related funding opportunities that improve patient care and practice advancement.</li></ol>	<ol style="list-style-type: none"><li>1. Annually increase the growth and retention of paid KPhA memberships across all practice areas and settings.</li><li>2. Enhance the engagement of KPhA members at the local, regional, and state levels through multiple opportunities for involvement on committees and board positions, grassroots networking, expansion of the Ambassador program, and interactions on social media platforms.</li><li>3. Enhance the use of the KPhA website, software, and online tools to more easily meet the needs of KPhA members and provide KPhA leadership with more accurate data.</li></ol>	<ol style="list-style-type: none"><li>1. Create an interprofessional KPhA committee comprised of identified individuals from multiple disciplines and perspectives to provide advice and counsel on ways to promote opportunities and develop resources for collaboration.</li><li>2. Create and implement a database that identifies and connects the key stakeholders and influencers in all areas and disciplines that impact the pharmacy profession and pharmaceutical industry in Kentucky.</li><li>3. Convene and host interprofessional events across Kentucky to share understanding, resources and expertise that promotes collaborative solutions to the healthcare needs of Kentuckians.</li></ol>
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