ASHP Vision

ASHP’s vision is that medication use will be optimal, safe, and effective for all people all of the time.

ASHP Mission

The mission of pharmacists is to help people achieve optimal health outcomes.

ASHP helps its members achieve this mission by advocating and supporting the professional practice of pharmacists in hospitals, health systems, ambulatory clinics, and other settings spanning the full spectrum of medication use.

ASHP serves its members as their collective voice on issues related to medication use and public health.
2015 ASHP Strategic Plan

STRATEGIC PRIORITIES AND GOALS

Our Patients and Their Care

- Optimize Patients’ Medication Outcomes in All Settings of Care
- Advance Pharmacy Practice in Acute and Ambulatory Care Settings
- Facilitate the Preparation of the Pharmacy Workforce to Meet the Current and Future Needs of Patients
- Support the Continued Competence of Pharmacists and Pharmacy Technicians through the Provision of Contemporary Professional Development
- Advocate for Changes in Laws, Regulations, and Standards that Will Improve Patient Care
- Expand Pharmacy Practice in Ambulatory Clinics and Other Primary Care Settings
- Advance Patient Care and Pharmacy Practice in Small, Rural, and Underserved Settings
- Address the Needs and Interests of Pharmacists Who Practice in Multihospital Systems
- Help Members Address Issues Related to Specialty Pharmacy

Our Members and Partners

- Maintain a High Level of Member Satisfaction
- Grow ASHP Membership
- Help ASHP State Affiliates Facilitate Efforts to Improve Patient Care and Advance Pharmacy Practice
- Improve Member Affinity with ASHP through the Work of Component Groups
- Develop and Maintain Productive Partnerships with External Stakeholders and Customers
- Produce an Innovative and Timely Professional Journal, Website, Drug Information Compendium, and Other Publications that Meet the Needs of Members and Other Customers
- Improve the Discoverability of ASHP Digital Content Assets
- Engage in International Efforts that Support ASHP’s Mission and Priorities

Our People and Performance

- Sustain a Working Environment that Encourages Excellence, Supports Teamwork, and Breeds Innovation
- Maintain a Strong Sense of Staff Community, Staff Empowerment, and Workplace Satisfaction
- Maintain Effective Financial Management
- Maintain Effective and Energized Governance
- Effectively Manage Organizational Infrastructure
- Foster High-Performance Leadership and Management by Staff
Our Patients and Their Care

Goal 1
Optimize Patients’ Medication Outcomes in All Settings of Care

- Work assertively to help pharmacists improve patient care outcomes and transitions in all acute and ambulatory care settings.
- Leverage ASHP’s core strength in drug information and informatics to support optimal clinical decision-making and development of effective medication-use systems.
- Advocate for improvements in the medication information available to patients, enhanced patient education and counseling about medications, and stronger patient medication adherence efforts.
- Ensure an adequate and safe supply of drugs by advocating for supply chain improvements and providing information to members on supply chain issues.

Goal 2
Advance Pharmacy Practice in Acute and Ambulatory Care Settings

- Encourage and stimulate the implementation of the ASHP–ASHP Foundation Practice Advancement Initiative through the provision of education, tools, and research.
- Educate the public, healthcare administrators, other healthcare professionals, and policymakers about the unique roles and value of pharmacists.
- Continue to develop and disseminate guidelines, best practices, and professional policies that help pharmacists advance healthcare.
- Foster the creation of effective outcomes and productivity benchmarking tools and resources to allow for and achieve the most effective use of pharmacy resources.
- Provide education and resources to help pharmacists and pharmacy technicians assure the quality of the medication-use process.
- Advance efforts to use pharmacy technicians and information technology more effectively in and across all patient care settings.
- Provide education and resources to help pharmacists maximize their leadership skills and abilities.
Encourage accreditation of pharmacy practice settings by the Center for Pharmacy Practice Accreditation.

Continue to engage in efforts to address medication-related public health issues.

Continue to support the needs of pharmacists practicing in accountable care organizations, patient-centered medical homes, and other evolving healthcare delivery models.

Enhance the quality of the residency training experience by improving the ASHP residency accreditation process and standards.

Enhance the quality of the technician training experience by improving the ASHP accreditation process and standards.

Expand the number of accredited pharmacy residency and accredited pharmacy technician training programs.

Advocate that all pharmacy technicians complete an ASHP-accredited training program and become certified by the Pharmacy Technician Certification Board.

Promote and support board certification of specialists by identifying emerging specialty practice areas that are aligned with postgraduate training programs, developing preparatory education, and providing recertification programs.

Collaborate with key stakeholders on workforce planning to ensure a future workforce that is prepared to provide competent patient care and meet societal demands in evolving healthcare models.

Provide contemporary professional development that gives pharmacists the tools they need to succeed as practice and healthcare evolve.

Improve access to educational resources by providing programs using multiple formats.

Provide pharmacy technicians with a range of opportunities for professional development.

Offer education and professional development regarding safe and effective use of health information technology for pharmacists, pharmacy technicians, and other healthcare providers.
Goal 5
Advocate for Changes in Laws, Regulations, and Standards that Will Improve Patient Care

- Work in partnership with other pharmacy organizations and stakeholders to obtain provider status for pharmacists federally, at the state level, and through private payers.
- Help ASHP state affiliates influence laws and regulations.
- Leverage key provisions in the Affordable Care Act and educate members on the implementation of pharmacy-related provisions, including accountable care organizations, medical homes, and value-based purchasing programs.
- Advocate for laws and regulations that will improve the medication information available to patients, enhance patient education concerning their medications, and promote patient medication adherence efforts.
- Advocate for pharmacy technician licensure by all states.
- Advocate for best practices related to medication use and the role of pharmacists to The Joint Commission, National Quality Forum, and other key quality improvement, standards development, and health professional organizations.
- Advocate for a marketplace for pharmaceuticals that promotes the quality of patient care by ensuring access to affordable medications.
- Track, identify, and utilize trends in pharmacy practice to support advocacy efforts, education, and product development.
- Advocate with policymakers, standards-setting organizations, and other stakeholders for adoption of technologies, standards, and practices that improve the quality of patient care.

Goal 6
Expand Pharmacy Practice in Ambulatory Clinics and Other Primary Care Settings

- Foster member efforts to enhance, expand, and recognize the patient-care services provided by pharmacists in ambulatory clinics and other primary care settings.
- Work to establish pharmacists as one of the primary health-care providers managing chronic diseases with medications.
- Offer education, professional development, and networking opportunities for pharmacists and pharmacy technicians practicing in ambulatory clinics and other primary care settings.
- Advance efforts to implement recommendations from the ASHP Ambulatory Care Conference and Summit.
Goal 7
Advance Patient Care and Pharmacy Practice in Small, Rural, and Underserved Settings

- Continue to identify unique and innovative ways to engage ASHP members practicing in small, rural, and underserved settings in ASHP educational and volunteer activities.
- Collaborate with national organizations and stakeholder groups representing small, rural, and underserved interests in efforts to improve patient care and advance pharmacy practice in small, rural, and underserved settings.
- Support ongoing efforts to develop tools, resources, and best practices for pharmacists practicing in small, rural, and underserved settings.
- Help promote pharmacy practice in small, rural, and underserved settings as a unique, engaging, and rewarding career track.

Goal 8
Address the Needs and Interests of Pharmacists Who Practice in Multihospital Systems

- Continue to meaningfully engage pharmacists who practice in multihospital systems to ensure ASHP remains their professional home.
- Track and assess the unique needs of pharmacists who practice in multihospital systems to ensure that ASHP programs and products meet their current and future needs.
- Ensure that communications from ASHP clearly reflect the variety of ways ASHP serves pharmacists who practice in multihospital systems.

Goal 9
Help Members Address Issues Related to Specialty Pharmacy

- Engage practitioners and other experts to identify resources to support the range of member needs related to specialty pharmacy.
- Develop and offer education on the various facets of specialty pharmacy, using formats that result in broad access and enduring content.
- Continue to monitor the specialty pharmacy arena, assess implications, and provide leadership in support of patients and practitioners.
Goal 1
Maintain a High Level of Member Satisfaction

- Increase net promoter scores for all ASHP members.
- Offer signature programs that meet the needs of target member component groups and promote those programs to those groups.
- Expand and enhance opportunities to actively involve ASHP members through in-person and virtual engagement (e.g., as social media resources, poster reviewers, or journal reviewers).
- Build ASHP brand loyalty and member satisfaction by targeting strategic segments of members with relevant ASHP messages and resources.

Goal 2
Grow ASHP Membership

- Increase member recruitment through focused identification of prospects and targeted marketing.
- Increase member retention.
- Increase the conversion rate of student, resident, and new graduate members.

Goal 3
Help ASHP State Affiliates Facilitate Efforts to Improve Patient Care and Advance Pharmacy Practice

- Implement innovative strategies to maintain and strengthen ASHP affiliates.
- Increase participation of state affiliates in partnerships with ASHP, including advocacy and professional practice priorities.

Goal 4
Improve Member Affinity with ASHP Through the Work of Component Groups

- Expand the number of tools, resources, and educational experiences that will assist members in meeting their professional needs throughout the continuum of their careers.
- Enhance collaboration among pharmacy schools, state affiliates, and ASHP.
Foster and improve ASHP relationships with partner pharmacy organizations.
Increase outreach to organizations of other healthcare professionals to promote interprofessional patient care.
Effectively partner with healthcare accreditation bodies, quality improvement organizations, and other key stakeholders.

Effectively monitor, anticipate, and fulfill the information needs of members and customers.
Sustain or increase member and customer satisfaction with content and format options.
Continue to pursue technologic advances to serve members and customers.

Continue to identify and implement technologies and best practices to provide a more effective search and retrieval experience for visitors to ASHP websites.
Continue to develop applications that enable key external audiences to discover ASHP content.

Expand the presence of ASHP’s products in the international market.
Increase the number of ASHP-accredited pharmacy residency programs outside the United States.
Share ASHP initiatives with international pharmacy colleagues through active engagement efforts at meetings and events and through other communication channels.
Our People and Performance

Goal 1
Sustain a Working Environment that Encourages Excellence, Supports Teamwork, and Breeds Innovation

- Ensure an ongoing corporate strategy that rewards and supports innovation, excellence, and teamwork to benefit members.
- Engage in continuous quality improvement for all major ASHP programs and initiatives.
- Continue to develop programs to ensure that all staff members understand pharmacy practice in acute and ambulatory care settings in order to best serve and relate to members.
- Recruit and retain qualified staff to advance ASHP’s goals and objectives.
- Ensure a competitive compensation policy and plan for staff at all levels of the organization.

Goal 2
Maintain a Strong Sense of Staff Community, Staff Empowerment, and Workplace Satisfaction

- Maintain a workplace culture that encourages, recognizes, and rewards staff achievements and excellence.
- Empower staff to recommend and develop opportunities for improvement.
- Provide professional development for staff.
- Promote fairness, teamwork, recognition, and active participation by staff to achieve a purposeful and positive work environment.
- Continue to offer wellness programs for staff that foster lifelong healthy behaviors.

Goal 3
Maintain Effective Financial Management

- Assure a fiscally responsible annual budget process that accurately forecasts revenues and expenses, prioritizes allocation of resources in alignment with strategic priorities, and ensures a strong financial basis for ASHP operations.
- Meet or exceed budgeted revenue goals, while keeping expenses at or below budget.
- Continue to develop new revenue-generating products and services to support member needs and sustain financial viability.
Implement Task Force on Organizational Structure recommendations regarding ASHP's membership organizational structure and policymaking process.

Provide ongoing development of Board members and officers on governance best practices.

Identify and cultivate future leaders and encourage their active participation in ASHP.

Provide continuing opportunities to ASHP's past officeholders and appointees to contribute to ASHP activities and initiatives.

Expand opportunities for members to participate in ASHP governance through greater use of technology.

Effectively leverage technology solutions to enhance operational excellence.

Maintain the physical structure and value of the ASHP building for both ASHP and its tenants to maximize revenue generation.

Maintain a comprehensive corporate compliance program.

Empower staff to respond directly to member inquiries and resolve problems.

Utilize staff committees and staff membership on decision-making bodies to engage staff.

Continue to identify, embrace, and promote new and emerging management and leadership best practices.

Foster opportunities for staff to enhance leadership skills and abilities, and to apply them to their day-to-day work.