

# Mission Statement

The mission of the Pharmacy Society of Wisconsin is to provide leadership in advocacy, education and pharmacy practice that improves patient care through the safe and effective use of medications. Our Mission includes:

- Leadership in change management.
- Patient care and public awareness.

- Advocacy for pharmacy professionals.
- Member support through programs, services and communications.
- Expansion and growth of the Pharmacy Society of Wisconsin as a central forum for pharmacy professionals within all health care networks.

## 2006-07 PSW Goals and Objectives

### GOAL 1: Promote the Continued Development and Advancement of Pharmacy Practice Within the Wisconsin Health Care System.

#### CONTINUING PHARMACY EDUCATION

##### *Objectives:*

1. Provide convenient access to contemporary professional education programming of interest and relevance to PSW members through program development and offerings.
2. Support the profession's quality assurance process for continuing pharmacy education through service as an ACPE approved provider of continuing education.
3. Provide a meaningful system of co-sponsorship of continuing education programs to interested Wisconsin health care systems and organizations.

#### PHARMACY PRACTICE SPECIALTIES

##### *Objectives*

1. Facilitate the sharing of information and pursuit of practice activities unique to some members of PSW through PSW's Sections and Practice Interest Networks (PINs).
2. Consider practice specialty areas in the development and offering of programming offered at PSW's conferences.
3. Recognize the importance of pharmacy practice specialties to the advancement of Wisconsin pharmacy generally and facilitate the involvement of practice specialists in PSW.

#### PUBLIC EDUCATION/MEDIA OUTREACH

##### *Objectives:*

1. Provide PSW members with information and strategies that can be used by them to educate consumers and other health professionals about the value of pharmacy practice and the appropriate use of pharmaceuticals.
2. Prepare a media communications strategy that provides regular and consistent information to major media contacts in Wisconsin on pharmacy practice issues.
3. Develop a grassroots network of PSW members who are interested and willing to serve as local media contacts.

#### PHARMACY PRACTICE BUSINESS DEVELOPMENT

##### *Objectives:*

1. Provide a support system for Wisconsin pharmacy practices desirous of offering enhanced clinical services.
2. Evaluate options to offer a business mechanism (pharmacy network, QA service, etc ) to promote and connect Wisconsin pharmacy practices with health care purchasers
3. Expand the provision of business incentives for pharmacy practices to offer expanded clinical services.
4. Assist Wisconsin health care purchasers in the design and offering of payment systems that incent and reward quality services.

### PROFESSIONAL DEVELOPMENT OF PHARMACY STUDENTS, PHARMACY RESIDENTS, NEW PRACTITIONERS

##### *Objectives:*

1. Provide information, support and services that further the professional development of Wisconsin pharmacy students and enables their participation in PSW.
2. Engage the involvement of the directors of Wisconsin pharmacy residency programs and create tools to support residency program offerings and the involvement of pharmacy residents in PSW.
3. Provide focused attention toward the recruitment and involvement of recent pharmacy school graduates in PSW and further their professional development.

### GOAL 2: Provide a Meaningful Advocacy Program in Support and Promotion of Wisconsin Pharmacy Practices and PSW Priorities.

#### STATE LEGISLATION AND REGULATION

##### *Objectives:*

1. Provide a system for PSW to engage its members in the creation and promotion of a pro-active public policy agenda.
2. Be prepared and capable to respond to legislative or regulatory threats to the practice of pharmacy in Wisconsin.
3. Provide a consistent and credible source of information on pharmacy practice issues for Wisconsin policy makers.
4. Provide a mechanism for grassroots issue advocacy that involves pharmacists and other PSW members throughout the state.
5. Offer a robust system of support to pro-pharmacy candidates seeking election to state office.

#### FEDERAL LEGISLATION AND REGULATION

##### *Objectives:*

1. Provide a system of input to and support of policy items of importance to PSW's national affiliates.
2. Maintain and utilize a system to efficiently communicate with the members of the Wisconsin congressional delegation on items of importance to PSW members.

#### PUBLIC/MEDIA

##### *Objectives:*

1. Develop and maintain a Wisconsin media health care contact system.
2. Prepare a communications plan for PSW; including format and schedules for press releases, business member communications, and individual member communications.

#### ALLIED HEALTH CARE ORGANIZATIONS

##### *Objectives:*

1. Develop and maintain meaningful interaction and dialogue with the other leading Wisconsin health care organizations.

2. Present written material to allied health care groups that illustrates or explains PSW's key advocacy items
3. Pursue the development of health care coalitions in support of PSW's key advocacy areas.
4. Facilitate the meeting of staff and volunteer leaders of key health care organizations to address issues of common interest

#### HEALTH CARE PURCHASERS

##### *Objectives:*

1. Provide key Wisconsin health care purchasers information and tools that support and facilitate payment for pharmacist services.
2. Provide all purchasers information on how to work with Wisconsin pharmacies to best manage the pharmacy benefit within their health plan, effectively creating a pharmacy advisory committee through PSW.

### **GOAL 3: Develop and Maintain the Organizational Resources Necessary to Conduct the Business of the Organization and to Provide a Unified Voice for Wisconsin Pharmacy.**

#### INDIVIDUAL MEMBERSHIPS

##### *Objectives:*

1. Reach established membership recruitment and renewal goals through defined strategies.
2. Implement priority recommendations of PSW membership committee
3. Solicit and maintain membership involvement of UW School of Pharmacy practice faculty and role modeling for pharmacy students.
4. Maintain accurate and comprehensive membership data for targeted member communications and services.

#### PHARMACY BUSINESS SUPPORT

##### *Objectives:*

1. Establish and achieve business membership recruitment goals.
2. Provide regular communications uniquely to PSW business members and with market differentiation as possible.
3. Create annual report of business activities and distribute to business support members and prospects.
4. Facilitate interaction among key members of each pharmacy market segment and regularly determine services PSW can provide and issues PSW can address that are important to the market segment

#### CORPORATE SPONSOR PROGRAM

##### *Objectives:*

1. Formalize the corporate sponsor program and material to engage the support of PhRMA companies for PSW educational programs.
2. Implement the priority recommendations of the PSW corporate sponsor committee.
3. Provide corporate sponsor company representatives the opportunity to provide input and ideas for PSW programs and conferences.

#### MEMBER SERVICE

##### *Objectives:*

1. Establish multiple and diverse methods for PSW members to efficiently and effectively influence PSW policies, priorities and activities.

2. Provide a known opportunity to PSW individual members and business members to raise questions to the PSW office and receive prompt expert replies whenever possible.
3. Create and provide a member survey on satisfaction with PSW member services and identification of issues for PSW to address

#### LEADERSHIP DEVELOPMENT

##### *Objectives:*

1. Provide a process to identify and assist in the professional development of formal leaders for PSW.
2. Provide orientation for new PSW Board members.
3. Provide mechanism for PSW Board planning and activity prioritization.
4. Support and facilitate the meeting between PSW leaders and representatives of other key pharmacy organizations.
5. Offer and support leadership and professional development program for PSW members.
6. Develop and maintain communication with past PSW presidents and Board members on key PSW activities and issues.

#### OPERATIONS

##### *Objectives:*

1. Maintain an office with the necessary capital, equipment and staff to conduct the business of the organization and achieve its priorities.
2. Consider methods to expand the activities pursued by PSW's subsidiary organizations in support of PSW's priorities

### **GOAL 4: Provide Specific Services, Products and Information that are Valued by PSW Members.**

#### MEMBER COMMUNICATIONS

##### *Objectives:*

1. Develop and maintain a formal PSW communications plan and related strategies for PSW member communication products.
2. Utilize both print and electronic media to communicate with and between PSW members.

#### PROFESSIONAL RECOGNITION

##### *Objectives:*

1. Provide and maintain a meaningful system to recognize professional and service excellence among PSW members.
2. Provide mechanisms to showcase successful Wisconsin pharmacists and Wisconsin pharmacy practices and facilitate PSW members learning from one another.

#### MEMBER FORUMS

##### *Objectives:*

1. Use both real and virtual formats to enable PSW members to communicate and interact with one another.
2. Present PSW activities in a business forum in each of PSW's major conferences and enable PSW members to discuss issues of importance directly with PSW's officers.

#### LOCAL AND NATIONAL SERVICE

##### *Objectives:*

1. Provide support to PSW members who strive to support and contribute to the leadership of other pharmacy organizations.
2. Seek and build collaborative working relationships with other organizations to best serve PSW members and advance the practice of pharmacy in Wisconsin and the nation. ●