



## 2021 - 2022 Strategic Plan

The Iowa Pharmacy Association is the state society representing the profession of pharmacy in Iowa, united for the purpose of promoting safe and effective medication use to improve the health of patients. Established in 1880 and strengthened in 1999 through unification with the Iowa Society of Health-System Pharmacists, the Iowa Pharmacy Association preserves and advances the interests of the profession and serves the professional needs of all pharmacists, student pharmacists, and pharmacy technicians.

### IPA Mission Statement

The Iowa Pharmacy Association empowers the pharmacy profession to improve the health of our communities.

### IPA Vision

The Iowa Pharmacy Association is the respected voice for all pharmacy professionals in Iowa and the leader in transforming the practice of pharmacy.

### IPA Values

- Collaboration:** Proactively partnering with IPA members and all key stakeholders.
- Engagement:** Nurturing a culture where members actively receive, participate, and give back.
- Excellence:** Representing and serving our membership with utmost professionalism.
- Inclusion:** Welcoming all members, promoting diversity, and learning from all perspectives.
- Innovation:** Advancing strategic goals in Iowa with inspired, creative solutions.
- Integrity:** Fostering trust by exemplifying mutual respect and truthfulness in serving our members.
- Leadership:** Training the future generation of leaders to inspire and influence others.



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At the end of 2020, IPA engaged stakeholders in a strategic planning process designed to establish organizational priorities and goals and develop a two-year roadmap to achieve them. The current COVID-19 public health pandemic, the rapid pace of change in healthcare, and the way associations conduct business require that we closely evaluate, “Where does IPA want to go and how does IPA get there?” This document is designed to move IPA forward and ensure the Association and our programs remain synonymous with our values in two thematic areas: *Practice Transformation and Amplified Voice*.

**Goals:** Broad targets designed to take IPA in a desired strategic direction. The goals in this strategic plan align with our day-to-day work, moving IPA forward to meet our members’ evolving needs.

**Strategies:** Directives to drive towards the target goals in the strategic plan.

**Action Steps:** Activities and programs that build capacity for executing the strategies and achieving the goals.

### PRACTICE TRANSFORMATION

*Iowa is recognized and respected as a leader in innovative pharmacy practice. The COVID-19 public health pandemic has highlighted pharmacists’ role as front-line healthcare providers responding to the needs of their communities and health systems. IPA places a strategic emphasis on initiatives and resources that enable pharmacy practices to transform. This allows pharmacists and pharmacy technicians to practice at the highest level of patient care and recognizing pharmacists as healthcare providers with appropriate payment for their services.*

Goals	Strategies	Action Steps
Pharmacists and pharmacy technicians practice at the highest level of their training and receive appropriate payment for the value and services they provide.	<ul style="list-style-type: none"> <li>Assist in the development of new payment models for pharmacist services.</li> <li>Promote new payment models to ACOs (affordable care organizations), employers, private and public sector payers.</li> <li>Advocate for pharmacist provider status to state and federal policymakers</li> <li>Modernize Iowa’s Pharmacy Practice Act through legislative action.</li> <li>Address rural healthcare workforce trends for pharmacists, pharmacy technicians and support staff.</li> </ul>	<ul style="list-style-type: none"> <li>Highlight pharmacists’ role in the COVID-19 pandemic specific to testing, vaccinations, and therapies.</li> <li>Secure grant funding to advance pharmacists’ role in public health initiatives.</li> <li>Assist Iowa pharmacists with provider enrollment and credentialing with payers and networks as appropriate.</li> <li>Continue collaboration with and support for CPESN-IA.</li> <li>Garner consensus on the Iowa Practice Act Task Force recommendations and advance the task force objectives.</li> <li>Educate pharmacists and pharmacy technicians on TPV (technician product verification) and immunization administration.</li> </ul>



		<ul style="list-style-type: none"> <li>Promote and support innovative opportunities surrounding pharmacist and pharmacy technician’s role with telehealth and telepharmacy.</li> </ul>
Pharmacists’ role as valued, respected members on the healthcare team is supported with appropriate compensation and resources to perform their responsibilities.	<ul style="list-style-type: none"> <li>Promote integration of pharmacists as valued members of the healthcare team.</li> <li>Advocate for pharmacist provider status in the legislature and with public and private sector payers.</li> </ul>	<ul style="list-style-type: none"> <li>Collaborate with healthcare organizations in Iowa on shared public health initiatives, COVID-19 and others.</li> <li>Participate in grant programs that demonstrate pharmacist’ value/role in chronic and acute care management</li> <li>Utilize Iowa-specific StepsForward toolkit to promote team-based care models.</li> <li>Provide public education through social media, profession-wide campaigns, and stakeholder coalitions.</li> </ul>

## AMPLIFIED VOICE

*IPA is most successful when our members are actively engaged, our membership grows, and the strength of our voice is amplified. With an amplified voice, IPA advances our strategic goals, and the organization can grow and evolve to meet the diverse needs of our members. As the sole organization representing pharmacy professionals in all practice settings and in all regions of the state, IPA’s voice advocates for the pharmacy profession in Iowa to key stakeholders, including legislators, regulatory agencies, healthcare providers and the general public. IPA leverages its respected reputation, cultivates critical relationships, and activates an engaged grassroots network to advance pharmacy practice, serve the profession, and ultimately improve health outcomes.*

Goals	Strategies	Action Steps
IPA’s grassroots advocacy is intensified in all pharmacy settings through members’ active participation in legislative issues.	<ul style="list-style-type: none"> <li>Establish an advocacy agenda that increases access to pharmacist services, protects the public, and fosters practice transformation opportunities.</li> <li>Prioritize policy changes related to COVID-19 to emphasize the important role of pharmacists and pharmacy technicians in public health.</li> <li>Strengthen relationships with other stakeholder groups and coalitions on shared priorities.</li> <li>Grow participation in IPA’s ‘Champion Advocate’ program to cover all 150 legislative districts.</li> <li>Increase IPPAC (Iowa Pharmacy Political Action Committee) contributions that are</li> </ul>	<ul style="list-style-type: none"> <li>Advance legislative priorities that were part of COVID-19 relief packages and proclamations related to pharmacy.</li> <li>Highlight IPA member stories related to providing care and access to services throughout the COVID-19 pandemic.</li> <li>Collect data and support members in seeking civic or elected leadership positions.</li> <li>Expand value for greater participation in IPA’s Champion Advocates program.</li> <li>Implement three new fundraising activities to strengthen the IPPAC.</li> <li>Adopt legislative priorities/introduce legislation to expand scope of pharmacist practice</li> </ul>



	<p>delivered by IPA members to candidates in their district.</p>	<ul style="list-style-type: none"> <li>• Advocate for transparent drug pricing models and the implications of SCOTUS case (Rutledge vs. PCMA) on Iowa pharmacies</li> </ul>
<p>The relevance of IPA programs and initiatives leads to increased member engagement.</p>	<ul style="list-style-type: none"> <li>• Ensure DEI (diversity, equity, and inclusion) is visible in all initiatives and programs.</li> <li>• Broaden input from pharmacists across diverse practice settings.</li> <li>• Expand IPA volunteer opportunities through committees, task forces, and member forums.</li> <li>• Recruit new members in all membership categories including Informed, Connected, and Engaged pharmacist tiers.</li> <li>• Demonstrate relevance and value to Business Partner, Pharmacist, Technician, Student Pharmacist and Associate members.</li> <li>• Offer innovative opportunities for statewide participation and engagement through traditional, virtual, and hybrid events.</li> </ul>	<ul style="list-style-type: none"> <li>• Offer education and resources for DEI, cultural competence, unconscious bias, and health disparities.</li> <li>• Launch unique opportunities for networking and practice-specific issues, including member forums.</li> <li>• Expand offerings for residents, preceptors, and residency program directors in IPA.</li> <li>• Incorporate personalized campaigns to target interest areas, including pharmacists seeking career pivots.</li> <li>• Ensure that IPA marketing and communications is reflective and inclusive of a diverse membership.</li> </ul>
<p>The public perception of pharmacists' role is positively influenced to promote pharmacists as integral members of the healthcare team.</p>	<ul style="list-style-type: none"> <li>• Expand reputation as a respected leader within the profession of pharmacy and among other healthcare organizations.</li> <li>• Highlight pharmacists' impact on health outcomes, public health, and the COVID-19 pandemic.</li> <li>• Showcase pharmacy career opportunities to increase interest in the pharmacy profession.</li> <li>• Develop external champions to promote pharmacists' role in the healthcare team.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with public health advocates.</li> <li>• Optimize media and public relations to influence the public's view of pharmacists' role in healthcare.</li> <li>• Continue strong grassroots advocacy, personal relationships, and pharmacy visits with policy makers.</li> <li>• Highlight pharmacists' essential roles during COVID-19 pandemic to our members and broader audience.</li> <li>• Gain testimonials from patients to spotlight value provided by the profession.</li> </ul>