



2023 - 2024 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 2022, the IPA Board of Trustees engaged in a strategic planning process designed to establish organizational priorities and goals and develop a two-year roadmap to achieve them. The COVID-19 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 three thematic areas: *Practice Transformation, Innovation & Growth, 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 pandemic highlighted pharmacists’ role as front-line healthcare providers responding to the needs of their communities and health systems. IPA places emphasis on initiatives and resources that transform practice settings to support pharmacist care delivery and pharmacist well-being. Pharmacists and pharmacy technicians should practice at the highest level of their training and pharmacists should be recognized 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.	<ul style="list-style-type: none"> Advocate for pharmacist provider status to state and federal policymakers Modernize Iowa’s Pharmacy Practice Act through legislative action. Address rural healthcare workforce trends for pharmacists, pharmacy technicians and support staff. Improve patient access to pharmacist services in ambulatory care clinics. Optimize medication use and access through pharmacist prescribing. 	<ul style="list-style-type: none"> Secure grant funding to advance pharmacists’ and pharmacy technician roles in public health initiatives, including Community Health Worker training. Continue collaboration with and support for CPESN-IA. Educate pharmacists and pharmacy technicians on the standard of care regulatory model.



		<ul style="list-style-type: none"> ● Promote and support innovative opportunities surrounding pharmacist and pharmacy technician’s role with telehealth and telepharmacy. ● Launch Iowa PAI 2030 Task Force. (Practice Advancement Initiative 2030 – ASHP)
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Innovation & Growth

Throughout IPA’s history, the Association has provided leadership in the state of Iowa and nationally. The Association’s core value of innovation cultivates entrepreneurship, research, and growth of pharmacists’ practice. Utilizing technology, seeking diverse revenue streams, and providing engagement opportunities will continue to place IPA in the top tier of membership organizations in the pharmacy profession.

Goals	Strategies	Action Steps
<p>The relevance of IPA programs and initiatives leads to increased member engagement.</p>	<ul style="list-style-type: none"> ● Ensure DEI (diversity, equity, and inclusion) is visible in all initiatives and programs. ● Broaden input from pharmacists with diverse backgrounds and practice settings. ● Expand IPA volunteer opportunities through committees, task forces, and member forums. ● Recruit new members in all membership categories including Informed, Connected, and Engaged pharmacist tiers. ● Demonstrate relevance and value to Business Partner, Pharmacist, Technician, Student Pharmacist and Associate members. ● Offer innovative opportunities for statewide participation and engagement through traditional, virtual, and hybrid events. 	<ul style="list-style-type: none"> ● Align IPA Advisory Committees with strategic plan pillars. ● Continue networking opportunities for practice-specific issues, including member forums and The Bridge. ● Expand offerings for residents, preceptors, and residency program directors in IPA. ● Ensure that IPA marketing and communications is reflective and inclusive of a diverse membership. ● Expand offerings to non-members to introduce IPA and the value. ● Highlight the value of IPA to pharmacists in unique career positions.
<p>Pharmacists’ role as valued, respected members on the healthcare team is supported with resources to perform their responsibilities.</p>	<ul style="list-style-type: none"> ● Ensure all patients receive seamless and coordinated pharmacy services at all transitions of care. ● Promote integration of pharmacists as valued members of the healthcare team. ● Advocate for pharmacist provider status in the legislature and with public and private sector payers. 	<ul style="list-style-type: none"> ● Collaborate with healthcare organizations in Iowa on shared health initiatives. ● Participate in grant programs that demonstrate pharmacist’ value/role in chronic and acute care management. ● Provide public education through social media, profession-wide campaigns, and stakeholder coalitions.



	<ul style="list-style-type: none"> Empower pharmacy professionals to support their well-being in order to provide patient care and address healthcare worker burnout. 	<ul style="list-style-type: none"> Provide trauma-conscious care education to pharmacy professionals.
Pharmacists and pharmacy technicians receive appropriate payment for the value and services they provide.	<ul style="list-style-type: none"> Assist in the development of new payment models for pharmacist services. Leverage and utilize technology to optimize provision of pharmacist care to patients. 	<ul style="list-style-type: none"> Assist Iowa pharmacists with provider enrollment and credentialing with payers and networks as appropriate. Promote value-based, cash-based and fee-for-service payment models to ACOs (affordable care organizations), employers, private and public sector payers for pharmacy services.

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 evolve to meet the diverse needs of our members. As the sole organization representing pharmacy professionals in 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 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"> Establish an advocacy agenda that increases access to pharmacist services, protects the public, and fosters practice transformation opportunities. Strengthen relationships with other stakeholder groups and coalitions on shared priorities. Grow participation in IPA's 'Champion Advocate' program to cover all 150 legislative districts. Increase IPPAC (Iowa Pharmacy Political Action Committee) contributions that are delivered by IPA members to candidates in their district. 	<ul style="list-style-type: none"> Highlight IPA member stories related to providing patient care. Collect data and support members in seeking civic or elected leadership positions. Expand value for greater participation in IPA's Champion Advocates program. Implement three new fundraising activities to strengthen the IPPAC. Collaborate with the Board of Pharmacy on updates to IAC 657 – Board of Pharmacy rules. Ensure PBM complaints are filed by IPA members and regulations by the Iowa Insurance Division are enforced.



	<ul style="list-style-type: none"> • Advocate and serve as a resource to state agencies including DIAL, DHHS, IID and the Board of Pharmacy. 	<ul style="list-style-type: none"> • Advocate for transparent drug pricing models.
<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"> • Expand reputation as a respected leader within the profession of pharmacy and among other healthcare organizations. • Highlight pharmacists' impact on health outcomes, public health, and the COVID-19 pandemic. • Showcase pharmacy career opportunities to increase interest in the pharmacy profession. • Develop external champions to promote pharmacists' role in the healthcare team. 	<ul style="list-style-type: none"> • Collaborate with public health advocates. • Optimize media and public relations to influence the public's view of pharmacists' role in healthcare. • Continue strong grassroots advocacy, personal relationships, and pharmacy visits with policy makers. • Gain testimonials from patients to spotlight value provided by the profession.