2018-2020 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, 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 health outcomes.

IPA Vision

The Iowa Pharmacy Association is the preeminent voice for all pharmacy professionals in Iowa and the leader in advancing pharmacy practice transformation.

IPA Values

Collaboration: Seek opportunities to partner with key stakeholders to achieve common goals and tackle healthcare challenges.

Advocacy: Promote the value of the pharmacy profession to payers, policy makers and patients and enable our members to do the same.

Innovation: Strive for excellence through actively pursuing “what’s next” for pharmacy practice.

Education: Provide high quality educational resources and opportunities to equip an engaged and innovative membership.

Engagement: Cultivate a culture that drives members to be actively engaged within their profession and provide them with opportunities to make an impactful contribution.

Leadership: Invest in the future of the pharmacy profession by nurturing those leaders and innovators who inspire others to transform the profession.

Positive Patient Outcomes: The health and safety of patients is at the core of everything the profession and this association does, guided by the principle of “if it’s right for the patient, it’s right for pharmacy.”
2018-2020 Strategic Plan

In the spring and summer of 2018, 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 rapid pace of change in healthcare required that we step back from our day-to-day operations and ask, “Where do we want to go and how do we get there?” This document sets forth Goals, Strategies, and Action steps, designed to move IPA forward and ensure the Association and our programs remain synonymous with excellence and innovation in three thematic areas: Strategic Growth, Practice Transformation, and Unified Voice.

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

Strategies: Specific activities the Association will undertake to achieve the goals in the strategic plan.

Action Steps: Detailed steps to actualize the designated strategies.

**Strategic Growth**

To remain a vibrant and influential organization, IPA will focus its efforts in areas that promote growth in membership, resources, value, relevance, and engagement. IPA is most successful when our members are actively engaged in advancing our strategic goals, and the organization can grow and evolve to meet the diverse needs of our members.

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| Increase membership recruitment, retention and engagement. | • Identify gaps in membership and create new recruitment efforts to increase membership by 20% by 2020.  
 • Strengthen affinity to the organization for greater than 90% retention in all membership categories.  
 • Develop and encourage participation in engagement activities beyond traditional meetings. |
| Improve the wellbeing of pharmacy professionals in Iowa by focusing on professional resiliency and burnout. | • Assess the level of burnout and resiliency among pharmacy professionals.  
 • Develop outreach activities and resources for professional resiliency and burnout.  
 • Emphasize professional resiliency and burnout training throughout 2018-2020. |
| Expand reputation as a respected leader within the profession of pharmacy and among other healthcare organizations. | • Nurture leadership opportunities within the association to continue the strong tradition of leadership development.  
 • Increase non-dues revenue by 10% by 2020. |
**Practice Transformation**

Across the country, Iowa is recognized and respected as a leader in innovative pharmacy practice. Along with innovation, IPA places a strategic emphasis on initiatives and resources that enable pharmacy practices to transform, allowing pharmacists and pharmacy technicians to practice at the highest level of patient care.

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| Promote integration of pharmacists as valued members of the healthcare team. | • Foster and build relationships with five key healthcare organizations to promote the value of pharmacists.  
• Leverage IT interoperability to connect pharmacy professionals to other healthcare providers.  
• Identify two new multidisciplinary champions to promote pharmacist provider status.  
• Assist in the development of new payment models for pharmacist services. |
| Assist pharmacists and pharmacy technicians with practice transformation to provide the highest level of patient care. | • Integrate practice transformation education and training into IPA’s high quality programs for all members.  
• Explore strategic partnerships and grant opportunities to offer practice transformation resources for IPA members.  
• Collaborate with funding organizations whose priorities align with pharmacy practice transformation and improving health outcomes. |
| Support career pathways for pharmacy technicians to advance technician roles in pharmacy practice settings. | • Convene a taskforce on advanced technician roles and designation.  
• Promote pharmacy technician as a career path with opportunity for growth and leadership.  
• Develop and promote resources for technician product verification. |
Unified Voice

IPA is the unified voice representing pharmacy professionals in all practice settings across the continuum of care. Our unified voice allows IPA to advocate 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.

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| Cultivate IPA’s strong grassroots advocacy in all pharmacy settings and active participation in legislative issues. | • Develop a ‘Champion Advocate’ program to secure key pharmacy advocates in each legislative district.  
• Support members interested in seeking civic or elected leadership positions.  
• Implement 5 new fundraising activities to strengthen the IPPAC. |
| Leverage the unique strength of IPA as the unified voice representing pharmacy in Iowa. | • Celebrate the 20th anniversary of the unification between IPA and ISHP (1999-2019).  
• Enhance public perception and awareness regarding the value of the pharmacy profession and role on the healthcare team. |
| Establish an advocacy agenda that increases access to pharmacist services, protects the public, and fosters practice advancement opportunities. | • Increase access to healthcare services through pharmacist prescriptive authority in Iowa.  
• Develop and execute a non-legislative strategy to address PBM practices that are detrimental to consumers and pharmacies in Iowa.  
• Collaborate with pharmacy stakeholders in Iowa on shared initiatives to protect the public and advance the profession of pharmacy. |