

CPhA Strategic Plan

2021–2023



Canadian
Pharmacists
Association

Association des
pharmaciens
du Canada

CPhA Strategic Plan Overview

Mission

To empower Canadian pharmacists by providing them with the tools and knowledge they need and to advocate for their essential role in health care.

Vision

A thriving pharmacist profession and a healthy population.

Strategic Pillars

Innovative Organization

We ensure CPhA is relevant to those we represent by investing in diversity and inclusivity and by creating a culture of curiosity and innovation.

Vibrant Profession & Healthy Population

We are the national voice of pharmacy, ensuring that pharmacists are supported as they advance their practice and provide essential care to improve the health and wellness of Canadians.

Valued Products & Solutions

We develop innovative, world-class content, tools, and resources for the benefit of pharmacists and patients and to sustain CPhA’s Mission.

Innovative Organization

We ensure CPhA is relevant to those we represent by investing in diversity and inclusivity and by creating a culture of curiosity and innovation.

CASE FOR CHANGE

- To achieve its Mission/Vision, CPhA has to become a more innovative, relevant and pharmacist-focused organization.
- In an evolving and competitive market, CPhA needs to create a culture and environment that allows it to attract and retain a high-performing and diverse workforce.
- Pharmacists are concerned about the future of the profession and want CPhA to focus on issues that will advance the profession and ensure the profession is top of mind with key stakeholders and decisions makers.

STRATEGIC PRIORITIES

- Reposition CPhA to ensure it has the right structure, identity, skills, technology and focus to achieve its Mission/Vision.
- Ensure CPhA is considered an employer of choice by being innovative, diverse and empowering and by recognizing employee excellence.
- Enhance CPhA's engagement with pharmacists and position CPhA as the leading voice of the profession on all issues affecting the future of pharmacy practice, the profession and health care in Canada.



Vibrant Profession & Healthy Population

We are the national voice of pharmacy, ensuring that pharmacists are supported as they advance their practice and provide essential care to improve the health and wellness of Canadians.

CASE FOR CHANGE

- The demands of the profession are changing, both personally and professionally, and pharmacists feel they don't have the support they need to keep up.
- Many Canadians experience poor health outcomes due to inequality of access to medications and lack of health-care services.
- Market and technology disruptors are challenging the traditional service delivery and funding model which could impact the practice and sustainability of pharmacy.

STRATEGIC PRIORITIES

- Invest in the resources, tools and services that pharmacists need to support their practice and their well-being.
- Ensure Canadians have access to medications and pharmacist-led care.
- Support the profession by developing a vision for the future of pharmacy that recognizes and incorporates emerging disruptions, helping pharmacists identify opportunities to take advantage of these changes.



Valued Products & Solutions

We develop innovative, world-class content, tools, and resources for the benefit of pharmacists and patients and to sustain CPhA's Mission.

CASE FOR CHANGE

- Changes in the pharmaceutical industry are impacting the revenue stream for CPhA including the shift of budget holder from regulatory to marketing in pharma along with an increase in competitive offerings.
- The practice of pharmacy is evolving rapidly, as is the perception of the value pharmacists bring to health care. Pharmacists need additional tools to increase efficiency and their value and to give them time to practice to their best ability.
- There has been a multi-year decline in revenue for CPhA's core products, which requires a long-term plan for how we evaluate and implement new products that will meet the changing needs of our membership.

STRATEGIC PRIORITIES

- Secure and reinvest in the current revenue stream and grow a funnel of new value-added revenue opportunities by developing and leveraging our industry partners.
- Invest in new solution-driven tools, products and insights that pharmacists can use to amplify their value at point-of-care.
- Drive meaningful change in the industry by confidently leveraging our new brand, which marries our storied history as Canada's oldest and most respected pharmacists' organization with our singular approach to drug and therapeutic content development.





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