

CPhA Strategic Plan 2017-2020



CANADIAN
PHARMACISTS
ASSOCIATION

ASSOCIATION DES
PHARMACIENS
DU CANADA

Mission

Advancing the health and well-being of Canadians through excellence in pharmacist care.

Vision

Pharmacists providing world-class pharmacy leadership.

We will achieve this by collaborating with our member organizations, pharmacists and key stakeholders through:

- Speaking as the national voice for the profession.
- Leading practice advancement to enable pharmacists to utilize the full extent of their knowledge and skills in providing health care.
- Protecting the safety, security and integrity of the medication system through the development of and participation in medication safety and quality improvement initiatives.
- Supporting pharmacists in providing medication management, health promotion and disease prevention services.
- Collaborating with other health care providers and key stakeholders to optimize health outcomes for Canadians.
- Being the trusted source of education, information, tools and resources to support safe and effective medication use and optimal drug therapy outcomes.

Overview

Advocate for pharmacists

- Advance the role and image of the profession
- Build health and economic research capacity to understand and report on the metrics critical to the success of pharmacists and their practice

Advance the profession to enhance patient care

- Support the development of education and practice tools
- Promote research and knowledge translation

Ensure CPhA has the financial capacity to deliver on its Mission and Vision

- Diversify CPhA's revenue and accelerate growth in CPhA's business portfolio
- Maximize and increase margins in our core business

Advocate for pharmacists

Advance the role and image of the profession

Why

- Build and achieve awareness and support amongst key stakeholders of pharmacists as valued and integral health care providers

How

- **Advocate:** Execute the comprehensive annual national advocacy plan* that both advances the national voice of CPhA and supports Organizational Members on the key issues affecting the profession/pharmacy and the health of Canadians
- **Advancing scopes and standards:** Establish a group to develop and promote an “advanced standard” for access to pharmacy services in Canada
- **Image:** Undertake, in collaboration with Organizational Members, research leading to the development and implementation of a national image and reputation strategy



Advocacy Plan: CPhA’s current advocacy plan includes specific initiatives ranging from the development of a pharmacy preferred pharmacare model to developing evidence on the value of pharmacy services to advance key pharmacy financial issues.

Build health and economic research capacity to understand and report on the metrics critical to the success of pharmacists and their practice

Why

- Need more evidence to support initiatives designed to positively influence decisions affecting the role and reimbursement of pharmacists and pharmacy services

How

- **Economics capacity:** Establish a health economics team to provide timely analysis of economic and practice-related data and information
- **Strategy:** Establish an economics advisory group to create a strategy and provide ongoing advice on the priorities and focus for economic research
- **Insights:** Curate information assets for the pharmacy knowledge hub that provide Organizational Members and Affiliates to access insights, data and information



Advance the profession to enhance patient care

Support the development of education and practice tools

Why

- Increase the confidence and ability of pharmacists to deliver advanced pharmacy services and achieve optimal drug therapy for their patients

How

- **New vision:** Create and implement a new vision for professional development in partnership with Organizational Members
- **Practice tools:** Lead and support the development of high-valued practice tools for pharmacists
- **Curation*:** Maintain CPD inventory, integrate it into the knowledge hub, and create/maintain subject matter expert (SME) database



Curation: The processes and activities related to the collection, organization, and annotation of information such that the value of the information is maintained over time.

Promote research and knowledge translation

Why

- Enhance the focus, quality and availability of research, knowledge and tools being utilized by pharmacists to enhance patient care

How

- **Promotion of pharmacy practice research in Canada:** Undertake a national strategy to promote, enable, and inspire focused practice-based research that includes local trials and micro-pilot projects
- **Distill research for front-line care:** Work with researchers, collaborators and knowledge users on a strategy to ensure that evidence is translated into information and tools relevant to front-line pharmacists
- **Curate and disseminate:** Build knowledge translation tools, curation mechanisms and communication strategies to disseminate pharmacy practice research



Ensure CPhA has the financial capacity to deliver on its Mission and Vision

Diversify CPhA's revenue and accelerate growth in CPhA's business portfolio

Why

- Decrease CPhA's dependency on mature revenue sources

How

- **Idea generation:** Engage external expertise in support of CPhA pursuing innovative opportunities outside of our core competencies
- **Product development:** Increase capacity dedicated to new product development to deliver new products and services to market faster

Maximize and increase margins in our core business

Why

- Ensure CPhA is fully exploiting opportunities to increase returns on its core business

How

- **Automation:** Increase content and software release cadence and maximize SCRUM Agile methodology for software development and content publishing
- **Business intelligence:** Leverage various data sources to boost product, pricing, promotion, and service performance
- **Customer-centric approach to sales:** Implement new CRM solution and re-align responsibilities to maximize revenue per customer



Stronger Together

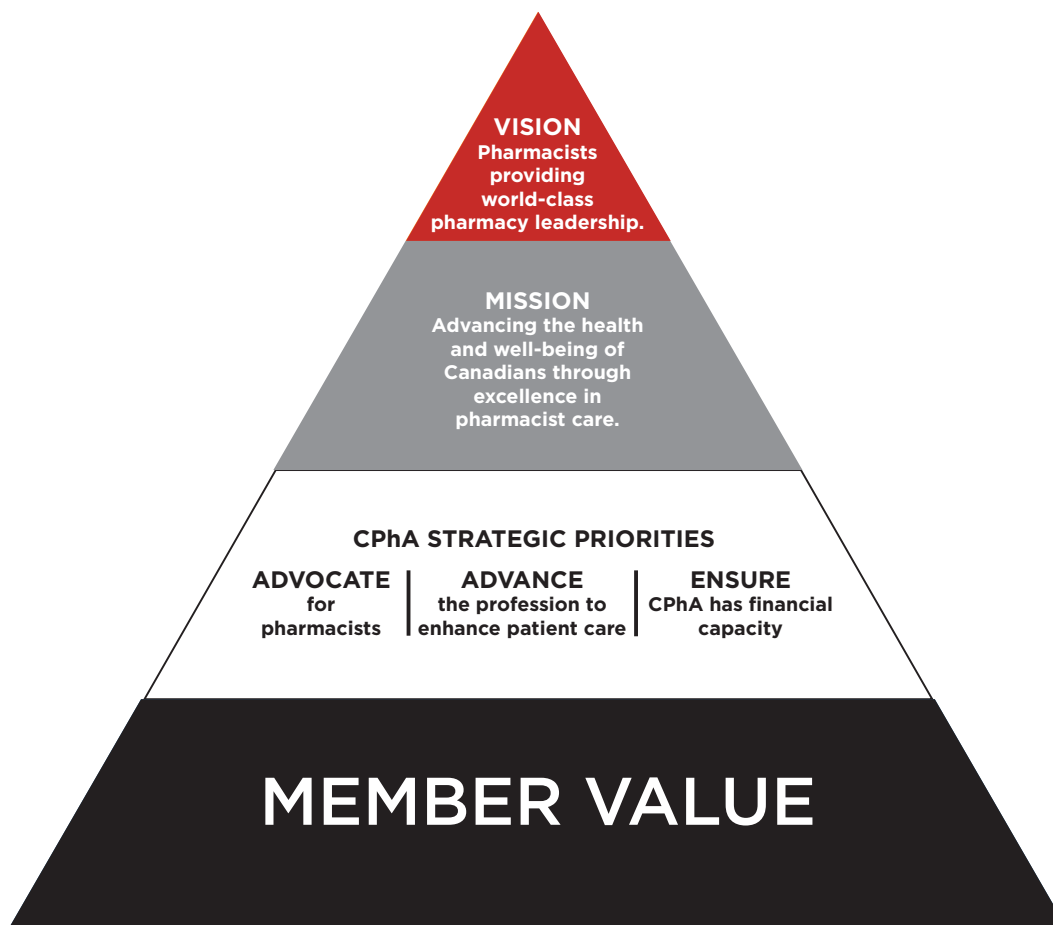
CPhA Organizational Members



CPhA Organizational Affiliates






“Delivering
member value is
the foundation of
everything we do”



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