

A NEW CPhA: LEAD, EDUCATE, INNOVATE.

# Mission, Vision & Strategic Plan



CANADIAN  
PHARMACISTS  
ASSOCIATION

ASSOCIATION DES  
PHARMACIENS  
DU CANADA

# A New CPhA

## Lead, Educate, Innovate.

This is an exciting time for Canadian pharmacists. Never before has the profession been more important to the health of Canadians, been afforded a higher level of trust, or had more influence over the future direction of Canadian health care.

Following the implementation of a new governance structure and membership model last year, the Canadian Pharmacists Association (CPhA) emerged stronger and more focused than ever. During this exciting time of growth and unprecedented collaboration between pharmacy associations across Canada, CPhA has charted an exciting new course with a revitalized mission, vision and strategic plan to ensure a stronger and more unified national voice for the pharmacist profession. Our new 3-year strategic plan covers three priority areas: Lead, Educate, Innovate.

**Lead:** As the national voice of the profession, CPhA will provide important leadership on key national issues affecting the profession and the health of Canadians.

**Educate:** As the trusted source of pharmacist practice resources in Canada, CPhA will ensure pharmacists have the educational tools, information and support required to provide optimal drug therapy and patient care.

**Innovate:** To enhance the health of Canadians, CPhA will provide innovative models and solutions for pharmacy practice advancement.

The course for CPhA's future is clear. With a stronger national voice, enhanced collaboration and increased support for pharmacist practice advancement, together we will make meaningful and lasting contributions to the pharmacist profession and the health of Canadians.

Perry Eisenschmid, CEO

# A New Vision

## Mission Statement:

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

## Vision Statement:

Pharmacists providing world-class pharmacy leadership.

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

- 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.

# A New Strategy

## Strategic Plan for 2015 to 2018

- 1 Lead advocacy on key issues impacting pharmacists and pharmacist care nationally.**
  - Position CPhA as the national voice of the pharmacist profession
  - Ensure CPhA is a thought leader on the major issues affecting the health of Canadians and the profession
  - Enhance public perception and awareness of pharmacists as valued and integral health care providers
  - Enhance members' advocacy capacity and share best practices
  
- 2 Advance pharmacist practice by providing specialized training programs that enhance knowledge and skills.**
  - Enhance pharmacists' confidence and skills to enable them to practise at an advanced level
  - Build support, trust and confidence in the profession to support increased scope of practice and payment for services
  - Create a set of career advancement options for pharmacists
  
- 3 Help pharmacists navigate the transformation to a more service-based practice by providing leading process and service models, educational resources, practice tools and evidence/data.**
  - Foster an environment that generates public demand and government/payer support for an enhanced role for pharmacists in the health care system
  - Provide resources and tools to help pharmacists practise to the full scope of their knowledge and skills, and bill for professional services
  - Align pharmacy's interests to association and industry efforts
  
- 4 Provide the opportunity for knowledge transfer and thought leadership with our member organizations, pharmacists and key stakeholders.**
  - Enhance content and value for Member and CPhA conferences
  - Position CPhA as a leader in addressing the major issues affecting the profession
  - Ensure Organizational Members and Affiliates have the information they need when negotiating with governments, communicating with stakeholders and creating strategies

- 5 Facilitate engagement between pharmacists and the public by providing consumers with Canadian, comprehensive, trusted, unbiased health care information and services.**
  - Improve health outcomes for Canadians through pharmacist expertise
  - Build support with key health care organizations for the expansion of scope for pharmacist care
  - Enhance public perception and awareness of pharmacists as valued health care providers
  
- 6 Forge partnerships that enhance or accelerate our ability to achieve our mission and vision.**
  - Enhance partnerships with disease and professional organizations, the federal government, pharmaceutical manufacturers, international pharmacy organizations, employers, insurers, regulators, educators, pharmacy chains, technology vendors and other associations.
  
- 7 Maximize the revenue potential of existing businesses.**
  - Ensure the long-term financial viability and sustainability of CPhA
  - Ensure optimal use of CPhA resources
  
- 8 Ensure the viability of CPhA by creating the capacity (skills, knowledge, structures) to pursue new business opportunities that meet revenue growth objectives.**
  - Ensure long-term organizational sustainability
  - Allocate resources to prioritized areas
  
- 9 Share success with members and associates by collaborating and leveraging our strengths and resources.**
  - Provide added value to our members and affiliates through collaboration, resource-sharing, stronger advocacy and knowledge transfer
  - Support a strong, united pharmacist profession with thriving associations

# CPhA Organizational Members






# CPhA Organizational Affiliates





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