WYOMING PHARMACY ASSOCIATION MISSION AND VISION

Mission statement:

Advocating, educating, and connecting to improve the health of Wyoming citizens through the advancement of pharmacy

Vision statement:

Pharmacists and technicians in Wyoming will be recognized as caring and competent providers, as part of the greater health care team, who improve the use of medications, assure the safety of drug therapy, and enhance health-related quality of life.

WYOMING PHARMACY ASSOCIATION GOALS FOR 2021-2024

Goal 1: Establish and build connections/networks/relationships

Goal 2: Increase membership

Goal 3: Engage and empower the membership

Goal 4: Improve visibility of our message

Goal 5: Expand funding source opportunities

Goal 1: Establish and build connections/networks/relationships

Objective 1: Establish two new connections/relationships in 2021

Action item 1: Establish a connection with Wyoming public health professionals during the next year

Action item 2: Establish a network with the nurses and nurse practitioners in Wyoming in 2021

Tasks: how will this be done and who will do it

Objective 2: Build on current connections/relationships

Action item 1: Meet with each stakeholder group at least twice yearly

Action item 2: Meet with primary care and hospital associations at least once during the next year

Tasks: what is to be done and who will do it

Action item 3: Working with legislature;

Tasks: which bill(s) to address first and who will head this?

1. Administration of medications
2. Expanding tech roles
   1. Tech-check-tech
   2. Immunizations
3. Provider status for Medicaid
4. PBMs

Goal 2: Increase membership

Objective 1: Increase membership by 50 members in the next year

Action item 1: Use results of survey in membership drive

Task 1: Get results of needs survey from Linda 1st Q 2021

Action item 2: Increase efforts to recruit technicians

Task 1: Design a membership drive aimed at technicians in 2021 (who?)

Objective 2: Retain at least 90% of current members this year

Action item 1: Target a membership drive to 2020 members by December 2020

Task 1: Design a membership drive (membership committee?) by December 2020

Objective 3: Increase membership of new practitioners (5 years or less out of pharmacy school or new Wyoming resident) by 20 members in the next year

Action item 1: Gift of a membership by members (have an honor board on website) established by annual meeting 2021

Task 1: Set up mechanism in the membership software (Who?)

Task 2: Set up webpage announcing the opportunity (Who?)

Goal 3: Engage and empower the membership

Objective 1: Empower pharmacy students by increasing their participation in the Association by 20% of students attending one event in the next year

Action item 1: Have board members sponsor a student to a meeting or conference in 2021

Task 1: Design a campaign to do this (who?)

Action item 2: Design a Sponsor/mentor student program in 2021

Task 1: Conduct a student CV review by March 2020 (who?)

Task 2: Trial a more formal sponsor/mentor program in 2022 (who?)

Objective 2: Engage current members by increasing active membership by 10% in the next year

Action item 1: Invite members to a board meeting in 2021

Task 1: Identify members (and how many/meeting) to invite (who)

Task 2: Follow up on members who appear to be interested in the next step (committee or board positions)—(who)

Action item 2: Design awards and recognition for members (pharmacists and technicians) by 2023

Task 1: Design an award system where the member is recognized by their employer (who)

Task 2: Create a mechanism to report important news about members (by 2022; who?)

Objective 3: Discover the top 3 needs of members in the next year

Action item 1: Use needs survey to identify these

Task 1: Get survey results from Linda 1st Q 2021

Action item 2: Identify activities to help members with these issues

Task 1: Meet and Greet Cocktail hour (top 3 needs – discuss one) --Who?

Action item 3: Send dashboard on board report

Task 1: Email blast weekly/monthly, who?

Task 2: Set up a more complete webpage update quarterly (who)

Goal 4: Improve visibility of our message

Objective 1: Create a visibility project for non-pharmacists/non-technicians in the next two years

Action item 1: Create a new bullet sheet of items pharmacists in Wyoming can do now and what can help them do more by January 2021

Task 1: Identify items of interest to legislators by December 2020 (board)

Task 2: Create a second list (if needed) for the public in 2021 (who?)

Action item 2: Create message to inspire technicians by 2022

Task 1: Create an infographic on being a pharmacy technician as a career by 2022 (who?)

Task 2: Identify mechanisms to distribute it to employers and non-technicians by 2022 (who?)

Objective 2: Improve the awareness of pharmacy and what pharmacists and technicians do by December 2021

Action item 1: Create meet and greet opportunities starting in 2021

Task 1: Create the format of meet and greet (who?)

Task 2: Identify participants

Task 3: Identify issues to discuss as ice breaker

Action item 2: Create a Friend of Pharmacy award

Task 1: Create the award by end of 2021 (who?)

Task 2: Identify the criteria

Task 3: Identify potential recipients

Task 4: Identify mechanisms to announce the award (who?)

Goal 5: Expand funding source opportunities

Objective 1: Explore alternative sources of revenue to increase income by 10% in the next year

Action item 1: Reach out to other associations (within and outside state) to see what they are doing for unique funding in 2021.

Task 1: identify pharmacy associations (who?)

Task 2: identify non-pharmacy associations

Action item 2: Create new events and projects that can have an attached fee

Task 1: Identify types of events/projects (who)

Task 2: Pilot one project by April 2021

Action item 3: identify needs that require funding to implement

Task 1: identify the needs in 2021 (who?)

Task 2: identify the amount of funding in 2021

Task 3: create a funding mechanism to fund one by 2022