



2014-2018 APA Strategic Plan Outline

Goal 1

Facilitate changes to pharmacy practice to allow pharmacists to use all of their education and clinical skills to care for patients.

Objective 1

Identify needed changes and advocate for those with the State agencies and State Legislature.

Strategy 1.11 Develop consensus on definition of provider status among APA pharmacists.

Strategy 1.1.2 Educate members, physicians and payers on the consensus definition of provider status.

Strategy 1.1.3 Develop menu of clinical services that Arkansas pharmacists can provide in the community setting.

Strategy 1.1.4 Encourage policies that allow pharmacists to play a larger role in the selection and dosing of medications.

Objective 2

Protect and expand the role of pharmacists in the new opportunities created by the Affordable Care Act.

Strategy 1.2.1 Support integration of pharmacists into patient centered delivery models including Patient Centered Medical Home and Affordable Care Organizations ACOs.

Strategy 1.2.2 Provide educational opportunities on pharmacists becoming an integral part of patient care team in patient-centered delivery models.

Objective 3

Help pharmacists increase the amount of non-dispensing patient care services provided to their patients.

Strategy 1.3.1 Build a business model for improving direct patient care.

Strategy 1.3.2 Increase awareness and utilization of the SHARE network and other Health Information Technology (HIT) platforms available to increase access to patient records.

Strategy 1.3.3 Increase education about and implementation of collaborative practice protocols.

Objective 4

Assist the pharmacy industry in developing an equitable reimbursement model for pharmaceutical products.

Strategy 1.4.1 Develop a dispensing reimbursement model that fairly covers costs and includes profit for: dispensing of brand name drugs, dispensing of generic drugs, patient counseling, drugs for administration and medication therapy management.

Strategy 1.4.2 Advocate for this model to be implemented by Arkansas-based payors.

Strategy 1.4.3 Secure opportunity for any willing pharmacy and pharmacist to participate in closed network plans and specialty networks.

Goal 2

Increase reimbursement opportunities for pharmacists' care services.

Objective 1

Increase pharmacist-provided medication therapy management (MTM) services.

Strategy 2.1.1 Analyze current state of the MTM marketplace in AR.

Strategy 2.1.2 Educate pharmacists on currently available MTM opportunities.

Strategy 2.1.3 Foster an environment that expands on existing MTM opportunities.

Strategy 2.1.4 Encourage UAMS and Harding University COPs to spend increased time to help foster and understanding of current major MTM platforms including Mirixa and Outcomes.

Objective 2

Continue to bring attention to increasing role pharmacists play in protecting public health through immunizations.

Strategy 2.2.1 Continue to educate pharmacists and other stakeholders about the need for immunizations.

Strategy 2.2.2 Continue to be a leading resource for pharmacists on immunization information and practice implementation.

Objective3

Make medication adherence a common practice among pharmacists.

Strategy 2.3.1 Continue with adherence study through NCPA.

Strategy 2.3.2 Communicate value of adherence program in AR once study data is released.

Strategy 2.3.3 Use data to help build value proposition for performance based pharmacy network.

Goal 3

Foster an environment of transparency in pharmacy benefits.

Objective 1

Strengthen current pharmacy benefit manager (PBM) policy and legislation and recommend opportunities for improvement.

Strategy 3.1.1 Examine Arkansas and other state PBM policies.

Strategy 3.1.2 Measure effectiveness of current PBM legislation.

Strategy 3.1.3 Identify regulatory or statutory changes that need to be made or legal challenges that need to be pursued.

Strategy 3.1.4 Educate PBM purchasers of need for increased transparency with PBM services.

Strategy 3.1.5 Create new or partner with transparent PBM.

Goal 4

Strengthen the structure of the organization to ensure long-term viability and active membership involvement.

Objective 1

Increase Board involvement in setting strategic vision and decision-making.

Strategy 4.1.1 Develop job descriptions for APA Board members.

Strategy 4.1.2 Provide annual Board Orientation.

Strategy 4.1.3 Provide staff support for Board outreach (e.g. member meetings and communication for Districts).

Objective 2

Foster new APA leaders and increase membership participation through robust committee system.

Strategy 4.2.1 Committee orientation for staff.

Strategy 4.2.2 Committee orientation for members.

Strategy 4.2.3 Implement quarterly conference call for each committee.

Strategy 4.2.4 Direct committees to set annual goals.

Strategy 4.2.5 Board liaison to provide committee report at every APA Board meeting.

Strategy 4.2.6 Amend APA Bylaws to allow more fluid organizational structure: restructured Districts and committee appointments and make-up.

Objective 3

Continue to retain current members and attract new members.

Strategy 4.3.1 Strengthen membership outreach.

Strategy 4.3.2 Research and implement new membership benefits.

Strategy 4.3.3 Conduct focus groups on member retention including new graduates.

Strategy 4.3.4 Develop and implement membership retention and recruitment strategies.

Strategy 4.3.5 Continue to produce high-quality meetings that are relevant to members' professional needs.

Objective 4

Continue to promote profession of pharmacy to internal and external stakeholders.

Strategy 4.4.1 Continue to provide high quality member communications via print and digital platforms.

Strategy 4.4.2 Research implementation of mobile applications.

Strategy 4.4.3 Continue and strengthen public relations outreach to local, state and national media.

Objective 5

Maintain strong financial position.

Strategy 4.5.1 Maintain and grow dues revenue to help sustain annual operating budget.

Strategy 4.5.2 Maintain

non-dues revenue to sustain annual operating budget.

Strategy 4.5.3 Maintain and grow financial reserves.

Objective 6

Maintain strong staff.

Strategy 4.6.1 Hold annual performance reviews.

Strategy 4.6.2 Establish employee policies and procedures.

Strategy 4.6.3 Hold Board discussions on staff continuity as needed.

Strategy 4.6.4 Establish technology and other large asset policies.

Strategy 4.6.5 Establish APA crisis plan.