

MSHP 2016-17 Strategic Plan

Mission

The Mission of the Maryland Society of Health-System Pharmacy is to lead the health-system pharmacy community in improving patient outcomes by promoting optimal medication use, professional development and public health in health-systems.

Vision

Through education, research and advocacy, MSHP will promote the invaluable role of pharmacy practitioners in healthcare delivery across health-systems in Maryland. R.E.A.L. – Respected through Education, Accountability and Leadership

MSHP Goals and Objectives

Goals	Objectives
Optimize patients' medication outcomes in all settings of care	Advocate state legislature and regulatory bodies for changes to advance and improve the practice of pharmacists and pharmacy technicians.
	Collaborate and foster relationships with professional healthcare organizations in Maryland to establish programs that promote continuity of care for patients.
	Support pharmacist-driven outcomes research, including fostering collaboration among practice sites and professional organizations.
Support the continued competence of pharmacists and pharmacy technicians through the provision of contemporary professional development	Provide contemporary professional development that gives pharmacists and student pharmacists the tools they need to succeed as practice and healthcare evolve.
	Provide pharmacy technicians with a range of opportunities for professional development.
	Promote residency development and expansion in the state of Maryland.
Increase member engagement and satisfaction levels	Build MSHP brand loyalty and member satisfaction by targeting and engaging strategic segments of members with relevant MSHP programs and marketing.
Grow and retain MSHP membership	Increase member recruitment and retention through focused identification of prospects and target marketing.
Maintain effective financial management	Assure fiscally responsible annual budget process that accurately forecasts revenues and expenses, prioritizes allocation of resources in alignment with strategic priorities, and ensures a strong financial basis for MSHP operations.
	Meet or exceed budgeted revenue goals, while keeping expenses at or below budget.
	Continue to develop new revenue-generating products and services to support member needs and sustain financial viability.
Maintain effective and energized governance	Provide initial and ongoing development of board members, committee chairs, and officers on governance best practices.