

2023 - 2026 Strategic Plan



Mission: Preserving, promoting and leading the profession of Pharmacy in Alaska

Vision: To be the resource for and voice of patient-focused pharmacy practice in Alaska

Goals and Objectives

Goal #1: Strengthen AKPhA Presence & Engagement within the pharmacy profession and with external stakeholders

Objective 1: Engage pharmacy professionals in activities to promote wellbeing and professional satisfaction across all practice settings

Objective 2: Increase AKPhA presence and collaboration with external stakeholders to preserve and promote pharmacy practice

Strategies

- Engage & promote pharmacy professionals from all practice settings; engage with the board of pharmacy, legislature, DOH, other healthcare providers/associations
- Build value for members through innovative programming at convention, advocacy priorities and activities, networking opportunities, and CE that reflects positive professional identity across all practice settings
- Develop and execute an effective external communication plan

Goal #2: Implement Operational Excellence: ensure we have the structure in place to operate efficiently

Objective 1: Update bylaws to reflect modern best practices

Objective 2: Develop and adopt comprehensive policy and procedures manual that will support effective and efficient governance and management of the association

Objective 3: Develop and deploy a rebranding framework that reflects structural framework of operational excellence

Objective 4: Create and implement internal organization communication plan

Strategy

- Consult best practice resources in developing and adopting updated organizational structure

Goal #3: Obtain financial sustainability and growth

Objective 1: Seek out grants to support programs that will be a resource to pharmacy professionals and promote growth of the association

Objective 2: Diversify revenue sources of the association to preserve organizational sustainability, especially focusing on non-dues revenue

Strategies

- Explore and seek out new grant opportunities via collaborations within the State of Alaska and learning from other state pharmacy associations
- Explore, evaluate, and implement innovative models for securing funds and showing value in collaboration with AKPhA