



# Strategic Goals 2011 - 2014

## Mission Statement

The mission of the Arkansas Pharmacists Association is to advance a professional and business environment for our members to be successful and fulfilled in serving patients

## Vision Statement

The voice of pharmacists as health care providers in Arkansas.

**Membership Involvement and Relevance** – Provide programs, services and opportunities that benefit pharmacy professionals in their careers.

- Professional Awareness CE Hour
- Recruitment Strategies
- Membership Staff Position
- Mentoring New
- The Essential Resource
- Focus on Students
- Focus on Young Pharmacists

Committee(s) \_\_\_\_\_  
Staff \_\_\_\_\_

**Advocacy and Government Relations** – Protect and advance the practice of pharmacy, reimbursement and professional standing.

- Grassroots Advocacy
- Legislators and Regulators
- Political Action Committee
- Positions Development
- Patient Advocacy
- Collaboration
- Federal Issues
- Reimbursement and Third Party Issues

Committee(s) \_\_\_\_\_  
Staff \_\_\_\_\_

**Professional and Public Awareness of Pharmacy** – Promote the value and role of pharmacists in driving cost savings.

- Marketing and PR Plan
- Economic Impact of Pharmacists
- Screening Opportunities
- Free Publicity
- Ethical Practice

Committee(s) \_\_\_\_\_  
Staff \_\_\_\_\_

**Pharmacy Practice in Primary Care and Health System Reform** – Protect and expand the roles of pharmacists in health care.

- Practice Expansion
- Health Care Reform
- Patient Records and EHR
- Sovereignty

Committee(s) \_\_\_\_\_  
Staff \_\_\_\_\_

**Association Strength** – Maintain a powerful association able to serve the members and protect the profession in Arkansas.

- Committees
- Revenue
- Professional Staff
- Board of Directors

Committee(s) \_\_\_\_\_  
Staff \_\_\_\_\_