



cpnp

College of Psychiatric
& Neurologic Pharmacists

Strategic Plan - 2009-2011

Major goals were established to position CPNP to advance the specialty and serve the CPNP membership for many years.

Mission, Vision and Values Statements



The mission, vision and values statements make up an association's primary image.

CPNP's **Mission Statement** is:

The mission of the College of Psychiatric and Neurologic Pharmacists is to promote excellence in pharmacy practice, education and research to optimize treatment outcomes of individuals affected by psychiatric and neurologic disorders.

CPNP's **Vision Statement** is:

CPNP will be recognized as the premier provider of education, clinical practice, research networking, and legislative advocacy to both practitioners and patients.

CPNP's **Value Statement** is:

Pharmacists make a difference- day by day, patient by patient.

Goals
Strategies
& Action Steps

The planning committee set **five goals** and supporting strategies for the next three to five years.

Strategic Goal Areas

1. **Organization** - Growth and Sustainability of CPNP
2. **Awareness and Expansion** - Promoting Entry into the Specialty
3. **Educational Product and Service** - Educational Products and Services
4. **Advocacy and Alliances** - Voice of the Specialty
5. **Knowledge Development and Research** - Development, Dissemination and Demonstration

Strategic Goals, Strategies and Action Steps

I) Organization - Success and Sustainability of CPNP

A) Evaluate, Monitor and Plan for Financial Health

- 1) Study history of and current revenue sources and identify trends. Identify potential revenue sources, study and establish goals for expected contribution from these sources.
- 2) Study benchmark statistics from other nonprofit, professional associations and establish financial goals for CPNP.
- 3) Evaluate membership dues (and survey perceived value of membership) routinely; project dues increases to meet some of anticipated shortfall from other sources.
- 4) Shift culture from receiving to giving and engage the membership.
- 5) Adopt a formal policy regarding reserve levels.
- 6) Provide increased financial training during Board of Directors orientation potentially involving the accountants as a source of training.
- 7) Allocate time at quarterly board meetings to discuss financial health at greater depth.

B) Launch Subsidiary Foundation Supporting Research and Scholarship

- 1) Complete IRS application for CPNP Foundation
- 2) Recommend a 2-year strategic plan for the Foundation to the CPNP Board to include:
 - Anticipated cost of establishing and maintaining foundation
 - Priority initiatives
 - Staffing needs
 - Resource needs
 - Funding sources
- 3) Determine CPNP resources available to support foundation
- 4) Establish realistic timelines for implementation
- 5) Contract with an appropriate vendor to establish fundraising, brand and marketing plan for Foundation
- 6) Implement Foundation initiatives

C) Expand and Advance the Skills of Volunteer Leadership

- 1) Encourage members to participate in the leadership; asking a new generation of professionals to take key roles.
- 2) Retain the interest and input of Past-Presidents through recommended roles or a Past Presidents' Council and involvement in special projects.

D) Enhance Organizational Flexibility and Efficiency by Considering and Developing Policies and Platforms allowing for Improved Responsiveness and Marketing of CPNP

- 1) Considering strategic plan, evaluate committee structure with emphasis on increasing speed of response, efficiency and effectiveness.
- 2) Given national/international audience and cost-issues associated with travel, research technologies and platforms allowing for delivery of information and education.
- 3) Develop policies and platforms to allow for increased responsiveness in product and service development.

II) Awareness and Expansion - Promoting Entry into the Specialty.

A) Increase Awareness of the Specialty

- 1) Publish articles in allied health journals read by pharmacists.
- 2) Enhance member communications and networking through social media technology such as FaceBook, etc.
- 3) Utilize CPNP PowerPoint presentation or other resources as trade show exhibit; enable grassroots efforts by members to promote profession.
- 4) Establish links and pop-up messages to professional organization and pharm school websites.
- 5) Utilize CPNP PowerPoint presentation, trade show exhibit, etc.

B) Workforce Expansion

- 1) Promote specialty to students by identifying faculty advisors and providing CPNP resources and information.
- 2) Increase residency training to develop increased numbers of specialists
- 3) Increase the number of mid-career professionals to be an effective workforce and influence public policy

III) Scholarly Product and Service - Develop Educational Products and Services

A) Repurpose Review Course

- 1) Identify and Explore Initial Audiences where Highest Likelihood for Success Exists
- 2) Identify and Explore Additional, Secondary Audiences

B) Explore Additional Markets to Position CPNP for Marketing Products and Memberships

- 1) Identify a minimum of 1 product that CPNP and the organizations can partner together to create.
- 2) Establish an action plan including division of responsibilities and financial liability
- 3) Give consideration to markets identified at the retreat: international, colleges of pharmacy, NAMI/consumer orgs, psych professional associations, VAs, psych training programs

C) Develop Unique Products and Services

- 1) Develop a Process for Product and Service Development
- 2) Establish a CPNP philosophy and resulting annual plan (or preferably two-year plan) regarding products and services.

IV) Advocacy and Alliances - Voice of the Specialty

A) Obtain Pharmacist Recognition and Reimbursement

- 1) Explore CPNP's role in legislative activities.
- 2) Increase role or establish a role with the Leadership for Medication Management and the Joint Commission for Pharmacy Practice
- 3) Identify a liaison to the Mental Health Liaison Group.
- 4) Ensure representation at critical meetings such as Research Council, NIMH.
- 5) Train and encourage members to influence policy at the grassroots level.
- 6) Develop programming aimed at legislative awareness, grassroots efforts.

B) Initiate and/or Advance Alliances which Benefit the College

- 1) Evaluate and initiate potential partnerships with entities/audiences such as: community mental health center directors, Kaiser, Cardinal, APhA, NCPA, NACDS
- 2) Evaluate and advance current partnerships such as with the National Alliance on Mental Illness (NAMI), American Society of Consultant Pharmacists (ASCP), American Psychiatric Nurses Association (APNA), American Psychiatric Association (APA).
- 3) Consider developing an Asheville-like demonstration project.

C) Describe Best Practice Models for Providing Pharmaceutical Care to Patients with Psychiatric Illnesses

- 1) Develop a white-paper in conjunction with another group such as American College of Clinical Pharmacists (Jim Tisdale, incoming president may be interested in collaborating)

V) Knowledge Development and Research - Development, Dissemination and Demonstration

A) Certification within the Specialty

- 1) Market the specialty
- 2) Simplify recertification for the recertifier
- 3) Maintain quality of BCPP Recertification Products and Processes

B) Enhance the Annual Meeting

- 1) Be responsive to member feedback.
- 2) Track attendance at research themed programming.
- 3) Up attendance of members by 10% annually.
- 4) Market Annual Meeting to other healthcare professionals.
- 5) Explore opportunities to reduce Annual Meeting costs by partnering with another association in offering a conference.

C) Advance the Level and Quality of Scholarship and Research among Members.

- 1) Continue implementation of the five-year research plan.
- 2) Promote venues in which to publish.
- 3) Fund of research through a Foundation.

D) Build Support for a CPNP Journal

- 1) Promote and track scholarly efforts of members
- 2) Communicate with a publisher regarding a needs assessment and long-term business plan for a scientific, peer-reviewed journal.

The following CPNP members participated in the development of this strategic plan as representatives of the CPNP membership.

Mary Borovicka, PharmD, BCPP, BCPS, Review Course Comm. Chair, Incoming Treasurer for BOD
Sheila Botts, PharmD, BCPP, Current Past President
Steven Burghart, RPh, MBA, BCPP, Membership Committee Chair
Emalie Burks, PharmD, BCPP, Foundation Committee
Carla Cobb, PharmD, BCPP, Current President of BOD
C. Lindsay DeVane, PharmD, BCPP, FCCP, Foundation Committee,
Julie Dopheide, PharmD, BCPP, Residency and Post-Graduate Training Chair
Sara Dugan, PharmD, BCPP, Communications Committee Chair
Vicki Ellingrod, PharmD, BCPP, FCCP, Secretary of BOD
Larry Ereshefsky, PharmD, BCPP, FCCP, Foundation Committee and Past President
Joni Fowler, PharmD, BCPP, CGP, Foundation Committee
Jessica Frink, Event/Membership Coordinator
Matthew Fuller, PharmD, BCPS, BCPP, FASHP, Foundation Committee and Past President
Jonathan Lacro, PharmD, BCPS, BCPP, Research Committee Chair
Kelly Lee, PharmD, BCPP, Program Committee Chair
Jerry McKee, PharmD, MS, BCPP, Member at Large of BOD
Carol Ott, PharmD, BCPP, Outreach Committee Chair
Gerald Overman, PharmD, BCPP, Program Committee Past-Chair
Ann Richards, PharmD, BCPP, Incoming President of BOD
Brenda Schimenti, Ex Officio of BOD, Executive Director
Roger Sommi, PharmD, FCCP, BCPP, Past President and Business Development Committee Chair
Glen Stimmel, PharmD, BCPP, Foundation Committee and Past President
Steven Stoner, PharmD, BCPP, Member at Large and Incoming President-Elect of BOD
Jayme Trott, BS, MBA, RPh, PharmD, BCPP, Treasurer of BOD