

# College of Psychiatric and Neurologic Pharmacists 2011-2013 Strategic Plan

## A. Success and Sustainability

### **Objective 1: Evaluate, Monitor, and Plan for Financial Health**

**Goal A.1.1: Monitor fiscal health and identify trends. Identify potential revenue sources, study and establish financial goals for expected contribution from these sources.**

**Actions:**

1. Develop a financial and strategic dashboard to provide focused, priority information for board and leadership.
2. Study other associations to develop target values for dashboard financial ratios.
3. Establish a quarterly review of financial and strategic key indicators including dashboard and narrative reports for board and committee leadership consumption.
4. Evaluate membership dues (and survey perceived value of membership) annually; project dues increases to meet some of anticipated shortfall from other sources.
5. Develop a formal policy regarding CPNP reserve levels.

### **Objective 2: Support the CPNP Foundation**

**Goal A.2.1: Support a successful launch of CPNP Foundation.**

**Actions:**

1. Determine availability and provide resources to support CPNP Foundation.

### **Objective 3: Expand and Advance the Skills of Volunteer Leadership**

**Goal A.3.1: Encourage members to participate in CPNP leadership roles asking a new generation of professionals to take active key roles.**

**Actions:**

1. Offer leadership resources at the Annual Meeting.
2. Encourage leadership development by mentoring prospective leaders.
3. Identify one or two members in each committee that could be assigned to a senior committee member for mentoring.
4. Provide mentees with a brief session that introduces key leadership principles.

**Goal A.3.2: Retain the interest and input of Past-Presidents through recommended roles or through the Past Presidents Council and involvement in special projects.**

**Actions:**

1. Identify projects that will be assigned to the Past Presidents Council.
2. Evaluate and, as appropriate, implement the involvement of a past president as an ex officio member of the Board of Directors and also encourage ongoing involvement of past presidents in committee work.

**Objective 4: Enhance Organizational Flexibility and Efficiency by Considering and Developing Policies and Platforms allowing for Improved Responsiveness and Marketing of CPNP**

**Goal A.4.1: Considering strategic plan, evaluate committee structure with emphasis on creating a structure allowing for timely, informed, and effective responses.**

**Actions:**

1. Survey committee members regarding their volunteer experience and act upon recommendations.

**Goal A.4.2: Promote and financially support product and service development, including both internal products and joint ventures.**

**Actions:**

1. Allocate budget for research and development into new products.
2. Establish an objective process for evaluating the viability of a product or service.
3. Establish a process for expediting implementation of approved product concepts.

## **B. Awareness and Expansion- Promoting Entry into the Specialty**

### **Objective 1: Awareness of the Specialty**

**Goal B.1.1: Publish letters/articles in pharmacy and medical journals read by pharmacists and other mental health professionals.**

**Actions:**

1. Monitor member publications and promote in CPNP's *Mental Health Clinician* E-News.
2. Maintain the ability to publish Annual Meeting abstracts.

**Goal B.1.2: Enhance member communications and networking through social media technology such as Facebook.**

**Actions:**

1. Survey the membership regarding their social media communication preferences.
2. Study national trends regarding social media.
3. Publish CPNP headlines to Twitter and Facebook.

**Goal B.1.3: Support promotion of the specialty by CPNP members in their work settings and as they attend other organizational meetings**

**Actions:**

1. Develop cost-effective mechanisms for advertising CPNP.

**Goal B.1.4: Develop white papers and position papers on topics relevant to current psychiatric pharmacy practice.**

**Actions:**

1. Create a mechanism to promote completed papers and/or obtain cosponsorship.
2. Identify paper topics that should be developed by Past Presidents or other committees or task forces.
3. Write a paper on behavior health integration in the medical home model.
4. Write and maintain a psychiatric pharmacy manifesto.
5. Write and promote a paper demonstrating the value of the psychiatric pharmacist.

### **Objective 2: Workforce Expansion**

**Goal B.2.1: Promote the specialty to residents by marketing and increasing the visibility of neuropsychiatric pharmacy and PGY2 psychiatric pharmacy residency training.**

**Actions:**

1. Increase resident awareness through member attendance and involvement at the ASHP Mid-Year Clinical Meeting.

**Goal B.2.2: Encourage and support CPNP members in their creation of additional PGY2 ASHP-accredited residencies.**

**Actions:**

1. Expand and promote the residency director toolkit and FAQ for establishing a residency and obtaining ASHP accreditation.

**Goal B.2.3: Promote and facilitate the transition of mid-career professionals into psychiatric pharmacy practice.**

**Actions:**

1. Pursue joint opportunities with the VA healthcare system, including development of proposal to repurpose the Review Course to train pharmacists for expanding roles in psychiatric practice.
2. Develop tools to promote psychiatric pharmacy to ambulatory care and community pharmacists.
3. Promote CPNP and the specialty to current pharmacists practicing in mental health settings (i.e., public health, county, community, federal prisons, etc.).
4. Promote CPNP and the specialty to administrators in state mental health settings (NASMHPD).

**Goal B.2.4: Promote the specialty to students by marketing and increasing the visibility of neuropsychiatric pharmacy.**

**Actions:**

1. Promote the development of student chapters.
2. Create the infrastructure for managing membership of student chapters.
3. Enable members to self-report available rotations in practice sites.
4. Increase student awareness through member attendance and involvement at the ASHP Mid-Year Clinical Meeting.

## **C. Educational Products and Services**

### **Objective 1: Utilization of Educational Developmental Resources**

**Goal C.1.1: Promote and adapt educational materials to be utilized by non-psychiatric pharmacy groups, such as general pharmacy, nursing, CMHC's, primary care doctors, family practitioners, physician assistants, dentistry, law schools, medical schools, consumer organizations, high school teachers and law enforcement.**

**Actions:**

1. Repurpose the Review Course.
2. Identify and establish contact with key people at 5 distinct associations that support possible audiences for the Review Course.

### **Objective 2: Develop Unique Products and Services**

**Goal C.2.1: Support a Process for Product and Service Development**

**Actions:**

1. Create a concise business plan that tracks all product proposals and provides an overall philosophy that facilitates consistent product planning and evaluation from year to year.
2. Refine committee, organizational and staff structures to facilitate efficient product research and development.
3. Design, evaluate and submit a plan for implementation of product concepts, such as a psychopharmacy fact sheet and survival guide.

## **D. Advocacy and Alliances - Voice of the Specialty**

### **Objective 1: Obtain Pharmacist Provider Recognition and Reimbursement**

**Goal D.1.1: Maintain and facilitate additional engagement of CPNP volunteers in legislative activities**

**Actions:**

1. Identify a method of communicating with the membership regarding legislative activities and directing members as to how they can contribute to the legislative process.

**Goal D.1.2: Participate in the Healthcare Reform Stakeholders Group (HCR Stakeholders)**

**Actions:**

1. Ensure representation by identifying an active HCR Stakeholders liaison.
2. Budget funds for liaison expenses.

**Goal D.1.3: Maintain and establish CPNP presence at critical meetings and in relevant advocacy groups**

**Actions:**

1. Evaluate and respond to proposals from advocacy groups.
2. Ensure representation at critical meetings such as research council, NIMH.

### **Objective 2: Initiate and/or Advance Alliances which Benefit the College**

**Goal D.2.1: Evaluate and develop partnerships with organizations such as the National Alliance on Mental Illness (NAMI), American Psychiatric Nurses Association (APNA), American Psychiatric Association (APA), American Epilepsy Society (AES), American Society of Clinical Psychopharmacology (ASCP)**

**Actions:**

1. Engage these groups to identify and establish partnership events and opportunities.
2. Market CPNP membership, products and services to these groups.

### **Objective 3: Describe Best Practice Models for Providing Pharmaceutical Care to Patients with Psychiatric Illnesses**

**Goal D.3.1: Determine what best practice models exist in various locations and practice settings.**

**Actions:**

1. Define minimum practice standards and expectations for specialists in specific practice models.
2. Showcase best practice models via the *Mental Health Clinician* innovative practice forum.

## **E. Knowledge, Development and Research - Development, Dissemination, and Demonstration**

### **Objective 1: Certification within the Specialty**

#### **Goal E.1.1: Market the Specialty**

##### **Actions:**

1. Consistently work with the Board of Pharmaceutical Specialties to plan for marketing of the specialty.

#### **Goal E.1.2: Maintain Quality of BCPP Recertification Products and Processes**

##### **Actions:**

1. Maintain and enhance quality assessment and quality assurance measures regarding integrity of the exam process.
2. Transition all recertification product teams to editorial boards allowing for extended terms of service and growth in expertise.
3. Monitor annual evaluations and BPS audit reports and respond to any needed changes.

### **Objective 2: Enhance the Annual Meeting**

#### **Goal E.2.1: Programming Enhancement**

##### **Actions:**

1. Identify and implement specific research topics that are in demand by the membership.
2. Identify major cities that can support a successful CPNP Annual Meeting.
3. Identify and enhance leadership opportunities available in the program development process and structure.

#### **Goal E.2.2: Explore Opportunities to Reduce Annual Meeting Costs**

##### **Actions:**

1. Identify other associations that meet at a similar time each year and evaluate the benefits of partnering with another association in offering a conference.
2. Consider alternative times of year to hold the Annual Meeting to reduce attendee and organizational costs.

### **Objective 3: Advance the Level and Quality of Scholarship and Research among Membership**

#### **Goal E.3.1: Update and Implement the Five-year Research Plan**

##### **Actions:**

1. Establish the primary goals of the plan with the foremost being facilitating the development of members' research knowledge and skills.
2. Plan for the provision of mentoring for CPNP-supported scholarship opportunities.
3. Evaluate the transition of research-related initiatives and efforts to the CPNP Foundation.

#### **Goal E.3.2: Promote venues in which to present findings from research studies, patient cases, and teaching experiences in mental health**

##### **Actions:**

1. Provide mentoring for publication of scholarly research.

## **Objective 4: Support Submission and Dissemination of Scholarly Content by Members**

### **Goal E.4.1: Enhance Existing Communication Channels**

#### **Actions:**

1. Improve Shared Resources on the CPNP website.
2. Establish and promote the Mental Health Clinician electronic newsletter.