

“Challenges and Opportunity”

Board identifies priorities, activities for coming year

by Christopher Decker, RPh, Executive Vice President & CEO, PSW

The members of the PSW Board of Directors met in October to begin the formal planning process for the organization's activities and priorities in 2006. The Board reviewed and updated the current PSW goals, objectives and action plans in the primary areas of PSW activity.

“The coming year will once again be filled with both challenges and opportunity,” said PSW President John Johnson. “We see that it is PSW's job to direct the resources of the organization toward addressing the challenges head-on and assisting our members to recognize and take advantage of the opportunities. No one should expect the status quo to be a winning strategy.”

The Board also received a presentation on the new strategic plan for the UW School of Pharmacy from the school's dean, Jeanette Roberts, who is also a member of the PSW Board. The group discussed ideas for further enhancing the synergy and number of activities that can be jointly pursued by PSW and the School in order to better serve the state's practitioners, students and faculty. A working group was established to examine specific activities that may be pursued in order to build upon the current collaborative efforts between the two organizations.

The Board also engaged in a strategic discussion regarding effecting change in the pharmacy benefits of the publicly funded health care programs, Medicaid and Medicare. Both of these programs are dramatically changing policies related to the payment and coverage of prescription drugs and pharmacy services. The PSW Board discussed and approved recommendations for appointments to the new Wisconsin Pharmacy Reimbursement Commission appointed by Governor Doyle. The Board also reviewed a pharmacy education plan to be conducted by PSW for the new Medicare Part D programs. The informational material will be provided to PSW's pharmacy members and posted on the PSW Web site for individual members to access.

Lastly, the Board discussed PSW's plans for a statewide pharmacy quality initiative. The initiative will work to create a new statewide standard for medication therapy management and will include both pharmacy providers and interested health plans. It is PSW's objective to create a standardized pharmacy payment-for-performance system that can become the standard for pharmacy benefit plans in the state.

The PSW Board invites the ideas and comments of PSW members to these initiatives as well as to the priority activities outlined in the following document outlining the 2005-2006 goals and objectives for PSW. ●

2005-2006 PSW Goals and Objectives

GOAL 1: Promote the Continued Development and Advancement of Pharmacy Practice Within the Wisconsin Health Care System.

CONTINUING PHARMACY EDUCATION

Objectives:

1. Provide convenient access to contemporary professional education programming of interest and relevance to PSW members through program development and offerings.
2. Support the profession's quality assurance process for continuing pharmacy education through service as an ACPE approved provider of continuing education.
3. Provide a meaningful system of co-sponsorship of continuing education programs to interested Wisconsin health care systems and organizations.

PHARMACY PRACTICE SPECIALTIES

Objectives:

1. Facilitate the sharing of information and pursuit of practice activities unique to some members of PSW through PSW's Sections and Practice Interest Networks (PINs).
2. Consider practice specialty areas in the development and offering of programming offered at PSW's conferences.
3. Recognize the importance of pharmacy practice specialties to the advancement of Wisconsin pharmacy generally and facilitate the involvement of practice specialists in PSW.

PUBLIC EDUCATION/MEDIA OUTREACH

Objectives:

1. Provide PSW members with information and strategies that can be used by them to educate consumers and other health professionals about the value of pharmacy practice and the appropriate use of pharmaceuticals.
2. Prepare a media communications strategy that provides regular and consistent information to major media contacts in Wisconsin on pharmacy practice issues.
3. Develop a grassroots network of PSW members who are interested and willing to serve as local media contacts.

PHARMACY PRACTICE BUSINESS DEVELOPMENT

Objectives:

1. Provide a support system for Wisconsin pharmacy practices desirous of offering enhanced clinical services.
2. Evaluate options to offer a business mechanism (pharmacy network, QA service, etc.) to promote and connect Wisconsin pharmacy practices with health care purchasers.
3. Expand the provision of business incentives for pharmacy practices to offer expanded clinical services.
4. Assist Wisconsin health care purchasers in the design and offering of payment systems that incent and reward quality services.

PROFESSIONAL DEVELOPMENT OF PHARMACY STUDENTS, PHARMACY RESIDENTS, NEW PRACTITIONERS

Objectives:

1. Provide information, support and services that further the professional development of Wisconsin pharmacy students and enables their participation in PSW.
2. Engage the involvement of the directors of Wisconsin pharmacy residency programs and create tools to support residency program offerings and the involvement of pharmacy residents in PSW.
3. Provide focused attention toward the recruitment and involvement of recent pharmacy school graduates in PSW and further their professional development.

GOAL 2: Provide a Meaningful Advocacy Program in Support and Promotion of Wisconsin Pharmacy Practices and PSW Priorities.

STATE LEGISLATION AND REGULATION

Objectives:

1. Provide a system for PSW to engage its members in the creation and promotion of a pro-active public policy agenda.
2. Be prepared and capable to respond to legislative or regulatory threats to the practice of pharmacy in Wisconsin.
3. Provide a consistent and credible source of information on pharmacy practice issues for Wisconsin policy makers.
4. Provide a mechanism for grassroots issue advocacy that involves pharmacists and other PSW members throughout the state.
5. Offer a robust system of support to pro-pharmacy candidates seeking election to state office.

FEDERAL LEGISLATION AND REGULATION

Objectives:

1. Provide a system of input to and support of policy items of importance to PSW's national affiliates.
2. Maintain and utilize a system to efficiently communicate with the members of the Wisconsin congressional delegation on items of importance to PSW members.

PUBLIC/MEDIA

Objectives:

1. Develop and maintain a Wisconsin media health care contact system.
2. Prepare a communications plan for PSW; including format and schedules for press releases, business member communications, and individual member communications.

ALLIED HEALTH CARE ORGANIZATIONS

Objectives:

1. Develop and maintain meaningful interaction and dialogue with the other leading Wisconsin health care organizations.
2. Present written material to allied health care groups that illustrates or explains PSW's key advocacy items.
3. Pursue the development of health care coalitions in support of PSW's key advocacy areas.
4. Facilitate the meeting of staff and volunteer leaders of key health care organizations to address issues of common interest.

HEALTH CARE PURCHASERS

Objectives:

1. Provide key Wisconsin health care purchasers information and tools that support and facilitate payment for pharmacist services.
2. Provide all purchasers information on how to work with Wisconsin pharmacies to best manage the pharmacy benefit within their health plan, effectively creating a pharmacy advisory committee through PSW.

GOAL 3: Develop and Maintain the Organizational Resources Necessary to Conduct the Business of the Organization and to Provide a Unified Voice for Wisconsin Pharmacy.

INDIVIDUAL MEMBERSHIPS

Objectives:

1. Reach established membership recruitment and renewal goals through defined strategies.
2. Implement priority recommendations of PSW membership committee.
3. Solicit and maintain membership involvement of UW School of Pharmacy practice faculty and role modeling for pharmacy students.
4. Maintain accurate and comprehensive membership data for targeted member communications and services.

PHARMACY BUSINESS SUPPORT

Objectives:

1. Establish and achieve business membership recruitment goals.
2. Provide regular communications uniquely to PSW business members and with market differentiation as possible.
3. Create annual report of business activities and distribute to business support members and prospects.
4. Facilitate interaction among key members of each pharmacy market segment and regularly determine services PSW can provide and issues PSW can address that are important to the market segment.

CORPORATE SPONSOR PROGRAM

Objectives:

1. Formalize the corporate sponsor program and material to engage the support of PhRMA companies for PSW educational programs.
2. Implement the priority recommendations of the PSW corporate sponsor committee.
3. Provide corporate sponsor company representatives the opportunity to provide input and ideas for PSW programs and conferences.

MEMBER SERVICE

Objectives:

1. Establish multiple and diverse methods for PSW members to efficiently and effectively influence PSW policies, priorities and activities.
2. Provide a known opportunity to PSW individual members and business members to raise questions to the PSW office and receive prompt expert replies whenever possible.
3. Create and provide a member survey on satisfaction with PSW member services and identification of issues for PSW to address.

LEADERSHIP DEVELOPMENT

Objectives:

1. Provide a process to identify and assist in the professional development of formal leaders for PSW.
2. Provide orientation for new PSW Board members.
3. Provide mechanism for PSW Board planning and activity prioritization.
4. Support and facilitate the meeting between PSW leaders and representatives of other key pharmacy organizations.
5. Offer and support leadership and professional development program for PSW members.
6. Develop and maintain communication with past PSW presidents and Board members on key PSW activities and issues.

OPERATIONS

Objectives:

1. Maintain an office with the necessary capital, equipment and staff to conduct the business of the organization and achieve its priorities.
2. Consider methods to expand the activities pursued by PSW's subsidiary organizations in support of PSW's priorities.

GOAL 4: Provide Specific Services, Products and Information that are Valued by PSW Members.

MEMBER COMMUNICATIONS

Objectives:

1. Develop and maintain a formal PSW communications plan and related strategies for PSW member communication products.

2. Utilize both print and electronic media to communicate with and between PSW members.

PROFESSIONAL RECOGNITION

Objectives:

1. Provide and maintain a meaningful system to recognize professional and service excellence among PSW members.
2. Provide mechanisms to showcase successful Wisconsin pharmacists and Wisconsin pharmacy practices and facilitate PSW members learning from one another.

MEMBER FORUMS

Objectives:

1. Use both real and virtual formats to enable PSW members to communicate and interact with one another.
2. Present PSW activities in a business forum in each of PSW's major conferences and enable PSW members to discuss issues of importance directly with PSW's officers.

LOCAL AND NATIONAL SERVICE

Objectives:

1. Provide support to PSW members who strive to support and contribute to the leadership of other pharmacy organizations.
2. Seek and build collaborative working relationships with other organizations to best serve PSW members and advance the practice of pharmacy in Wisconsin and the nation. ●

2006 PSW Legislative Day

February 15 Inn on the Park, Madison, WI

Legislative Day is the only program offered by PSW dedicated solely to government affairs issues as they relate to pharmacy. This program offers participants an insider's view of the decision-making process at the State Capitol and an opportunity to meet with legislators. PSW is known in the Capitol for its informed members and strong grassroots network.

2006 holds a lot for pharmacy. The legislative session will be coming to a close but not before some vital pharmacy issues are discussed. The Governor's Pharmacy Reimbursement Rate Commission will be presenting a report and possible alternatives to the cuts required by the Governor's vetoes. Finally, elections for governor, attorney general and the legislature will be held in November and those elections are sure to be major topics of discussion. In order to make sure PSW members are informed, the 2006 PSW Legislative Day program will examine these topics. Participants at this year's conference will have an opportunity to hear from and talk to key legislative leaders to discuss these and other legislative matters related to Wisconsin pharmacists.

— Please make arrangements to attend the 2006 Legislative Day in Madison. —

