

PHARMACY SOCIETY OF WISCONSIN

STRATEGIC PLAN 2025



THE PSW STORY – ONE VOICE, ONE VISION

A pharmacist that graduated in 1990 worked with a limited scope of practice; counseling on medications had just become required, but laws prohibited this pharmacist from providing immunizations, comprehensive medication reviews, and management of chronic conditions. Hospitals had begun to decentralize pharmacists, but many hospitals' policies kept pharmacists focused on medication preparation and administration. By the mid-90s, pharmacy practice was facing unprecedented challenges in healthcare policy and the growing complexity of patient needs.

The boards of directors of the Wisconsin Pharmacists Association (WPhA) and Wisconsin Society of Hospital Pharmacists (WSHP) initiated an exploration of the desirability and feasibility of creating a single, new organization to represent, with a unified voice, all of Wisconsin pharmacy professionals. This two-year effort resulted in the creation of the Pharmacy Society of Wisconsin (PSW) on January 1, 1998.

Since then, PSW has catalyzed connection between pharmacy professionals in all settings. At PSW conferences and virtual member meet-ups, and through engagement, members form relationships and share ideas. PSW is the conduit to support advocacy efforts for changes in policy. These policy changes, and PSW education and coaching resources, support the implementation of practice transformation. The information and connection that PSW members get supports their ability to make a difference, makes them more efficient, provides professional reward, and results in better patient care.

PSW MISSION

Provide a unified voice, resources, and leadership to advance the pharmacy profession and improve the quality of medication use in Wisconsin

PSW VISION

Transforming pharmacy practice to enhance the health of Wisconsinites.

SHARED VALUES – WHAT BRINGS US TOGETHER

- We believe patients are our purpose – if it's right for the patient; it's right for the profession
- We value collaboration and mutual respect – if you want to go fast, go alone; if you want to go far, go together
- We believe in innovation and we believe we are difference makers
- We value community – we inspire to be inspired, building lasting relationships along the way
- We engage in advocacy for our patients and our profession – we believe every patient needs a pharmacist and every pharmacist needs an advocate

STRATEGIC PLAN 2025

Build a Sustainable, Healthy Pharmacy Workforce and Workplace

GOAL 1: Share our joy in the pharmacy profession, expanding the pipeline of healthcare students.

Indicators of progress

- Curate and feature pharmacy career materials on the PSW website and social media.
- Compile and promote existing marketing materials highlighting the roles of pharmacy professionals in various practice areas.
- Equip pharmacy ambassadors with materials and training to share personal experiences and testimonials.
- Facilitate member participation in informational, community outreach events.

GOAL 2: We will lead discussions, disseminate data and research, and create calls to action to develop long-term solutions for the Wisconsin pharmacy workforce crisis in collaboration with other healthcare providers.

Indicators of progress

- Collaborate with schools and associations to amplify healthcare career messaging.
- Disseminate Wisconsin Pharmacy Workforce Survey results.
- Lead efforts to engage external stakeholders in the review of and commitment to contribute to the Wisconsin Pharmacy Workforce Recommendations.
- Collaboratively create and disseminate a workplace conditions survey with the Pharmacy Examining Board.
- Facilitate networking opportunities at PSW conferences.
- Schedule presentations that build skills for managing burnout and employee/team wellbeing.

GOAL 3: We will create pathways for pharmacy technicians to step into advanced roles, while bolstering a vibrant, skilled, and sufficient technician workforce.

Indicators of progress

- Share apprenticeship program information and success stories.
- Promote Technician Career Ladder podcast to inspire career development.
- Update and optimize the PSW educational training programs already approved by PTCB as Certificate Training Programs for Immunization Management and Technician Product Verification.
- Develop a PSW education training program recognized by PTCB as a Certificate Training Program for Medication Therapy Management (MTM).
- Partner with pharmacy technician training vendors to provide turnkey training programs and CPhT exam prep for employers to use with early-career technicians. Disseminate those opportunities to employers.

GOAL 4: We will empower pharmacy professionals to create a just culture in the workplace that emphasizes medication safety and human connection.

Indicators of progress

- Investigate, with WMS, the feasibility of collaborating to develop and administer a wellness program for healthcare professionals.
- Regularly communicate that for us to care for others, we need to care for ourselves.
- Promote existing PSW mental health wellness resources.
- Implement a PSW Code of Conduct & Member Ethics with reporting structure and action plan.
- Support the use of the Pharmacist's Fundamental Responsibilities and Rights and provide opportunities to discuss the implementation of this national guiding document.
- Provide Just Culture training for pharmacy professionals.

GOAL 5: We will advocate for policies that support streamlining licensure of pharmacists and registration of pharmacy technicians.

Indicators of progress

- Advocate for the elimination of the MPJE examination as a condition of pharmacist license.
- Assist license-seekers with licensure issues and delays.
- Provide education regarding allowances provided by 2021 Wisconsin Act 10 for out-of-state licensed pharmacists.
- Provide education to members regarding any modifications to the definition of pharmacy technician for the purposes of registration.

Inspire Professional Growth

GOAL 1: We will nurture and support professional identify formation and growth for pharmacists and pharmacy technicians at all career stages.

Indicators of progress

- PSW education, print and digital marketing, and publications will use the term 'pharmacy professionals.'
- At least 30% of all PSW educational offerings are available to pharmacy technician learners.

GOAL 2: We will be the go-to resource for Wisconsin pharmacy professionals to build leadership skills and to share leadership lessons, offering connection, content, mentorship, and training in a variety of formats.

Indicators of progress

- Offer member-led podcasts on professional identity and leadership.
- Host the Decker-Temple Leadership Conference as a pathway for pharmacists to build leadership skills and to share leadership lessons, offering connection, content, mentorship, and training.
- Provide Continuing Professional Development opportunities that meet the requirements for our members who are BPS Certificate holders.
- Refresh PSW on-demand education catalog to provide free continuing education hours for PSW members to meet licensure and certification requirements.

- Implement Technician Leadership Development Academy for mid-career technicians.
- Promote financial planning resources, including refinancing opportunities and insurance protections.

GOAL 3: We will connect with student pharmacists to prepare them for a rapidly evolving profession and the complex, culturally sensitive needs of their patients.

Indicators of progress

- Engage in presenting at schools of pharmacy to highlight association membership value.
- Conduct personalized outreach to encourage student conference attendance.
- Offer free membership to first year practicing pharmacists.
- Support preceptors' development using PSW tools.
- Share strategies to support job shadowing opportunities for prospective pharmacy professionals.

GOAL 4: We will amplify innovative practices, accelerate practice transformation through coaching, curate upskilling and reskilling opportunities for pharmacy technicians and pharmacists, and provide leadership development.

Indicators of progress

- Provide coding and billing certification opportunities.
- Promote innovative practices in CVD, asthma, and opioid-use disorder programs.
- Support pharmacy leaders engaging HR professionals in impacting pharmacy technician role and compensation advancement conversations.

GOAL 5: Pharmacy technicians will be equitably included in engagement opportunities.

Indicators of progress

- Pharmacy technicians serve on every PSW committee and taskforce.
- Technician Section presidential officers attend PSW Board of Directors meetings.

GOAL 6: We will strive to create an inclusive and welcoming environment that nurtures a powerful sense of belonging among our members and fosters well-being and resilience, recognizing our members are whole people that strive for work-life harmony.

Indicators of progress

- Incorporate well-being and work-life harmony into leadership discussions.
- Implement a personalized, targeted approach to new member outreach and onboarding.

Elevate Care with Technology

GOAL 1: We will catalyze discussion between members and across settings to share strong practices in technology implementation and the use of augmented/artificial intelligence (AI) while preserving the essential human touch in patient care.

Indicators of progress

- Streamline PSW conference registration and abstract submission with technology.
- Engage Epic (and other connected vendors) to highlight developments for pharmacy leaders.
- Support leadership development in digital competency.
- Select speakers for educational programming which supports the use of technology to close equity gaps and increase access to pharmacists' services.

GOAL 2: We will provide education and foster conversations that support pharmacy professionals' ability to proactively adapt to emerging technologies.

Indicators of progress

- Launch WISHIN Business Support Program offering.
- Coordinate with state pharmacy association colleagues across the country to provide medical billing education and billing software vendor virtual exhibits.
- Engage in Pharmacy Profiles development discussions.
- Connect regularly with PQA, NCPDP, and pharmacy IT group through NASPA.
- Promote EpicCare Link and engage in strategic discussions to expand integration across care silos.
- Provide education, resources, and build partnerships that will empower members to use technological advancements to streamline administrative processes, expand and bill for services, document and communicate care provided, and enhance overall care of patients.
- Share Remote Pharmacy Systems toolkit and highlight lessons learned from those who have implemented these programs.
- Advocate for modernizing remote dispensing statutes.

Advocate for Pharmacist and Pharmacy Technician Roles in Healthcare

GOAL 1: We support pharmacists in the unrestricted use of professional judgement to act in the best interest of patients and act to preserve and expand pharmacists' roles in medication review and medication management.

Indicators of progress

- Advocate for the unrestricted professional judgement of pharmacists.
- Facilitate PSW members responses to physician-facing education RFPs.

GOAL 2: We advocate for the adoption of legislation and regulation that empowers pharmacists to utilize the full scope of their medication expertise and empowers patients to select the location they receive their pharmacy care.

Indicators of progress

- Advocate for comprehensive PBM reform, keeping patient choice and access at the center of policy discussions.

GOAL 3: We provide education, resources, coaching, and peer-to-peer connection to advance the implementation of pharmacist provider status, including pharmacist credentialing.

Indicators of progress

- Develop Provider Status coaching program.

GOAL 4: We actively engage with policymakers to remove barriers to innovation and creativity, including telehealth, license portability, and scope of authority or expanded roles.

Indicators of progress

- Discuss opportunities to leverage Wisconsin culture of team-based care to expand the use of Collaborative Practice Agreements in partnership with AMA.
- Utilize NABP Verify to facilitate workforce mobility.
- Advocate for loan forgiveness for pharmacy professionals.

GOAL 5: We foster connection between pharmacy professionals and the policymakers that support pharmacy professionals' roles on the healthcare team.

Indicators of progress

- Host Legislative Day to facilitate pharmacy professionals' engagement with their policymakers.
- Fundraise through the PAC and Friends of Pharmacy Fund to foster relationships with policymaker champions.
- Support policymaker visits to pharmacy practice sites.
- Collaborate with our national partners to advocate for national-level policy changes.

GOAL 6: We collaborate with community-based organizations and healthcare teams to address care gaps.

Indicators of progress

- Lead WPQC health equity work, addressing chronic conditions like asthma and CVD.
- Disseminate results of PSW/WMS/WNA partnership to address maternal mental health for Black women.
- Support pharmacy and community-based organization dyads for immunization access.
- Share strong practices of pharmacy professionals collaborating with community-based organizations to close care gaps.

GOAL 7: We will ensure Wisconsin remains a hub for pharmacy leadership while supporting practice across state lines and across sites of care.

Indicators of progress

- Share examples of cross-sector partnerships to address shared challenges and showcase PSW as one voice for the profession.
- Nominate Wisconsin pharmacy professionals for national awards in leadership and innovation.
- Engage with the national organization partners to influence policy and systems changes nationally and in other states.



**Pharmacy Society
of Wisconsin**