

# PHARMACY SOCIETY OF WISCONSIN

## STRATEGIC PLAN 2026



**Pharmacy Society  
of Wisconsin**

# ENVISIONING THE FUTURE OF PHARMACY PRACTICE

PSW envisions a future where pharmacy professionals are indispensable partners in healthcare, thriving at the intersection of innovation, compassion, and accountability. We anticipate and prepare for workforce transformation, technological advancement, evolving patient expectations, and shifting political and economic landscapes. Our commitment is to ensure pharmacists and pharmacy technicians remain at the forefront of care, empowered by technology, enabled by sustainable care and payment models, and trusted by patients to deliver accessible, high-quality care across Wisconsin.

By unifying our voice, resources, and leadership, we support the advancement of pharmacy in Wisconsin. We promote the profession of pharmacy as vital healthcare partners, providing patient-focused care, optimizing medication therapy, participating actively throughout the full continuum of patient care with outcome-based practices, and advocating for policies that allow patients to decide where and how they receive their pharmacy services.

## CROSS-CUTTING COMMITMENT: HEALTHCARE WORKFORCE WELL-BEING

PSW is dedicated to fostering a culture of well-being for all pharmacy and healthcare professionals. We will:

- Advance evidence-based well-being practices.
- Address stigma around mental health.
- Support environments where professionals thrive personally and professionally.



## PSW MISSION

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

# EMPOWER PHARMACY PRACTICE TRANSFORMATION



**GOAL 1:** Advocate for pharmacists' unrestricted use of **professional judgement** to act in the best interest of patients and as essential members of the healthcare team.



**GOAL 2:** Advocate for the adoption of a **Standard of Care regulatory framework and practice authority** that empowers pharmacists to utilize the full extent of their expertise.



**GOAL 3:** Provide education, resources, and peer coaching to advance **pharmacist provider status**, ensuring pharmacists are recognized, authorized, and paid for delivering patient care services within their scope of practice.



**GOAL 4: Measure and showcase the impact** of pharmacy and pharmacist-led care in collaboration with the broader healthcare team, positioning Wisconsin as a model for outcomes-driven, patient-centered practice.



**GOAL 5:** Create pathways for **pharmacy technicians to assume advanced responsibilities**, while ensuring a skilled and robust technician workforce.



**GOAL 6:** Equip pharmacy professionals to **harness technology and artificial intelligence (AI)** to enhance patient care, optimize workflows, and preserve human connection.

## CULTIVATE PROFESSIONAL GROWTH, INNOVATION, AND LEADERSHIP



**GOAL 7:** Build vibrant networks for collaboration, idea exchange, and innovation **across all practice areas**.



**GOAL 8:** Nurture and support **professional identity formation** and continuing professional and leadership development for pharmacists and pharmacy technicians at all career stages.



**GOAL 9:** Prepare pharmacy professionals to serve as **strategic financial experts**, supporting pharmacy professional development in revenue cycle management, medical coding and billing, evolving reimbursement models, and high-cost personalized therapies.

# ADVOCATE FOR ACCESS TO PHARMACY CARE



**GOAL 10:** Collaborate with community organizations, policymakers, and healthcare teams to **eliminate pharmacy deserts** and ensure equitable access to pharmacist-provided care statewide.



**GOAL 11:** Advocate for policies that enable **patients to choose the location where they receive their pharmacy care.**



**GOAL 12:** Empower pharmacy professionals to **create safe workplaces.**



**GOAL 13:** Advocate for policies that **simplify pharmacist licensure and technician registration.**



**GOAL 14:** Engage policymakers to eliminate obstacles to innovation, including the use of **telehealth, license portability, and expanded roles for pharmacy professionals.**



**GOAL 15:** Share our joy in the **pharmacy profession** to attract and inspire future healthcare students.

## TRANSFORMING PHARMACY PRACTICE TO ENHANCE THE HEALTH OF WISCONSINITES



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