



PHARMACISTS  
MANITOBA

---

# Strategic Plan

2023-

2026

The last strategic plan for Pharmacists Manitoba was completed in 2017. External and internal changes in the last four years led to the initiation of a new strategic plan. A global pandemic, the hiring of a new CEO, and a new board President are a few driving factors leading to the need to review the existing strategic plan and derive a new strategy that will ground leadership to take aligned direction and add value to its membership base.

### What is staying the same?

1. **Vision:** To unify and advance the pharmacy profession
2. **Mission:** To inspire excellence in practice and promote the value of pharmacists' professional services.
3. **Value Statements**
  - i. Empower, inspire and support members
  - ii. Communicate openly and honestly
  - iii. Pursue excellence through continuous improvement
  - iv. Challenge ideas and champion for change
  - v. Collaborate with stakeholders and strategic partners

# NEW STRATEGIC OBJECTIVES FOR 2023-2026

**01 Support**  
Support the pharmacy community in awareness and navigation of the changing pharmacy landscape and environment

**02 Network**  
Strategically network and develop meaningful opportunities to collaborate and partner with interprofessional networks

**03 Collaborate**  
Work collaboratively with government to advance pharmacy practice in Manitoba (scope and compensation)

# HOW CAN WE TURN THESE STRATEGIC OBJECTIVES INTO ACTION BY 2026?

**Strategic Objective #1:** Support the pharmacy community in awareness and navigation of the changing pharmacy landscape and environment

<p style="text-align: center;"><b>Educate</b></p> <p>Educate our members on upcoming disruptors like Amazon, AI, big data, tech companies through continuing education opportunities such as the Conference, virtual events, and/or by sharing tools and resources</p>	<p style="text-align: center;"><b>Enhance</b></p> <p>Enhance our website to ensure it is meeting our members' needs and improves the user experience and meets and keeps up-to-date with current accessibility standards</p>	<p style="text-align: center;"><b>Evaluate</b></p> <p>Evaluate all forms of communications to ensure they still suit the needs of our membership, as well ensure that public facing platforms help to engage and inform Manitobans</p>
<p style="text-align: center;"><b>Review</b></p> <p>Review the individual and corporate membership structure, as well as, associated fees and benefits to ensure it is equitable for groups such as "New Grads", as well, introduce a category for Pharmacy Technicians</p>	<p style="text-align: center;"><b>Sustain</b></p> <p>Sustain the role of a "Pharmacy Practice Advisor" or staff pharmacist on the Pharmacists Manitoba team further than October 31, 2023</p>	<p style="text-align: center;"><b>Provide</b></p> <p>Provide new and timely member benefits and resources which directly relate to modifications to regulations and advancements made within the pharmacy profession</p>

# HOW CAN WE TURN THESE STRATEGIC OBJECTIVES INTO ACTION BY 2026?

**Strategic Objective #2:** Strategically network and develop meaningful opportunities to collaborate and partner with interprofessional networks

<p><b>Provincial Pharmacy Network</b></p> <p>Continue our on-going relationship with College of Pharmacists of Manitoba (CPhM), Canadian Society of Hospital Pharmacists - Manitoba Branch (CSHP), and the University of Manitoba College of Pharmacy, to work together on any shared priorities or goals</p>	<p><b>National Pharmacy Network</b></p> <p>Continue our on-going relationship with Provincial Pharmacy Associations and groups such as the Canadian Pharmacists Association (CPhA) to work together on any shared priorities or goals, as well, regarding resources or information sharing</p>	
<p><b>Pharmacy Technicians</b></p> <p>Particularly advocating for their expanded scope and acceptance of liability for their work with the goal of relieving some of the technical demands on pharmacists</p>	<p><b>Doctors Manitoba and College of Physicians and Surgeons of Manitoba</b></p> <p>To facilitate interprofessional understanding of each other's expertise, scope and government priorities to improve the healthcare system as a whole and to mitigate possible barriers the pharmacy profession faces when advocating for scope and compensation advancements</p>	<p><b>Other</b></p> <p>Be open to working with additional interprofessional groups if it helps us advance our profession and goals</p>

# HOW CAN WE TURN THESE STRATEGIC OBJECTIVES INTO ACTION BY 2026?

**Strategic Objective #3:** Work collaboratively with government to advance pharmacy practice in Manitoba (scope and compensation)

<p><b>Develop</b></p> <p>Develop an Election Strategy for the Next Provincial Election (2023)</p>	<p><b>Communicate</b></p> <p>Communicate the value of pharmacists (and pharmacy teams) within the healthcare system and position ourselves as a solution to many strains on the system</p>
<p><b>Build</b></p> <p>Continue building working relationships with the Government of Manitoba, including Cabinet Ministers, MLAs, but also with senior civil servants</p>	<p><b>Involve</b></p> <p>Involve the Economics Advisory Council (EAC) when developing proposals for Government to consider to unify the voice of our profession</p>

# FOCUSES FOR ADVOCACY

01 Increased remuneration for current pharmacy services, such as vaccines and EIA

02 Standardized administrative processes, such as inputting vaccines into records/software

03 Upgraded technology for record keeping, such as DPIN

04 Additional publicly funded services, such as comprehensive medication reviews, professional fees, additional vaccines and injections (Depo-Provera and B12), etc.

05 Access to additional software/technology for little or no cost for pharmacists or the pharmacies, such as eChart

06 Assessing and Prescribing for additional minor ailments, self-limiting conditions and services, only if there is remuneration associated