

# STRATEGIC PLAN 2018 - 2021

On January 27<sup>th</sup>, 2017 the Board of Directors, Liaisons to the Board and staff participated in our Strategic Planning Session and developed a new 2018 to 2021 Strategic Plan.

TO UNIFY AND ADVANCE THE PHARMACY PROFESSION

VISION

TO INSPIRE EXCELLENCE IN PRACTICE AND PROMOTE THE VALUE OF PHARMACISTS' PROFESSIONAL SERVICES

MISSION

## OBJECTIVES

Strengthen relationships with stakeholders to unify our position that the profession is a valuable yet underutilized resource for the healthcare system in Manitoba.

Engage current and future pharmacists to communicate the value of membership and the need to support Pharmacists Manitoba.

Advance discussions with government to demonstrate the value of a fee for service model and the range of services that pharmacists can provide.

## VALUES

EMPOWER, INSPIRE AND SUPPORT MEMBERS

COMMUNICATE OPENLY AND HONESTLY

PURSUE EXCELLENCE THROUGH CONTINUOUS IMPROVEMENT

CHALLENGE IDEAS AND CHAMPION FOR CHANGE

COLLABORATE WITH STAKEHOLDERS AND STRATEGIC PARTNERS