



# PSW Areas of Focus for 2019

# 2019

by Nick Olson, PharmD, BCPS

**T**hey say good things come in groups of seven. There are the seven habits of highly effective people, the Seven Wonders of the World, seven days of the week and seven colors in the rainbow. While perhaps not as grandiose as the former listed groups, the PSW Board of Directors convened in mid-January and ratified the organization's strategic plan for 2019; to no surprise, PSW identified seven strategic goals and priorities of focus for the upcoming year.

Developing the annual strategic goals and priorities is an extensive process. It starts with intensive gathering of information and input from the membership and culminates with the Board of Directors crafting the goal statements and ratifying them at the January PSW Board Meeting. PSW staff and volunteer leadership use this document to guide and direct activities PSW engages in throughout the year. Progress towards these goals is tracked and will be regularly shared with the membership. As a PSW member, it is important to keep you informed as to where your resources are being directed and where you have opportunities to get involved with the organization.

While not designed to be a comprehensive reflection of all PSW activity, PSW areas of focus for the coming year – the following strategic goals – are designed to reflect focused initiatives that both the PSW Board and the PSW staff

are tracking the progress of and focused initiatives in which there can be further engagement of the membership as a whole.

The following are the seven strategic priorities PSW has identified for 2019:

## Goal 1

*Continue and expand activities supporting the achievement of legal pharmacist provider status in the state of Wisconsin*

The PSW Pharmacist Provider Status work group will continue efforts towards this goal. Activities include 1) advancement of a three-pronged approach to further solicit member feedback regarding perceived effects of provider status on their work environments, 2) engagement of external stakeholders in an effort to further communicate the benefits of provider status, and 3) highlighting the economic importance of the advanced roles pharmacists routinely engage in.

## Goal 2

*Continue and expand activities supporting technician practice advancement, competency, and regulation*

A well-trained and appropriately regulated technician workforce is essential to the advancement of pharmacy practice in Wisconsin. Activities related to this goal will include convening a stakeholder group comprised of technicians, pharmacists, and

administrators to further develop a long-term approach to addressing technician-related issues. We will pursue additional legislative efforts to expanded technician roles in well-researched areas and allow for better tracking and training of technicians across the profession.

## Goal 3

*Create visible opportunities to engage student pharmacists in PSW, focusing on retaining them as members post-graduation*

Student pharmacists are key members of our organization. Student pharmacists represent the future of our profession and it is critical that PSW supports their development - not only to advance care for patients, but also develop future organizational leaders. PSW is working to further engage students in organizational activities and create a more streamlined process to solicit feedback from student pharmacists on professional issues.

## Goal 4

*Foster positive working relationships and policy development with legislators, administration officials and staff, and other policymakers*

The results of the 2018 elections have created many opportunities for pharmacists in Wisconsin. It is crucial that we maintain our current relationships with elected officials and policy makers, as well as establish positive relationships with

new individuals. PSW will continue its work with raising funds for the Friends of Pharmacy Conduit. We will also further expand support from the Conduit to connect PSW members with their local legislators, facilitating connections and engagement. Finally, PSW will continue to pursue legislative reform, addressing the role of pharmacy benefit managers (PBMs) and the laws and regulations governing pharmacy practice.

## Goal 5

### *Continue work to support pharmacists' roles in improving patient care, population health, and public health*

PSW is involved in many different practice advancement programs. Much of the grant work PSW is engaged in advances pharmacists' roles in immunizations and population health. With the breadth and depth of these activities, it is imperative that PSW communicates to its members how they and their organizations can become involved. True success with practice advancement programs is gauged based on the participation of pharmacists and integration into pharmacy practice. PSW will continue to foster and promote activities that expand involvement to additional pharmacists and practice sites. PSW will also continue to engage stakeholders and pursue grant opportunities in an endeavor to develop new avenues of professional growth and advancement.

## Goal 6

### *Develop a strategy to support connectivity, communication, and common culture and vision between leadership of PSW advisory groups, sections, taskforces, ad hoc groups, and PSW Board of Directors*

PSW is an ever growing and ever evolving organization. As development continues, it is important for our organization to adapt its structure to best facilitate achievement of goals as well as allow maximal opportunity for member engagement. A group of PSW members and leaders will be recruited to discuss best practices in organizational structures and communication in order to create a common vernacular and expectation for different organizational roles.

## Board Member Perspective

I want to applaud the Board of Directors and PSW Staff for engaging in a thorough process of goal setting and prioritization with the various constituents of PSW, resulting in the PSW 2019 Strategic Goals and Activities. As a professional pharmacy organization that represents all pharmacy practice interests in the state, PSW has a very unique (and envious as I have observed in other state pharmacy organizations) position of articulating a broad-based agenda that advances the laudable goals for all members, including pharmacists, pharmacy technicians, and pharmacy students.

Some of the goals and associated activities are well on their way to being executed such as, Goal 2: Technician Practice Advancement and Goal 7: Operational Structure and Financial Strength. However, several goals will require PSW member engagement well beyond this year alone, such as Goal 1: Provider Status and Goal 5: Patient Care/Population Health. As PSW members, we all should feel compelled to select one of the seven goals and associated activities to realize their fruition. In fact, ask a colleague to join you on this quest, and if not a member, convince them to join PSW for the very same reason you asked them to work with you on a worthy cause, for the benefit of our patients, the profession and the state.

**- George E. MacKinnon III, PhD, MS, RPh, FASHP**  
*Founding Dean School of Pharmacy*

*Professor Pharmacy, Family Medicine, and Institute for Health and Equity  
Genomic Sciences and Precision Medicine Center  
Medical College of Wisconsin, Milwaukee*



## Goal 7

### *Continue to pursue and maintain efforts that improve operational structure and financial strength of the organization*

PSW is a financially strong organization and continues to be one of the strongest state organizations in the country. The PSW headquarters is currently undergoing an extensive refresh and remodel. The remodel will significantly improve the ability of PSW to achieve its organizational goals. Advanced videoconferencing capabilities will allow PSW to better connect pharmacists, and dual purpose work and hospitality spaces will allow for better collaboration and engagement with other stakeholders. The Wisconsin Pharmacy Foundation will continue its activities in an effort to reach its fundraising goal of \$500,000 for the Building Our Tomorrow campaign,

supporting practice advancement efforts now and into the future. Additionally, PSW will continue activities that identify new funding streams for the organization.

2019 is poised to be another successful year for PSW. There is much work already underway in pursuit of the 2019 strategic goals, but there is also much work to be done. PSW owes its strength to its members. The goals we pursue are a direct result of the input from membership. The goals we achieve will be due to the efforts of the membership. We look forward to working together as we embrace the opportunities of the future.

---

Nick Olson is the Chairman of the Board at the Pharmacy Society of Wisconsin in Madison, WI.