

## **2024-2026 APhA Strategic Plan Goals & Objectives**

### **1. Be the voice of pharmacy**

- 1.1. Convene and unite the pharmacy profession.
- 1.2. Serve as the primary professional home for all of pharmacy.
- 1.3. Advocate for key issues that affect pharmacy practice, patient care, and public health.
- 1.4. Elevate public awareness of and demand for pharmacists' patient care services.

### **2. Transform pharmacy practice**

- 2.1. Drive innovation, entrepreneurship, and research in pharmacy practice.
- 2.2. Prepare pharmacy personnel for leadership and engagement in transformative, scalable pharmacy practice models.
- 2.3. Collaborate with stakeholders to optimize health outcomes.

### **3. Energize the pharmacy workforce**

- 3.1. Lead efforts to transform workplaces to promote a thriving pharmacy workforce.
- 3.2. Equip pharmacy personnel to prioritize their mental health and well-being.
- 3.3. Support key stakeholders' efforts to attract and retain the pharmacy workforce.

### **4. Embrace operational excellence**

- 4.1. Evaluate and optimize communication strategies.
- 4.2. Demonstrate continued fiscal responsibility and organizational growth.
- 4.3. Prioritize staff development and organizational culture.
- 4.4. Integrate continuous quality improvement in all organization processes.
- 4.5. Cultivate diversity, equity, inclusion and belonging across APhA.