

MSHP Strategic Plan 2010-2011

- Promote overarching theme
 - Get *Enthusiastic* and Get *Involved* with MSHP, a great TEAM for MS Healthcare
- Enhance member Recruitment/retention Efforts
 - Focused recruitment in each Region
 - Meridian (Central)
 - Oxford (Northern)
 - Gulfport (Southern)
 - Explore social network opportunities as recruitment methods
 - Incorporate “personal benefits” letter approach in recruitment efforts
 - Send “personal letter of congratulations” to newly PTCB-certified technicians and invite to join
- Encourage active leadership among membership
 - Promote involvement and leadership opportunities
 - Recognize member achievements
- Strengthen partnerships with other state pharmacy organizations
 - Explore opportunities to collaborate
 - Participate in the “Pharmacy Coalition”
- Better communication efforts among membership
 - Improve and update membership database
 - Enhance and promote e-newsletter
- Foster preceptor development
 - Continue annual meeting programming
 - Identify additional ways to assist in residency preceptor development
- Encourage additional residency development
 - Serve as a resource of information on accreditation
 - Identify potential residency sites and offer assistance
- Promote the Pharmacy Practice Model Initiative (PPMI) among membership
 - Provide information to membership on background of PPMI
 - Include PPMI in programming at the annual meeting
- Advance statewide advocacy actions
 - Provide input on Pharmacy Practice Act
 - Promote MSHP Political Action Committee efforts
- Encourage mentorship of students and residents
 - Promote mentorship in residency training
 - Support and highlight student and resident research projects and best practices