

PHARMACY SOCIETY OF WISCONSIN

Strategic Plan Destination 2030



One Voice.

One Vision.



THE PSW STORY – ONE VOICE, ONE VISION

A pharmacist that graduated in 1990 worked with a limited scope of practice; counseling on medications had just become required, but laws prohibited this pharmacist from providing immunizations, comprehensive medication reviews, and management of chronic conditions. Hospitals had begun to decentralize pharmacists, but many hospitals' policies kept pharmacists focused on medication preparation and administration. By the mid-90s, pharmacy practice was facing unprecedented challenges in healthcare policy and the growing complexity of patient needs.

The boards of directors of the Wisconsin Pharmacists Association (WPhA) and Wisconsin Society of Hospital Pharmacists (WSHP) initiated an exploration of the desirability and feasibility of creating a single, new organization to represent, with a unified voice, all of Wisconsin pharmacy professionals. This two-year effort resulted in the creation of the Pharmacy Society of Wisconsin (PSW) on January 1, 1998.

Since then, PSW has catalyzed connection between pharmacy professionals in all settings. At PSW conferences and virtual member meet-ups, and through engagement, members form relationships and share ideas. PSW is the conduit to support advocacy efforts for changes in policy. These policy changes, and PSW education and coaching resources, support the implementation of practice transformation. The information and connection that PSW members get supports their ability to make a difference, makes them more efficient, provides professional reward, and results in better patient care.

PSW MISSION

Provide a unified voice, resources, and leadership to advance the pharmacy profession and improve the quality of medication use in Wisconsin

PSW VISION

At PSW, we collaborate with health-care teams to improve medication use, health of Wisconsinites, and transform pharmacy practice.

SHARED VALUES – WHAT BRINGS US TOGETHER

- We believe patients are our purpose – if it's right for the patient; it's right for the profession
- We value collaboration and mutual respect – if you want to go fast, go alone; if you want to go far, go together
- We believe in innovation and we believe we are difference makers
- We value community – we inspire to be inspired, building lasting relationships along the way
- We engage in advocacy for our patients and our profession – we believe every patient needs a pharmacist and every pharmacist needs an advocate



PSW DIVERSITY, EQUITY, AND INCLUSION STATEMENT

One voice, one vision for all. PSW supports diversity in our membership, equity in our opportunities, and inclusiveness in our organization. We embrace our differences, unifying efforts to enhance patient care while advancing our profession. Our patients are diverse, and so are we.

Pharmacy technicians, student pharmacists, and residents are vital to the profession of pharmacy and the furthering of the PSW strategic plan. Pharmacy technicians' roles are key to pharmacy practice advancement. Learners will be encouraged to be part of conversations and participate in PSW activities through learning, listening, commenting, and playing supportive roles.

GOALS: DESTINATION 2030

Build a Sustainable, Healthy Pharmacy Workforce and Workplace

- Through authentic storytelling, we will share our joy in the pharmacy profession, expanding the pipeline of students interested in healthcare.
- We will provide thought leadership and develop tangible long-term solutions for the Wisconsin pharmacy workforce crisis, using workforce data to inform decisions and working with other healthcare provider groups.
- We will create pathways for pharmacy technicians to step into advanced roles, while bolstering a vibrant, skilled, and sufficient technician workforce. Strong practices in the development of apprenticeship programs and career ladders will be disseminated.
- We will support the use of the Pharmacist's Fundamental Responsibilities and Rights, creating a just culture in the workplace that emphasizes medication safety, human connection, and patients empowered to select the location they receive their pharmacy care. We support the mental health of pharmacy professionals and in order for us to care for others, we need to care for ourselves.
- We will advocate for policies that support streamlining licensure of pharmacists and registration of pharmacy technicians.
- We will be a convener of pharmacy professionals to tackle workforce challenges. In these discussions, pharmacy professionals will feel connected vs. alone and safe vs. at risk for retaliation from an employer or colleagues.

Inspire Professional Growth

- We will nurture and support professional identify formation and growth for pharmacists and pharmacy technicians at all career stages.
- We will be the go-to resource for Wisconsin pharmacy professionals to build leadership skills and to share leadership lessons, offering connection, content, mentorship, and training in a variety of formats.
- We will connect with student pharmacists to prepare them for a rapidly evolving profession and the complex, culturally sensitive needs of their patients. We will support preceptors' development of students and residents.
- We will amplify innovative practices, accelerate practice transformation through coaching, curate upskilling and reskilling opportunities for pharmacy technicians and pharmacists, and provide leadership development. We will facilitate collaboration between leaders across sectors of practice.
- Pharmacy technicians will be equitably included in engagement opportunities.
- We will strive to create an inclusive and welcoming environment that nurtures a strong sense of belonging among our members and fosters well-being and resilience, recognizing our members are whole people that strive for work-life harmony.



Elevate Care with Technology

- We will catalyze discussion between members and across settings to share strong practices in technology implementation and the use of augmented/artificial intelligence (AI) while preserving the essential human touch in patient care. We will support the use of technology to close equity gaps and increase access to pharmacists' services.
- We will provide education and foster conversations that support pharmacy professionals' ability to proactively adapt to emerging technologies. Our education, resources, and partnerships will empower members to use technological advancements to streamline administrative processes, expand and bill for services, document and communicate care provided, and enhance overall care of patients.

Advocate for Pharmacist and Pharmacy Technician Roles in Healthcare

- We support pharmacists in the unrestricted use of professional judgement to act in the best interest of patients and act to preserve and expand pharmacists' roles in medication review and medication management.
- We advocate for the adoption of legislation and regulation that empowers pharmacists to utilize the full scope of their medication expertise.
- We provide education, resources, coaching, and peer-to-peer connection to advance the implementation of pharmacist provider status, including pharmacist credentialing. Pharmacy technicians are engaged critical roles to enable program implementation.
- We actively engage with policymakers to remove barriers to innovation and creativity, including telehealth, license portability, and scope of authority or expanded roles.
- We foster connection between pharmacy professionals and the policymakers that support pharmacy professionals' roles on the healthcare team.
- We collaborate with community-based organizations and healthcare teams to address care gaps. Using storytelling, we share strong practices.
- We will ensure Wisconsin remains a hub for pharmacy leadership while supporting practice across state lines and across sites of care.



Pharmacy Society of Wisconsin