

ASHP and Affiliate Orientation – 2014 –

Beverly Black

Director, Affiliate Relations Division



ASHP Mission

The mission of pharmacists is to help people achieve optimal health outcomes. ASHP helps its members achieve this mission by advocating and supporting the professional practice of pharmacists in hospitals, health systems, ambulatory clinics and other settings spanning the full use of medication use. ASHP serves its members as their collective voice on issues related to medication use and public health.



Vision

ASHP's vision is that medication use will be optimal, safe and effective for all people all of the time.



ASHP Strategic Plan -2014-

Strategic Priorities and Goals

Our Patients and Their Care

- Improve medication outcomes
- Advance pharmacy practice
- Help the pharmacy workforce meet patient needs
- Provide professional development
- Advocate for laws, regulations & standards that improve patient care
- Expand pharmacy practice in ambulatory & primary care

Our Members and Partners

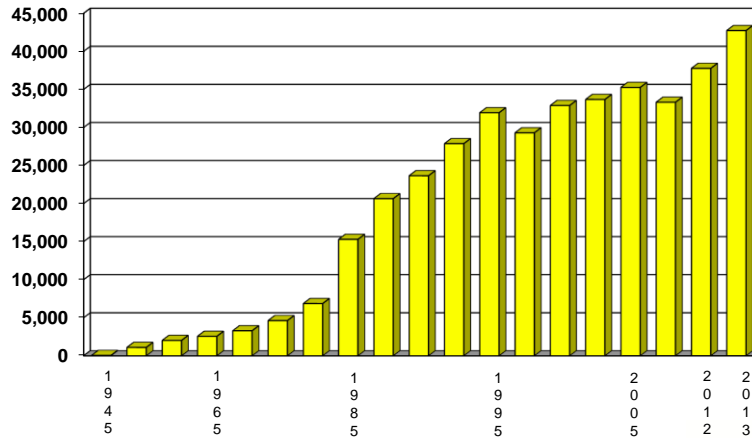
- Maintain a high level of member satisfaction
- Grow membership
- Support state affiliates' work to improve patient care & advance pharmacy practice
- Connect members with sections, forums & state affiliates
- Partner with stakeholders & customers
- Publish timely & innovative resources
- Improve the quality of our web resources
- Work internationally to further our mission & priorities

Our People and Performance

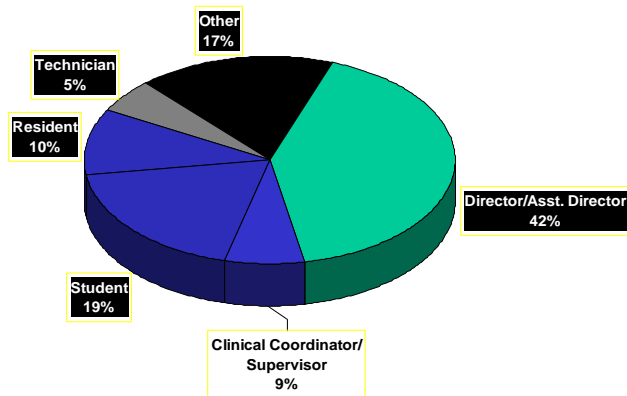
- Encourage staff excellence, teamwork & innovation
- Foster staff community, empowerment & satisfaction
- Ensure a financially sound organization
- Maintain effective & energized governance
- Effectively manage organizational infrastructure
- Foster high-performance staff leadership



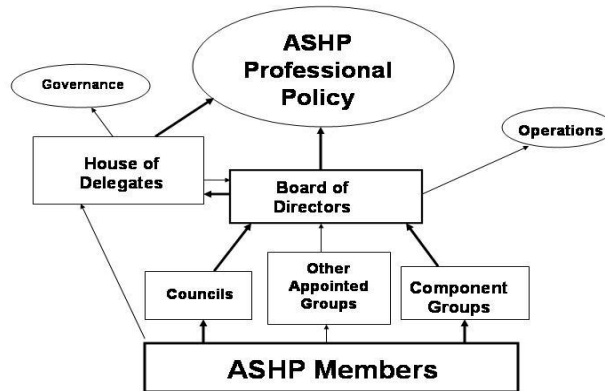
ASHP Membership Growth



ASHP Membership Primary Position



Governance Structure



State Organization/ASHP Affiliation Process

- ASHP Guidelines for Affiliation with State Organizations
 - ❖ <http://www.ashp.org/DocLibrary/AboutUs/StateAffiliate/Guidelines-for-Affiliation-with-State-Organizations.aspx>
- Commission on Affiliate Relations
 - ❖ Meets every September during ASHP Policy Week
 - ❖ Reviews each state organization's affiliation every 5 years
- ASHP Board of Directors



Maximizing Affiliation

- Using ASHP initiatives for synergy and leverage
- Engaging health-system pharmacists, technicians and students at the state level
- Awareness of services and relationships available to affiliates
 - ❖ Designated staff liaison, ASHP speakers, Affiliate NewsLinks, membership recruitment, presidential officer retreats, affiliates conferences (2), legislative advice, association management advice, assistance with contract review, etc.



New Services for Affiliate Organizations Within Past 3-5 Years

- Annual Benchmarking Survey
- ASHP Survey Software for Delegate Elections and Organizational Statewide Elections
- Connect Microsites for Both Executives and Presidents
- Technician Education e-Learning Portal [opportunity for revenue for affiliate]
- Co-Marketing agreements to promote eBook line [Revenue Sharing]
- Group Contracting: D&O Insurance; Meeting Insurance & Electronic Newsletter
- Monthly Affiliate Webinars
- Monthly Legislative Update Calls



Affiliate Education and Training

Affiliate Leaders Conference

- ❖ Held annually as Midyear Clinical Meeting
- ❖ December 7, 2014 in Anaheim

Presidential Officers & Executives Retreats

- ❖ November 3-4 and 8-9 in Chicago & Dallas

Affiliate Best Practices Forum

- ❖ Held annually at the Summer Meeting
- ❖ June 6, 2015 in Denver



Staff Structure

Organized Under One Office

- ❖ The mission of the *Office of Member Services* is to lead ASHP programs that are focused on serving, recruiting, and retaining ASHP members.
- ❖ The office will strive to foster (1) a strong sense of community and collective action within individual ASHP components and (2) enhance optimal and efficient operations among state affiliates, their staff and leadership.



Office of Professional Development and Member Services

Office of Member Services [Hannah Vanderpool, Vice President]

Affiliate Relations [Beverly Black, Director]

> Affiliate Relations Senior Manager [Kimberlee Berry]

Pharmacy Practice Sections

> Section of Pharmacy Practice Managers

[David Chen, Director]

> Section of Inpatient Care Practitioners

[Ericka Thomas, Director]

> Section of Clinical Specialists & Scientists

[Vicki Basalyga, Director]

> Section of Ambulatory Care

[Justine Coffey, Director]

>Section of Informatics and Technology

[Allison Wood, Director]

Forums

>Student Forum [Diana Dabdub, Director]

>New Practitioners and Residents Forum [Jill Haug, Director]



ASHP Staff

- Supports & Provides Assistance for State Affiliates
- Monitors and Analyzes Trends in Associations
- Conducts annual benchmarking survey for affiliates
- Communicates with ASHP Staff and Others Regarding Affiliate Programs & Initiatives
- Conducts monthly webinars on topics of interest to affiliate leaders
- Assists with Planning , Developing & Implementing New Programs
- Provides training, as requested, for Board members
- Coordinates NewsLink, Connect and webpage
- Evaluates additional services that may be of interest to affiliates



Current National Topics

- Provider Status
- Compounding
- Drug Shortages
- Pharmacy Practice Model Initiative
- Ambulatory Care Summit Recommendations
- Growing residencies
- The economy and health systems



Current Critical Topics for Affiliates

- Membership recruitment & retention
- Alternative sources of revenue
- Re-evaluating industry funding
- Creating member value
- Leadership development
- Technician issues
- Creative educational programming



Staff

- ◆ In-Kind Support
 - ❖ Speakers
 - ❖ Membership
 - ❖ Marketing
 - ❖ Public Information
 - ❖ Government Affairs
 - ❖ Strategic Planning
 - ❖ Educational Services
 - ❖ Customer Services
 - ❖ Finance
 - ❖ RFP & Contract Review
 - ❖ Survey Software
 - ❖ And More



State Affiliate Relations Staff

- Beverly Black, Director
bblack@ashp.org; 301-664-8864
- Kimberlee Berry, Senior Manager
kberry@ashp.org; 301-664-8779

Traci Bush, Administrative Assistant
tbush@ashp.org; 301-664-8837



Affiliate Website

- http://www.ashp.org/s_ashp/subindex1.asp?CID=164&DID=196
- Has helpful information on topics such as...
 - > Affiliate Administration- job descriptions, articles, etc.
 - > Membership recruitment and retention
 - > Finances
 - > Meetings and Conferences
 - > Legislative advocacy
 - > Communications/ public relations
 - > Resources



Future Focus

- Enhancing communications
- Gaining a better understanding of our affiliates
- Respecting the individual differences among our affiliates
- Strengthening affiliates through ASHP services
- Motivating our affiliates to partner with ASHP on more professional practice initiatives and participating in ASHP's national health-system agenda



Your Input?

Feedback?
Questions?



Thank You

