



# PPA STRATEGIC PLAN

**Vision:** Pennsylvania pharmacists will be recognized, engaged, and fairly compensated as health-care providers.

**Mission:** PPA promotes the profession through advocacy, education, and communication to enhance patient care and public health.

## EDUCATION



**Goal:** Advance professional development

- Provider Status and Reimbursement
- Leadership and Career Growth
- Mentorship Programs
- Career Pathways
- Contemporary Education Content and Delivery
- Innovative Learning

## COMMUNICATION



**Goal:** Strengthen engagement

- Rebrand New Practitioner Offerings
- Social Media Growth
- Event Promotion
- Personalized Outreach
- Current Member Awareness
- Prospective Member Outreach

## ADVOCACY



**Goal:** Advance the profession

- Legislative Day
- Lawmaker Engagement
- Grassroots Tools
- PBM Reform
- Policy Monitoring
- Standard of Care