

Rxperts: the Future of Texas Pharmacy

The Rxperts of Texas Pharmacy Association are redefining the role of pharmacy in Texas. Our patient-centered Smart, Healthy Living initiatives are changing public perceptions and attracting a new generation of pharmacists eager to meet the challenges head-on.

An Rxpert is not just a medication expert. An Rxpert is a health-care practitioner empowered and committed to improve patient wellness:

- ▶ Committed to innovative, patient-focused care;
- ▶ Values MTM as critical to improving patient outcomes;
- ▶ Views focused CE as vital to professional expertise & growth; and
- ▶ Knows that constant advocacy is critical to advancing pharmacy.

We are uniting Texas pharmacy to engage patients and improve outcomes while advancing pharmacists as full partners in health care.

WE BELIEVE

that pharmacists can improve outcomes & control health-care costs.

WE ARE RESOLVED

to be fully recognized & reimbursed as health-care practitioners.

WE UNDERSTAND

that our future depends on educating & engaging the public.

WE KNOW

that we must unite & organize to meet these challenges.



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Texas Pharmacy Association



Strategic Plan

2009 - 2011

Mission

To unite and advance the profession of pharmacy to help people live smart, healthy lives.



Proud of the Past - Shaping the Future

We started in 1879 as the Texas Pharmaceutical Association. We've been the state's leading advocate for pharmacy ever since. Today we are the strongest voice speaking for all Texas pharmacy professionals and national leaders in lobbying, continuing education and practice innovation. As Rxperts, we are transforming the patient-pharmacist relationship and empowering today's pharmacists to be effective health-care advisors.

Our Vision

Texas Pharmacists – Recognized, engaged and compensated as health-care providers.

Our Core Values

Our leadership and staff will adhere to the following values:

- ▶ Dedication to the Mission & Members
- ▶ Innovation & Passion for the Association & Profession
- ▶ Transparency, Trust & Accountability
- ▶ Inclusiveness and Accessibility

Texas Pharmacy Association Strategic Goals & Objectives

Adopted February 2009 by the TPA Board of Directors

Serving and Growing Membership

We will be the preeminent association serving Texas pharmacists, technicians and students:

- ▶ Education & Resources
- ▶ Member Connections & Social Networks
- ▶ Publications, Web site & Member Communications
- ▶ Effective Member Recruitment & Retention
- ▶ An Entrepreneurial Approach to Providing Products & Services

Influencing Public Policy & Advocacy

We will be the pre-eminent Texas association in protecting the pharmacy profession and benefiting patient outcomes:

- ▶ A Strong & Effective Advocacy/Lobbying Team
- ▶ A Strong Political Action Committee – PharmPAC – to support the legislative friends of pharmacy
- ▶ Uniting the Profession & Building Effective Coalitions

Advancing Pharmacy Through Public Awareness

We will strengthen public awareness of pharmacy's value to advance the patient outcomes and the profession:

- ▶ Advancing the Rxperts Brand and Designation
- ▶ Developing Patient-Focused Consumer Initiatives that Improve Patient Outcomes & Advance the Value of Smart, Healthy Living

Maintaining a Model Association

We will be a nationally recognized association respected for its resources, leadership and professional workforce:

- ▶ Financial Strength Supported by Revenue Diversification, Dedicated Reserve Funds & Fund-raising campaigns
- ▶ A Strong Texas Pharmacy Foundation
- ▶ A Governance Structure that is Efficient & Strategically Focused
- ▶ Development of Current & Future Association Leaders
- ▶ Professional Staffing & Staff Development

Learn More About Rxperts & Smart, Healthy Living
at www.rxpert.org

