



## 2014-2017 Strategic Plan

The CPNP Foundation envisions a world in which individuals with psychiatric and neurologic disorders receive optimal treatment, live free of stigma, and achieve their full potential. Our mission focuses on the needs of individuals living with psychiatric and neurologic disorders, their families, and health professionals in general practice settings to further evidence-based treatment. As such, our mission complements that of our parent association, the College of Psychiatric and Neurologic Pharmacists (CPNP), which focuses on serving neuropsychiatric pharmacists and aspiring neuropsychiatric pharmacists and advancement of their reach and practice.

The initiatives and objectives of the Foundation will be filtered through the lens of the individual living with psychiatric and neurologic disorders. Being a new Foundation, this strategic plan attempts to make the best possible use of our financial, marketing, and human capital to enhance our impact.

### Vision

A world in which individuals with psychiatric and neurologic disorders receive optimal treatment, live free of stigma, and achieve their full potential

### Mission

To focus on individuals living with psychiatric and neurologic disorders, their families, and healthcare professionals in general practice settings to further evidence-based treatment

Over the next four years, we will focus significant resources on the following core goals:

**Advancing Best Treatments:** Create initiatives and collaborative partnerships to advance best treatments for individuals living with psychiatric or neurologic disorders

**Communication:** Establish ongoing, accessible communication of the foundation's mission, goals, and initiatives to raise awareness and promote engagement

**Financial:** Develop a stable, growing, and diversified base to fund identified projects and initiatives with annual increases in budget

**Board Governance and Effectiveness:** Establish a culture that fosters passion and participation by engaging board members and dedicated individuals to accomplish the mission of the Foundation



## **ADVANCING BEST TREATMENTS**

### **Create initiatives and collaborative partnerships to advance best treatments for individuals living with psychiatric or neurologic disorders.**

#### *Short-Term:*

##### Patients:

1. Develop a guide for individuals with psychiatric and neurologic disorders and their families describing the care that should be expected from their pharmacy and pharmacist. Timeline: 2014
2. Serve as a resource for patients and caregivers in identifying and accessing pharmacy providers that deliver evidence-based care. Timeline: 2014 and 2015

##### Pharmacists:

3. For pharmacists in general practice settings, promote best practice guidelines for serving individuals living with psychiatric and neurologic disorders. Timeline: 2014 through 2016
4. Create a competitive selection process to annually support small grants for interprofessional research projects involving pharmacy students/residents that target implementation of best practices or reduction of stigma. Timeline: 2014

#### *Long-Term:*

1. Develop education and training opportunities, tools, and resources for pharmacists in general practice settings designed to improve their communication skills, competence, and their ability to reduce stigma. Timeline: 2015
2. Develop a strategy for strengthening the preparation of Board Certified Ambulatory Care Pharmacists (BCACP) in the area of psychiatric and neurologic clinical skills. This may include collaboration with BCACPs and/or with the Board of Pharmacy Specialties. Recommend such a strategy to the CPNP Foundation. Timeline: 2015

## **COMMUNICATION**

### **Establish ongoing, accessible communication of the Foundation's mission, goals, and initiatives to raise awareness and promote engagement.**

#### *Short-Term:*

1. Create a website with social media interconnectivity. Timeline: 2015
2. Publish a quarterly electronic newsletter. Timeline: 2014
3. Direct generalist pharmacists and individuals with neuropsychiatric disorders to resources. Timeline: 2015
4. Create an award recognizing a CPNP member who has excelled in an area central to the mission of the Foundation. Timeline: 2015

## **FINANCIAL**

### **Develop a stable, growing, and diversified base to fund identified initiatives with annual increases in revenues.**

#### *Short-Term:*

1. Develop an investment strategy for financial reserves. Timeline: 2014
2. Develop a plan to hire additional staff support for CPNPF to include a 3-year budget, description of specific duties and needed skill set. Timeline: 2014
3. Continue the annual giving campaign and create other campaign(s) to fund identified smaller projects (e.g., student/resident travel) and one major initiative for 2014/2015. Timeline: 2014 and 2015

#### *Long-Term:*

1. Develop programs for cultivating major gifts and planned giving. Timeline: 2015

## **BOARD GOVERNANCE AND EFFECTIVENESS**

### **Establish a culture that fosters passion and participation by engaging board members and dedicated individuals to accomplish the mission of the Foundation.**

#### *Short-Term:*

1. Develop a Board member job description to include responsibilities, expectations, and desired skill sets. Timeline: 2014
2. Assign Board member(s) to lead and be accountable for each initiative and objective in the strategic plan. Timeline: 2014

#### *Long-Term:*

1. Identify desired skills sets of potential board members outside of pharmacy. Timeline: 2015