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A slide titled "OSHP Swat Analysis". It features a dashed line in the top left corner and a grey semi-circle in the top right corner. The text explains that SWOT stands for strengths, weaknesses, opportunities, and threats, and that strengths and opportunities offer avenues for flourishing, while weaknesses and threats can inspire improvement. At the bottom, it lists "Strengths | Weaknesses | Opportunities | Threats".

OSHP Swat Analysis

SWOT stands for strengths, weaknesses, opportunities and threats. Strengths and opportunities offer avenues for your organization to flourish, while weaknesses and threats can inspire improvement.

Strengths | Weaknesses | Opportunities | Threats

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Strengths

- The people
- Evidence-Based Continuing Education Seminars
- Strong History; Good Educational Opportunities; Strong Staff support, effective professional advocacy
- Diversity of Organizations participating within OSHP.
- Member engagement on board
- Engaged Board and Committee/Chapter leaders; financially sound
- Communication, networking, meeting deadlines, and keeping a positive attitude
- Strong partnerships with representation from many pharmacy organizations
- History of advocating for profession/scope of practice.
- Networking with peers.
- Strong CE programming. Grassroots volunteers. Active student groups/engagement.
- Student engagement; well-developed bylaws; committed leadership team
- Fall and annual seminar, legislative work
- Great members with great experience
- Longevity

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Weaknesses

- Engagement
- Losing membership, membership engagement
- Poor penetration in eligible membership, recruitment for leadership positions
- Many potential members are not engaged and/or aware of OSHP activities
- I feel having 2 pharmacy organizations in the state fragments our message and is confusing to external stakeholders. Also weakens legislative impact.
- networking in a virtual environment
- Lack of enthusiasm, COVID-19, cultural bias,
- Current organizational structure is heavily dependent on in-person interactions, which are not possible right now
- Limited geographic reach/unequal service distribution. Variable technician engagement.
- Identifying and developing willing leaders within the membership
- "Overall presence - can we improve our brand management?"
- The dependence on altruism for individual engagement year to year. Is there a more sustainable model to incentivize work put into the organization? Often OSHP can be seen or felt as an after-thought to our careers and families. Is there another structure that can help prioritize the work being done and maintain it year to year?"
- active involvement of hospital pharmacists in the state
- Distance

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Opportunities

- Provide virtual CE and meeting opportunities - increase engagement.
- Virtual CE programming may provide opportunities for Section meetings across Oregon
- Appealing to a larger number of advanced practice pharmacists in ambulatory settings; Clear advocacy for community practice patient safety.
- Opportunity to increase membership, which would increase membership fees received.
- COVID to adjust how we do things? virtual meetings, CE, etc as more standard?
- Moving to online CE opportunity
- COVID-19, proper use of technology we have at our disposal, new in coming pharmacist
- Create a vision for virtual organization success in the COVID environment
- Virtual meetings are becoming more normative. People enjoy the flexibility of remote attendance if well structured.
- Retention of students into professional roles after graduation; developing relationship with industry partners
- improve engagement of students, technicians, and non-pharmacist pharmacy faculty (PhDs)
- Renewal

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Threats

- Covid
- COVID-19
- Waning number of involved members and pharmacists in general, lack of direction and focus on practice initiatives.
- Lack of engagement or energy by Oregon Pharmacists to participate in OSHP.
- COVID impact on health system practice? are positions at risk ? (e.g. med safety), how can we support membership through this?
- COVID/pandemic - organization built on networking and in-person activities
- Lack of funds, lack of participation, lack of communication, unwillingness to compromise
- Stagnant membership growth - inconsistent retention from student to practitioner
- Loss of networking connections. Preference for attending/joining subspecialty interests over local org. Loss of exhibitor revenue.
- COVID-19; other professional societies
- continuity of COVID, decreasing interest in pharmacy as a career
- Change

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Where do you see our Organization in two years?

- Diversifying membership by offering both in person and virtual meetings and social engagements.
- A vibrant, membership-engaged professional organization
- Representing and advocating for all non-distributive pharmacists; representing advanced roles for pharmacy technicians.
- Leading Health System Pharmacy and Shared Best Practices.
- I think there should be a single pharmacy organization representing Oregon pharmacy professionals.
- more virtual/online opportunities
- I see if growing and expanding as new pharmacist see the need for this organization to be in place to help with the advancement of the profession.
- Increasing pharmacist and technician membership; providing more virtual learning opportunities; supporting practice advancement.
- Still leading in progressive practice initiatives and CE. Reaching more areas of the state. Succession planning insured through engagement of new practitioners
- Probably in a situation very similar to now, without COVID. That sounds pessimistic, but unless we come up with innovative ways to add value to OSHP membership and create a "brand loyalty" it is difficult to see us being much different than we already are.
- In a similar position to today. Though I have limited experience and historical context with OSHP to feel confident about any projection.
- 2 years is not enough time to see a significant change.
- Frankly, the same.

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Membership Council

Increase membership to empower the profession.

- What we offer virtually has the potential to increase membership because those introverts that don't like in person meetings may really enjoy this virtual option.
- Enhance Section engagement - recruit section leadership
- Begin to appeal to advanced practice pharmacists in community practice.
- Need membership drives within Each local work organization. Increase Technician membership/participation.
- monthly/ongoing membership deductions instead of annually.
- Provide value through online opportunities
- To have new potential members understand the work that ASHP does to strengthen the profession. Also giving them then proper resources to maximize their potential as a future pharmacist.
- Diversify participation in the organization - reach out other professionals to become involved and active - expand beyond circle of close associates

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Membership Council Cont.

Increase membership to empower the profession.

- Focus on new practitioners and new to state via welcome wagon and/or informal mentorship explaining how OSHP works. Hosted roundtables/discussion groups in collaboration with already established member groups and/or by topic focus [partner with EAC and PubRel and LRAC].
- Incentivize recruiting? Current members can refer new members who get \$10 off membership, and the referring member gets \$10 off their next renewal?
- providing value outside of fall and annual seminar that is valuable to being a member. Establish non-member resources that are valuable as well, but in a limited version?
- reduce the membership fees, outreach programming
- Bring value to being a member - listserv, resources, opportunity

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Education Affairs Council

To continue to expand the knowledge and skills of pharmacy professionals.

- virtual and in person meetings when able
- Focus on creative ways to provide CE
- Align education with new prescribing responsibilities.
- Need to expand networks within Pediatrics, Critical Care, Oncology, etc.
- online opportunities
- Expand the resources available to members on websites and literature. More involvement with current members to get personal testament to how OSHP/ASHP has helped them in their personal pursuit for success within the field of pharmacy.
- Explore more opportunities for virtual learning
- Virtual meeting platforms - synchronous and asynchronous. Opportunity to create subgroup specific programming at low cost for underserved groups: e.g. rural, tech, students, new practitioners

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Education Affairs Council Cont.

To continue to expand the knowledge and skills of pharmacy professionals.

- Expand education opportunities beyond AS/FS and consider certificate programs and on-demand learning.
- "Is there a process we can own that promotes career growth? BCPS tools and resources? Does BCPS accept partnerships? Can we get study materials or CE at a discount and incentivize membership this way? What about PTCB as a conduit to technician recruitment?"
- Certificate courses/training"
- provide CE seminars throughout the year to educate members of new and emerging guidelines and protocols
- CE and training - either virtual, in-person or take-home

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Public Relations Council

Value Based Communication

- Continue to explore and expand social media offerings
- Social media presence could use improvements
- Consider getting professional help to explain pharmacist value to general public
- virtual support
- More input from current members
- Website presence, ease of use and fresh content likely to be even more impactful given pandemic
- Increase online presence - consider a moderated Facebook group to allow members to post relevant topics; expand to Twitter or IG?
- "Grow social media presence, streamline/coordinate all forms of communication (email/website/social media). Unify messaging. From my perspective, OSHP is known for their seminars. So a 1-2x per year program. Is there a way we can interface more frequently with members AND non-members? Is there a hierarchy of tools and resources we can provide? I think we need to establish a position (can be non-voting) that is designated as Social Media Editor. Many organizations have designated personnel for this, perhaps this could help unify and amplify our messaging. and committees

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Public Relations Council Cont.

Value Based Communication

- OSHP does many things behind the scenes that provides value. Are we consistently sharing these processes via newsletters etc?
- Given COVID, and looking hindsight, is there a role we could have filled as an organization? Could we have played more of a centralized role with OHA and drug procurement?"
- Merchandise, logo, keeping the organization "fresh", publicize organization and committees

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Legal and Regulatory Affairs Committee

- advocacy - engage membership in advocacy
- Strong leadership of this committee has ensured success - should identify plans for leadership transitions in the future
- Advocate for pharmacist reimbursement for professional services
- Continuing to partner with the BOP, Oregon Coalition and member organizations.
- Need to garner more interest - honestly, not sure how to do this
- More resources available for new members to access.
- Provide an online repository of key legal and regulatory issues up for discussion where members can share their feedback on and advocacy ideas
- Share more with members of scope of practice advances. Practical workshops on models of implementation. Regular report/feature in newsletter on BOP hot topics now that we have more HS reps there
- Keeping the members up to date on regulatory changes - local and regional, available regulatory positions,

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