



## **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

### **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 Committe/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; commited leadership team
- Fall and annual seminar, legislative work
- Great members with great experience
- Longevity

## 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

## 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

## 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

## **Where do you see our organization in 2 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 it 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.

## **Planning**

**During our Retreat, we will be discussing different avenues to help facilitate education, membership growth and public relations within our industry. Please take a moment and provide ideas that you think would be valuable for our organization to consider.**

## **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
- 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

**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
- 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

## 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
- Not sure
- 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.
- 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



## **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,