That is, without the injection of new members, CSHP’s membership would disappear entirely within 4 to 5 years. However CSHP has so far been successful in attracting new members to over-compensate for the loss.

A closer look at these metrics shows that the first 2 years of membership are the most critical in determining if a member will find value in what CSHP offers. In this regard, the retention rate for members who renew beyond their second year of active membership is a healthy 69%. In contrast, the retention rate drops to 60% among first-year pharmacist members and to 35% among pharmacy residents and postgraduate students transitioning from training to “Active” membership. Energy and focus need to be directed to these target groups to help them find value in CSHP membership.

As I learned at the Governance Summit, a successful 21st century association is one that can focus on the value that it provides to its members. CSHP is a powerful organization that supports its members in the development and pursuit of excellence in hospitals and other collaborative health care settings, as confirmed by our growing membership. However, the Society’s ability to continue to lead practice will be undermined if we do not capture the loyalty of hospital pharmacists as they transition from educational and training programs to practice. To paraphrase Albert Einstein, let’s try not to become an association of success, but rather to become an association of value.

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