

Congratulations! It's a . . . Vision 2010?

Carolyn Bornstein

A vision is a dream, an inspiration, a challenge. It describes where we want to be. It should encourage us to “think outside the box”, to collaborate and coordinate with others; it should energize us. In the case of the CSHP vision, it should inspire our members to move to a place that we can only dream about today.

Every 3 or 4 years, CSHP reviews where it's been and where it is now. Through collaboration and consultation, a vision statement of where the Society should be going is created by and for our members. In August 2006, Council members, Branch presidents and presidents-elect, the CSHP Executive, and CSHP staff members gathered for a strategic planning day immediately before the Annual General Meeting in Montréal. Armed with several tools, including the results of the recent online membership survey (to which 25% of our members responded), an environmental scan of selected members and external stakeholders, the newly drafted CSHP 2015 document (based on the 2015 Initiative of the American Society of Health-System Pharmacists), the Canadian Pharmacists Association's Blueprint for Action for the Pharmacy Profession in Canada, and a recently drafted strategic plan for *CJHP*, we found that the creative juices started to flow, and inspiring discussions and exciting debate followed. Where do we want to be by 2010? What should pharmacy practice look like 3 years from now? Several hours later, Vision 2010 was born!

Vision 2010

- *A dynamic Society*
- *The influential voice for hospital pharmacy*
- *Inspiring practice excellence*
- *Fostering leadership and professional growth*

Now, how do we get there? For that journey, we need a mission statement—a clear, concise, inspiring description of what CSHP is and does. After further discussion and debate, the new CSHP Mission Statement was created.

Mission Statement

CSHP is the national voice of pharmacists committed to the advancement of safe, effective medication use and patient care in hospitals and related health care settings.

But the work wasn't finished yet. We were then challenged with more questions: How do we bring our mission statement to life? What strategies will lead us toward Vision 2010? Can we achieve our Vision and also meet the needs of our members and external stakeholders?

Four key functional areas were proposed: Advocacy, Organizational Effectiveness, Members and Membership Services, and Practice Excellence through CSHP 2015. These strategies will form the framework for CSHP's action plan for the next 3 years. Specific opportunities to achieve the strategic objectives, based on the information and tools mentioned above, have now been identified. Following consultation with the Branch councils in fall 2006, the priorities of the final action plan were set. Budgetary dependencies were assigned to each action to ensure the financial stability of the Society.

These were just the first steps of many on the journey to realizing our dream, Vision 2010. Through our actions (arising from the mission and strategic objectives), we can and will attain the outcomes we have set for ourselves. CSHP wants to inspire you to action as Vision 2010 and its key strategies are created, developed, and shared with our members over the next 3 years. As Vision Liaison, I challenge you to dream, to live, to breathe Vision 2010 into your pharmacy practice. Let's “think outside the box” together!



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