

CSHP — Called to Action!

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The past year was one of change and transition for CSHP, a year filled with many positives and “firsts”. It was also a year when members were “called to action”, as they were asked to offer their feedback on present and future Society services via the membership survey. Almost 600 members responded to the call and provided a wealth of information. The survey results are now being reviewed and will drive the development of new programs and services and the enhancement of existing ones. You, the members, have made an important first step toward shaping the Society of the future.

A number of themes are immediately obvious from an initial overview of the survey responses. There was affirmation of the importance of the Society's mainstays: the *Canadian Journal of Hospital Pharmacy*, *CSHP News and Employment Opportunities*, and the Official Publications. You told us that you value and support the provision of these publications. Another resonating theme is the desire for a stronger voice for hospital pharmacy. Your thoughts on future development have highlighted the need to strengthen our advocacy efforts. You challenged us to become the voice of hospital pharmacy in responding to issues such as health care reform, human resource shortages, medication safety, changing professional roles, and other concerns facing the profession. To accomplish this, CSHP must be visible to government as well as other health-related agencies and organizations of health care professionals. We must be “front and centre” in promoting and enhancing the hospital pharmacist's image and patient care role. We must also develop innovative methods for attracting pharmacy students to pursue careers in hospital pharmacy practice.

Enhanced advocacy efforts have already begun. During the past year, media releases related to our Information Papers on Pharmacist Prescribing and the Role of the Pharmacy Technician represented positive beginnings for our awareness and advocacy campaigns. Our submission to the Romanow Commission, the Commission on the Future of Health Care in Canada, spoke directly to the value and contributions of hospital pharmacists in the Canadian health care system. Our

participation in the coalition developing a national program for the reporting of medication errors has highlighted our commitment to developing safe medication distribution systems. Our ongoing contributions to the full-sector study of pharmacist workforce issues illustrates our commitment to finding creative solutions to current and future human resources shortages.



Another strong theme in the survey responses is the need for better communication with the membership. If the Society is to be the voice of hospital pharmacy, it must first be able to listen to and communicate with its members. The Society's Web site and e-mail communication were identified as key areas for enhancements. A task force has been charged with addressing CSHP Web site development as a high priority. In addition, members of the CSHP office staff are focusing on providing timely and comprehensive responses to requests in order to meet members' ever-changing needs.

Over the next few months, additional insights and recommendations will come forward from the analysis of the membership survey. As in the past, membership involvement and participation will be vital, especially if CSHP is to develop the voice and national presence that hospital pharmacists want. As we approach a new membership year, step up and add your voice — renew your commitment to CSHP, and contribute your ideas and talents as a volunteer at the National or Branch level. Whether big or small, all contributions are welcome. Join in and be a part of the “united voice” committed to advancing hospital pharmacy practice.

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