

Announcing . . . Vision 2003!

Margaret Gray



Having the opportunity to participate in CSHP's Visioning process is a rare opportunity; doing it twice has been a truly amazing experience. Three years ago, as Alberta Branch Delegate, I worked on the creation of Vision 2000 and, along with the rest of a very tired group, was proud of the result of our day's work. This year, I came to the Vision 2003 exercise with mixed emotions. I looked forward to both the process and the outcome, but I couldn't help but wonder how we could improve on our vision of who we are as members of CSHP, beyond what had been expressed in Vision 2000.

Before this year's Annual General Meeting in Winnipeg, a full day was set aside for Council and the Branch Presidents to create CSHP's Vision for the next 3 years. Believe me, there were times when none of us in that room thought it was going to happen, but I am proud to announce to you Vision 2003:

- *Setting the course* • *Partnering with patients* • *Striving for excellence*

Your Council and Branch Presidents are excited about our new Vision. It encompasses what we have said in the past, but it also makes a strong statement about moving forward. Many important concepts are captured within these few lines, and I'd like to highlight some of them for you.

Setting the Course

This powerful statement illustrates what CSHP does in so many ways. CSHP members are involved in the education of pharmacy students, in shadowing and mentoring programs, and in residency preceptorships. CSHP is a representative member on the accreditation boards of pharmacy schools and is a cosponsor, with the Canadian Association of Pharmacy Students and Interns, of the Pharmaceutical Care Poster Competition. In partnership with the Canadian Pharmacists Association, we are also taking a leadership role in helping pharmacists provide seamless care through the second workshop (now in the planning stages) and the work of the joint task force. From among the many other examples of how CSHP sets the course, I will mention only one, as it may prove to have lasting effects on the practice of pharmacy across the country. CSHP, along with the Therapeutics Products Programme of Health Canada, is cohosting a multidisciplinary workshop on medication error reporting in Canada, in the hopes of moving toward a national medication error reporting system. All of these activities demonstrate that our leadership and our focus on the future of our profession are strong.

Partnering with Patients

Through everything we do as an organization, CSHP is committed to ensuring that our members have all the necessary tools to work effectively in a direct patient care role. CSHP accomplishes this through our Standards and Guidelines, the Direct Patient Care Curriculum, and *CJHP*, as well as the many other publications and educational programs we support. This component of Vision 2003 reinforces the need to empower our patients and to allow them to play an active role in their therapeutic choices.

Striving for Excellence

In all that we have done in the past and whatever we will do in the future, CSHP stands as a model for the pharmacy profession. This is reflected in our Standards and Guidelines, which serve as a tool for the practice of pharmacy both within and outside of health-care facilities. We will continue to set standards for the profession through our goal to always strive for excellence.

Vision Objectives

From Vision 2003, 5 objectives have been established. These objectives will form the basis for determining the priority projects that CSHP will undertake through the next 3 years:

1. To ensure that CSHP has the financial means to serve its members today and in the future.
2. To optimize the pharmacist's direct patient care role.
3. To promote the value of CSHP to recruit and retain members.
4. To promote the value of CSHP and the role of the pharmacist in a health-care setting.
5. To facilitate the evaluation of the impact of the pharmacist's role in direct patient care.

Our next step is to use Vision 2003, along with the objectives, to formulate action plans. You will be able to find these in the form of the Vision Progress Report, which will be available on the CSHP Web site once it has been developed. This progress report will form a living document of all of CSHP's activities as an organization and will serve as an excellent resource if you are asked to demonstrate what CSHP is doing for you.

We hope that you are as empowered by our new Vision as were those of us who had the opportunity to develop it. Our goal that day was to bring "goosebumps" to our members. We hope we have achieved that aim!

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