



2016 TO 2019 STRATEGIC PLAN OUTLINE

VISION

ADVANCED ONCOLOGY PHARMACY CARE FOR PATIENTS THROUGHOUT THE WORLD

STORY/VALUE PROPOSITION

WE BELIEVE THAT WE CAN IMPROVE THE LIVES OF THOSE TOUCHED BY CANCER BY ADVANCING ONCOLOGY PHARMACY CARE THROUGHOUT THE WORLD THROUGH ENGAGEMENT AND MOBILIZATION OF THE ONCOLOGY PHARMACY COMMUNITY.

WE DO THIS BY DELIVERING PROFESSIONAL DEVELOPMENT AND COLLABORATIVE ADVOCACY INITIATIVES.

STRATEGIC INITIATIVE #1

ENGAGE MEMBERS AROUND THE ISOPP VISION AND INSPIRE THE GLOBAL ONCOLOGY PHARMACY COMMUNITY TO TAKE ACTION.

of members, program participants, net promoter score

STRATEGIC INITIATIVE #2

DELIVER ENHANCED PROFESSIONAL DEVELOPMENT RESOURCES.

Professional development content consumption, new revenues

STRATEGIC INITIATIVE #3

DEVELOP AND MOBILIZE ONCOLOGY PHARMACY COLLABORATIVE ADVOCACY INITIATIVES.

Collaborative initiatives launched, participating partners

STRUCTURE

EVOLVE BUSINESS MODEL AND GOVERNANCE STRUCTURE TO SECURE ADDITIONAL FINANCIAL RESOURCES AND CREATE ENHANCED EDUCATIONAL DEVELOPMENT AND ADVOCACY MANAGEMENT CAPABILITIES.



PRIORITY # 1: MEMBER ENGAGEMENT

ENGAGE MEMBERS AND MOBILIZE THE GLOBAL ONCOLOGY PHARMACY COMMUNITY TO TAKE ACTION

LAUNCH STRATEGIC PLAN

DESIRED OUTCOMES

Advise members about Strategic Plan development through existing ISOPP channels and platforms

Stakeholders become aware of progress and process around Strategic Plan development and their role in contributing to its development.

Develop “people of action” Oncology Pharmacy leadership voices video

Engagement. Stakeholders feel the excitement and credibility of ISOPP’s vision of the future as presented by “real people” from their professional community.

ISOPP 2016 Symposium Plan Launch with press kit, streaming broadcast and post-launch webinar.

The global oncology pharmacy community is inspired by ISOPP’s vision and understands its leadership strategy to make the vision happen.

ACTION PLAN ELEMENTS

DESIRED OUTCOMES

Undertake governance structure evolution in conjunction with Canadian legal incorporation

Greater transparency and member participation in ISOPP leadership process. Additional “engagement capital” added to ISOPP initiatives. Quicker time-to-market for ISOPP initiatives.

Develop strategic communications plan including social media/content strategy and “*Introduction to ISOPP*” summary to grow stakeholder engagement.

Member engagement with ISOPP platforms, content and experiences (e.g. website visits, symposium attendance. Sponsor/partner interest.

Develop tiered partnership structure including strategic vision partners as well as website/event partner framework.

Incremental partner/sponsorship revenues to support educational resource and advocacy initiatives.



PRIORITY #2: PROFESSIONAL DEVELOPMENT

DELIVER ENHANCED PROFESSIONAL DEVELOPMENT RESOURCES

ACTION PLAN ELEMENTS

DESIRED OUTCOMES

Develop core oncology pharmacy resources package

Educational content/ISOPP global legacies. New professional development resources add value to ISOPP community and global brand equity increasing membership performance and elevating cancer patient care paradigm.

Enable professional collaborative publishing initiative focusing on “trending topics”

Stakeholder engagement through community-sourced educational content publishing. New educational resources add value to ISOPP community and provide member community visibility. for content authors.

Produce professional thought-leadership supplement in conjunction with *Journal of Oncology Pharmacy Practice*

Educational content. New professional development resources add value to ISOPP community participation increasing membership performance and ISOPP’s brand position as an oncology pharmacy community thought-leader.



PRIORITY #3: ADVOCACY

MOBILIZE ONCOLOGY PHARMACY COMMUNITY AROUND COLLABORATIVE ADVOCACY INITIATIVES

ACTION PLAN ELEMENTS

DESIRED OUTCOMES

Organize a global oncology pharmacy leadership summit for “people of action”.

ISOPP positioned as a global oncology pharmacy leader in supporting advancements in global cancer care through collaborative action. Society brand equity elevated.

Establish an ISOPP endorsement process

ISOPP is sought-out as a global oncology pharmacy leader in supporting advancements in global cancer thought-leader. Society brand equity and visibility elevated.

Identify and undertake one collaborative advocacy initiative with global healthcare partners

ISOPP positioned as a global oncology pharmacy leader in supporting advancements in global cancer care through collaborative action. Society brand equity elevated.