



PQA Strategic Plan 2018-2020 Strategic Plan Summary

Background:

Established in 2006, the Pharmacy Quality Alliance (PQA) is a 501(c)3 designated non-profit alliance with over 200 member organizations. PQA is a multi-stakeholder, consensus-based membership organization that collaboratively promotes appropriate medication use and develops strategies for measuring and reporting performance information related to medications.

Beginning in Spring 2017, PQA staff initiated the process of revising the organization's three-year strategic plan. With guidance and input from a subcommittee of members from PQA's Board of Directors, the 2018-2020 strategic plan was created and presented for approval by the full Board at the end of 2017. This summary is an abridged version of the complete strategic plan that will be used by PQA staff to advance the mission of the organization and describes PQA's six strategic domains and the goals contained in each.

PQA Mission:

Optimizing health by advancing the quality of medication use.

Mission Driven Domains

Domain 1: Measure Development, Endorsement & Maintenance

Develop measures (performance measures and quality improvement indicators) across patient populations that are aligned with appropriate clinical outcomes, result in improved quality of patient care, and for which there is opportunity for market demand.

Goal 1.1: Develop to Need

Develop metrics that address what matters to patients, providers, payers and other stakeholders, to help drive improved patient health outcomes; meet clinical and public and private pay-for-performance program needs; are feasible; and have a high potential for implementation and use.

Goal 1.2: Measure Strength

Ensure there is a strong evidence-base for the importance, feasibility, validity, reliability, usability and use for draft measures.

Goal 1.3: Measure Development Infrastructure

Implement, monitor, and modify as needed, the measure development structure to ensure efficient and effective advancement of measure development goals.

Goal 1.4: Collaborate/Build Relationships

Work with key stakeholders to position PQA for contractual relationships to develop measures and/or create core measure sets.

Goal 1.5: Measure Maintenance

Maintain existing performance measures to support their use by programs and providers.

Goal 1.6: Member Engagement in Measure Development

Continue to encourage active member participation in the process of metric development, including Measure Development Teams, Advisory Panels, Task Forces, Testing and voting.

Domain 2: Measure Implementation & Use

Broaden the implementation, and support and promote the use of PQA measures in new and existing programs.

Goal 2.1: Measure Implementation

Engage health plans, PBMs, pharmacies, federal and state-based agencies to implement PQA measures and provide services that support their engagement in quality measurement/improvement activities related to medications.

Goal 2.2: Core Measure Sets

Implement PQA measures into new core measure sets and maintain existing measure sets in value-based programs.

Goal 2.3: Measure Use Support

Support organizations utilizing PQA measures in the marketplace.

Goal 2.4: Optimize Measure Implementation Opportunities

Identify and complete activities that best position PQA measures for implementation and use

Goal 2.5: Quality Improvement Indicators (QII) Uptake

Develop and implement a plan to increase QII uptake.

Domain 3: Research

Continue to strengthen PQA as a research entity through projects and initiatives that contribute evidence to support appropriate medication use and highlight the value of PQA measures in the health care system.

Goal 3.1: Research Infrastructure

Establish an infrastructure to support the prioritization and implementation of research/demonstration projects.

Goal 3.2: Measure Development & Implementation

Conduct and/or facilitate research/demonstration projects that support PQA's research agenda for informing and supporting measure development and uptake.

Goal 3.3: Member Engagement

Engage PQA member organizations in participating in research projects.

Goal 3.4: Finance & Operations

Secure funding to supplement/support diversification of the PQA revenue stream.

Goal 3.5: Dissemination & Translation

Publish and present results of PQA-facilitated research and/or demonstrations projects to members, non-members, stakeholder and broader audiences.

Domain 4: Membership Engagement & Education

Ensure PQA initiatives, benefits and services support the growth and retention of a multi-stakeholder membership and reflect an understanding of their missions, needs, and challenges.

Goal 4.1: Member Retention

Continue to seek and support the active engagement of PQA's members.

Goal 4.2: New Member Recruitment

Develop and implement a proactive recruitment strategy that seeks to achieve a membership portfolio that ensures a balanced voice among stakeholders.

Goal 4.3: PQA Annual Meeting & Leadership Summit

Continue to engage members in the Annual Meeting and Leadership Summit.

Goal 4.4: Education

Promote awareness of PQA, use of PQA measures, and other related healthcare quality topics.

Domain 5: Communications

Increase awareness and understanding of the value of medication use performance measures and PQA's role in developing and implementing those measures.

Goal 5.1: External Communication

Engage stakeholders through external communications that are relevant, timely, efficient, effective, supportive, and professional.

Domain 6: Finance & Operations

Ensure PQA has the appropriate human, financial and leadership resources to fulfill its mission, position PQA for future growth, and to meet and exceed member expectations.

Goal 6.1: Staff

Recruit, hire, and retain a highly-qualified staff that has the right capabilities and competencies, is passionate about the PQA mission, and can work successfully in a collaborative, team-based environment.

Goal 6.2: Financial Stability & Fiscal Oversight

Ensure PQA has the financial resources and necessary capital reserves to meet its mission.

Goal 6.3: Board

Encourage active engagement of PQA Board members in all facets of PQA's mission and initiatives, including its two major meetings each year (Annual Meeting and Leadership Summit).

Goal 6.4: Pharmacy Quality Solutions

Ensure the continued growth of PQA through active collaboration and participation in business development strategies.