



HOPA
Hematology/Oncology
Pharmacy Association

Strategic Plan 2023 – 2026

*HOPA's
members
played an
integral
role in the
development
of this plan.*

ABOUT OUR PLANNING PROCESS

In 2022, the Hematology/Oncology Pharmacy Association (HOPA) engaged in a collaborative process to develop a new three-year strategic plan. HOPA's Board of Directors led the effort in partnership with staff and our planning consultants from 2B Communications & Strategy Group.

The planning process was thorough, thoughtful, and inclusive.

Information and data sources included conducting more than 40 interviews, fielding member, past member, and student surveys that generated responses from more than 400 individuals, completing a multi-year analysis of HOPA's operational performance, and assessing the peer/competitive landscape. A comprehensive research findings report provided context for the plan.

A planning group composed of HOPA's Board, other volunteer leaders, and staff participated in an in-person planning retreat. They thoroughly vetted the research findings and identified goal areas and potential objectives to include in the plan. Plan refinement occurred during subsequent virtual and in-person working sessions.

HOPA's Board of Directors approved the plan in November 2022.



GUIDED BY OUR VISION, MISSION AND CORE VALUES

While HOPA's vision and mission remain unchanged, the planning process enabled us to expand and further define our core values.

Our Vision: All individuals affected by cancer have a hematology/oncology pharmacist as an integral member of their care team.

Our Mission: Support pharmacy practitioners and promote and advance hematology/oncology pharmacy to optimize the care of individuals affected by cancer.

Our Core Values:

LEADERSHIP

Lead from within.

We are inspired leaders and passionate mentors.

COLLABORATION

Stand together.

We maximize our impact through strategic partnerships.

INTEGRITY

Do the right thing.

We maintain the highest levels of ethical standards and accountability.

RESPONSIVENESS

Stay accessible.

We respond to needs and solve problems thoughtfully and quickly.

INNOVATION

Be creative.

We challenge the status quo.

DIVERSITY

Be yourself.

We champion diversity within our organization and profession.

INCLUSION

Seek equity.

We foster inclusion through equity and justice.

STRATEGIC PILLARS

Five pillars anchor HOPA's goals and highlight specific areas where HOPA will focus its energy and efforts in executing the strategic plan.

“Organizational Excellence” encompasses several cross-cutting functions that underpin everything HOPA does, so it is positioned as a foundational pillar.



GOALS & OBJECTIVES

The plan's goals and objectives will guide HOPA's actions over the next three years. Our Board and staff will jointly identify implementation priorities annually and share ongoing responsibility for engaging HOPA's members in implementing the plan.

Education | Goals & Objectives

- 1. Deliver high-quality, innovative hematology/oncology education for pharmacists in all career levels and practice settings.**
 - a. Utilize engaging course design and improve user experience of HOPA's learning systems.
 - b. Enhance education programming through collaborations with other organizations.
- 2. Be the provider of choice for Board Certified Oncology Pharmacist (BCOP) education.**
 - a. Utilize engaging course design and improve ease of use of HOPA's BCOP/continuing education learning systems.
 - b. Employ targeted and sustained efforts to market BCOP offerings.
- 3. Elevate HOPA's standing as the premier source for hematology/oncology pharmacy expertise.**
 - a. Be the preferred resource for expert speakers on hematology/oncology pharmacy topics.
 - b. Optimize HOPA's website and improve organic search rankings.
 - c. Build collaborations and partnerships to share expertise and promote resources.

Professional Practice | Goals & Objectives

- 1. Be a credible authority and comprehensive resource for hematology/oncology pharmacy practice.**
 - a. Develop and maintain an accessible and dynamic portfolio that includes benchmarking, standards, guidelines, metrics, best practices, and oncology workforce tools.
 - b. Empower members to promote the practice of hematology/oncology pharmacy.
- 2. Serve the continuum of hematology/oncology pharmacy career and leadership development needs.**
 - a. Broaden HOPA's mentorship efforts to encompass members at all professional career levels.
 - b. Develop programming and resources to enhance hematology/oncology pharmacists in diverse career paths and their skills, including leadership, project management, and business.
- 3. Champion a sustainable hematology/oncology pharmacist workforce.**
 - a. Strengthen and advance initiatives to address wellness, burnout, and other factors that contribute to a dynamic workforce.
 - b. Engage with strategic partners to educate and promote careers in hematology/oncology pharmacy.

Research & Quality | Goals & Objectives

- 1. Support hematology/oncology pharmacist-led research to advance patient care and the profession.**
 - a. Form and facilitate internal and external research collaborations.
 - b. Develop a scalable model for hematology/oncology pharmacists to learn and apply research methods and skills.
 - c. Cultivate and sustain the HOPA Research Fund.
- 2. Promote hematology/oncology pharmacists' roles in leading cancer-related quality work.**
 - a. Participate in developing and validating quality metrics.
 - b. Serve as the premier source for hematology/oncology pharmacy-related quality research.
 - c. Expand training opportunities in quality improvement and research.
- 3. Serve as the primary platform for promoting hematology/oncology research and quality results.**
 - a. Improve and expand where and how research is presented within HOPA.
 - b. Feature member research in HOPA's programs, publications, website, and communications.

Advocacy & Awareness | Goals & Objectives

- 1. Serve as a leading voice on policy issues affecting patients and hematology/oncology pharmacy practice.**
 - a. Build a knowledgeable and engaged national advocacy network involving members and other stakeholders.
 - b. Participate in coalitions and partner with other organizations to advance shared priorities.
 - c. Provide members with advocacy resources to use within their communities.
- 2. Increase awareness for the role and value of hematology/oncology pharmacists among health care professionals, patients, caregivers, policymakers, and the public.**
 - a. Expand and increase public-facing programming and resource accessibility.
 - b. Strengthen collaborations with medical professional societies and patient advocacy organizations.
 - c. Bring the patient and caregiver voice to HOPA advocacy efforts.
- 3. Amplify the voice of individuals impacted by cancer in HOPA programming and initiatives**
 - a. Integrate patient and caregiver perspectives.
 - b. Expand and increase the availability of patient and caregiver resources.

Organizational Excellence | Goals & Objectives

- 1. Model inclusiveness and provide meaningful volunteer and recognition opportunities to all members.**
 - a. Evolve and improve governance, volunteer structures, and processes.
 - b. Diversify volunteer opportunities and expand leadership development.
 - c. Enhance the strategic value of HOPA's membership recognition and awards programs.
- 2. Maximize organizational effectiveness to achieve sustained success.**
 - a. Maintain strong financial and operational policies and practices.
 - b. Expand and improve data and technology capabilities.
 - c. Strengthen internal and external communications.
 - d. Foster a collaborative, equitable, and supportive professional environment.