

Strategic Plan

Vision and Mission

Vision: To be a leading advocate and facilitator of high-quality pharmaceutical services that improve the health and well-being of the community.

Mission: To collaborate with community pharmacies, healthcare providers, and local authorities to ensure accessible and effective pharmaceutical care for the residents of Cambridgeshire and Peterborough.

Environmental Analysis

- **SWOT Analysis:** Assess Community Pharmacy Cambridgeshire and Peterborough's Strengths, Weakness, Opportunities and Threats. Consider factors such as changes in healthcare policies, technological advancements, demographic shifts and competition.
- **Stakeholder Analysis:** Identify key stakeholders, including community pharmacies, healthcare professionals, local authorities, patients and advocacy groups. Understand their needs and expectations.

Strategic Goals and Objectives

- **Enhance Pharmacy Services:** Improve the range and quality of services offered by local pharmacies to better meet the healthcare needs of the community.
- **Promote Public Health:** Collaborate with healthcare providers and authorities to promote public health initiatives through pharmacies.
- **Advocate for Pharmacies:** Advocate for the role of community pharmacies in the healthcare ecosystem and secure resources and support for the local community pharmacy sector.

- **Community Engagement:** Foster strong relationships between pharmacies and the community to better understand and address local healthcare challenges.
- **Professional Development:** Support ongoing training and development opportunities for pharmacy staff to ensure they are well equipped to provide excellent services.
- **Digital Transformation:** Embrace technology to improve pharmacy operations, patient interactions and data management.

Action Plan

- **Service Expansion:** Support pharmacies to introduce new services such as medication management and chronic disease management programs.
- **Health Promotion Campaigns:** Collaborate with local healthcare providers to run health awareness and promotion campaigns through pharmacies.
- **Advocacy Initiatives:** Engage with local authorities and policy makers to advocate for the importance of community pharmacies in the healthcare system.
- **Training and Education:** Organise appropriate training sessions and workshops to enhance the knowledge and skills of pharmacy staff.
- **Technology Integration:** Facilitate the adoption of digital tools to streamline processes, improve data management and enhance patient interactions.

Key Performance Indicators

- Awaiting Community Pharmacy England guidance on KPIs for Community Pharmacy Locals.

Resource Allocation

- Allocate resources to support action plans and achieve strategic objectives, considering budgetary constraints.

Monitoring and Evaluation

- Regularly assess the progress of Community Pharmacy Cambridgeshire and Peterborough in achieving its strategic goals.
- Adjust the strategic plan as needed based on ongoing analysis and feedback from stakeholders.

Communication and Reporting

- Maintain transparent and effective communication with all stakeholders

Risk Management

- Identify potential risks and establish contingency plans to mitigate them

Sustainability and Innovation

- Continuously seek opportunities for innovation and sustainability to ensure Community Pharmacy Cambridgeshire and Peterborough's long-term success.

This strategic plan can service as a foundation for Community Pharmacy Cambridgeshire and Peterborough to guide its activities and make a positive impact on the local healthcare community. The plan should be dynamic and adaptable to changing circumstances and evolving healthcare policies.