

# 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 commissioning organisations including Cambridgeshire and Peterborough Integrated Care Board(ICB) 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 NHS and local Authority (LA) commissioned services offered by local pharmacies to better meet the healthcare needs of the community.
- **Promote Public Health:** Collaborate with healthcare providers and Cambridgeshire and Peterborough LAs 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 NHS or LA services such as medication management and chronic disease management programs.
- **Health Promotion Campaigns:** Collaborate with LAs to run health awareness and promotion campaigns through pharmacies.
- **Advocacy Initiatives:** Engage with local authorities and commissioning organisations 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.