

AMCP2020

AMCP Strategic Plan • 2018–2020

AMCP2020 Strategic Initiatives

AMCP will deliver on its promise by focusing on these four strategic initiatives.

Thought Leadership

AMCP will be recognized as the thought leader for helping managed care pharmacy professionals improve patient outcomes while controlling health care costs.

If we are successful, by the end of 2020:

AMCP has established that the integrated pharmacy benefit management has moved from volume to value. AMCP is building a new group of practice leaders. AMCP is a primary source of policy and regulatory recommendations to advance managed care pharmacy issues from discussion to reality.

Member Engagement

AMCP will attract new members, increase member retention and grow member participation in AMCP education, meetings and volunteer activities.

If we are successful, by the end of 2020:

AMCP will increase member value across all categories, and market that value, resulting in overall membership growth and retention.

Build the Brand

AMCP will launch a brand strategy that increases awareness of the Academy and brings the enterprise strategy to life for all audiences and across all venues.

If we are successful, by the end of 2020:

The AMCP (and AMCP Foundation) name is recognized as an organization of visionary thought-leaders in developing, administering, delivery and researching a quality integrated pharmacy benefit.

Operational Excellence

Create the organizational structure, processes, talent and IT infrastructure necessary for implementing the strategic plan and achieving its objectives.

If we are successful, by the end of 2020:

AMCP's IT, HR, and digital enterprise are contemporary and support all aspects of the organization's business and strategic initiatives. Its finances and reserves are sound.

AMCP2020 Promise

AMCP promises its members and stakeholders that it will help managed care pharmacy practitioners improve patient outcomes and control rising health care costs through enhancing knowledge, improving collaboration and intensifying advocacy.

About AMCP

The Academy of Managed Care Pharmacy (AMCP) is the nation's leading professional association dedicated to increasing patient access to affordable medicines, improving health outcomes and ensuring the wise use of health care dollars. Through evidence- and value-based strategies and practices, the Academy's 8,000 pharmacists, physicians, nurses and other practitioners manage medication therapies for the 270 million Americans served by health plans, pharmacy benefit management firms, emerging care models and government.

www.amcp.org

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