

CJHP Strategic Business Plan 2013

Mission	Values	Vision	Performance Indicators	Functional Areas	Strategic objectives	Strategies
<p>The aim of the CJHP is to be a respected international publication while serving as the major venue for dissemination of information related to patient-centred pharmacy practice in hospitals and related health care settings in Canada.</p>	<p>We value:</p> <ul style="list-style-type: none"> ● Practice excellence and innovation ● Collaboration ● Professional development and mentorship ● Accountability to members ● The commitment of our members to our Society and the profession 	<p>CJHP is an academic journal that focuses on how Canadian pharmacists optimize safe and effective drug use in patients.</p>	<ol style="list-style-type: none"> 1. Demonstrate an increased satisfaction with the Journal content by conducting sequential readership surveys. 2. Increase the number of submissions (solicited versus non-solicited) by 20% annually. 3. Be indexed in Index Medicus. 4. Raise enough revenues from Journal advertising, subscriptions and reprints to maintain at least 90% self-financing. 	<p>Journal Content</p>	<p>CJHP must disseminate broader and enhanced information regarding advances in patient-centred pharmacy practice.</p>	<ol style="list-style-type: none"> 1. Broaden the scope of the content. 2. Increase the number of contributors. 3. Increase the number of reviewers by 5%. 4. Increase the number of Journal issues to 10 per year.
				<p>Journal Accessibility</p>	<p>CJHP must be universally accessible (searchable, delivered on time, archived and widely indexed).</p>	<ol style="list-style-type: none"> 1. Revise the Journal's distribution policy to allow free on-line access to CSHP non-member hospital pharmacists for a 12-18 month trial period. 2. Require pay per view for non-members after initial free trial period. 3. Provide comprehensive online access to the Journal. 4. Assess the merits of producing both a hard and an on-line copy, every two years. 5. Deliver Journal issues on time to readers. 6. Expand Journal indexing. 7. Send hard copies to developing nations. 8. Increase number of Journal subscribers by 5%
				<p>Operational Needs</p>	<p>CSHP must be adequately resourced to efficiently manage the CJHP.</p>	<ol style="list-style-type: none"> 1. Provide enhanced support to authors, reviewers and researchers. 2. Ensure stability of the Board. 3. Assess other marketing strategies.