

**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"> <li>● Practice excellence and innovation</li> <li>● Collaboration</li> <li>● Professional development and mentorship</li> <li>● Accountability to members</li> <li>● The commitment of our members to our Society and the profession</li> </ul>	<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"> <li>1. Demonstrate an increased satisfaction with the Journal content by conducting sequential readership surveys.</li> <li>2. Increase the number of submissions (solicited versus non-solicited) by 20% annually.</li> <li>3. Be indexed in Index Medicus.</li> <li>4. Raise enough revenues from Journal advertising, subscriptions and reprints to maintain at least 90% self-financing.</li> </ol>	<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"> <li>1. Broaden the scope of the content.</li> <li>2. Increase the number of contributors.</li> <li>3. Increase the number of reviewers by 5%.</li> <li>4. Increase the number of Journal issues to 10 per year.</li> </ol>
				<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"> <li>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.</li> <li>2. Require pay per view for non-members after initial free trial period.</li> <li>3. Provide comprehensive online access to the Journal.</li> <li>4. Assess the merits of producing both a hard and an on-line copy, every two years.</li> <li>5. Deliver Journal issues on time to readers.</li> <li>6. Expand Journal indexing.</li> <li>7. Send hard copies to developing nations.</li> <li>8. Increase number of Journal subscribers by 5%</li> </ol>
				<p>Operational Needs</p>	<p>CSHP must be adequately resourced to efficiently manage the CJHP.</p>	<ol style="list-style-type: none"> <li>1. Provide enhanced support to authors, reviewers and researchers.</li> <li>2. Ensure stability of the Board.</li> <li>3. Assess other marketing strategies.</li> </ol>